RELATIONSHIP BETWEEN ADVERTISEMENTS AND COVERAGE OF DEVELOPMENT NEWS BY THE *DAILY TRUST AND THE NATION* NEWSPAPERS (JANUARY 2012 – DECEMBER 2013)

BY

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NIGERIA

OCTOBER, 2015

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M.Sc/SOC-SCI/6059/2011-2012

A THESIS SUBMITTED TO THE SCHOOL OF POSTGRADUATE STUDIES AHMADU BELLO UNIVERSITY, ZARIA

IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF A MASTER OF SCIENCE DEGREE IN MASS COMMUNICATION

DEPARTMENT OF MASS COMMUNICATION

FACULTY OF SOCIAL SCIENCES

AHMADU BELLO UNIVERSITY, ZARIA

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OCTOBER, 2015

Declaration

I hereby declare that this M.Sc dissertation titled "Influence of advertising on coverage of development news by *Daily Trust* and the *Nation* newspapers 2012-2013" is written by me. The topic is original as it has never been presented anywhere before now for academic award. More so all scholarly works cited have been duly acknowledged in the reference section.

_____ _____

Amina Ahmad AMINU Date

Certification

This dissertation report titled “influence of advertising oncoverage of development news by *Daily Trus*t and the *Nation* newspapers 2012-2013” meets the regulation governing the award of Master of degree in mass communication of Ahmadu Bello University Zaria. It is also approved for its contribution to knowledge and literary presentations.

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Acknowledgements

I give my unquantifiable gratitude to almighty Allah for the ability to make this work a success. He has endowed in me the patience and perseverance to cross all the huddles that came my way during the course of my studies.

Avery big thanks to my supervisors Mal. A. R. A shittu and Mal. Usman Jimada for their support, encouragement, scholarly criticisms, and for sparing their time to read through the entire work. May the Almighty continue to bless you throughout your lives.

Special thanks go to my head of department Dr. Mahmud Umar, the postgraduate coordinator Dr. Yakubu Ozohu Suleiman and his assistant Mal Shamsuddeen Mohammed for their encouragement. May God continue to bless you abundantly.

To all my lecturers in the department, I thank you all for your constant and technical advice in the course of conducting this research work.

This work will not have been complete if my parents Alhaji Ahmad Aminu and Fatima Ahmad did not support me in it. I thank you for your love and contributions towards the success of this work.

My profound gratitude goes to my husband Engr Abdullahi Usman Mairiga for all the support and encouragement he has given me from the onset of this work to the completion of it. I have nothing to appreciate such gestures, rather than pray for our collective success in this world and the hereafter. Thank you for your understanding.

To my family especially my children, I thank you all and I appreciate your patience and tolerance during my absence, may God continue to flourish them abundantly. I also thank the

family of Professor Dalhatu Mohammed for their utmost contributions. May the Almighty continue to bless them abundantly.

To my colleagues in this program, I thank you all for your constructive criticisms which were all aimed at improving the quality of my work. Thanks again for making me have critical thought on intellectualism.

My deep appreciation goes to those scholars whose work has been consulted for reference purposes. I certainly appreciate your enormous contribution to the field of education. Those scholars that were physically consulted in an attempt to better this work, I thank you for your time and efforts towards making this work a huge success.

Dedication

To Almighty Allah for his blessings and grace upon my life and knowledge, to my father, Ahmad Rufai Aminu (Ph.D) whose scholarship has been in pursue for academic endeavour and my husband Abdullahi Usman Mairiga whose support has been immeasurable.

Abstract

This research work examined the relationship between advertisements and coverage of development news in Nigerian newspapers. The research focused on assessing how advertising influences the coverage of development news in the Nigerian press, and also the frequency of development news featured in the newspapers. The research is anchored on the political economy theory of the media. The research employs method triangulation comprising content analysis and key informant interview. Two national independent newspapers, *Daily Trust* and *TheNation* were content analysed with a systematically drawn sample of size of 343 editions. Frequency distribution tables and charts were used for descriptive statistics while statistical measures of ANOVA and regression were used for inferential statistics. Findings revealed that coverage of development matters by the two papers are low, but *Daily Trust* has a higher frequency of coverage than *The Nation* newspaper. Development issues like poverty, unemployment and rural development are not given enough coverage as education, health, environment and agriculture. At 0.05 level of significance, it was also found that advertising has a positive relationship with development news reports in the two papers, as advertisements increases the coverage of development issues also increases. It is recommended among others that there is need for higher coverage of poverty reduction, unemployment and rural development in the newspapers because these issues also impact on the lives of the people.

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Chapter One

Introduction

1.0 Background to the study

Media are one the fastest growing industries. This growth may be as a result of technological inventions andinnovations. The media is seen as a mirror which reflects the society. Aside the traditional functions of the mass media (which are to inform, educate and entertain), the media is supposed to be a vanguard for development.Curran cited in Nwabueze, Ezebuenyi & Ezeoko (2012) opine that the principal role of the media, according to traditional liberal theory, is to act as a check on the state, but this could be difficult if media are not free from advertisers. Nevertheless, Advertising has not only become an integral part of man's socio- political and economic life, but has also grown both as business activity and as a profession (Nwabueze, Ezebuenyi & Ezeoko 2012).

Many issues have emerged in the media among such are media ownership, advertisers influence and objectivity which are challenging the method of news coverage and reportage. Many scholars have conducted researches on media ownership generally for both broadcast and print media (such as Dominick (2002); Eijaz(2012); McQuail (2010) and many others). According to Dominick (2002), the most common assumption is that the owners of the media influence the form and content of the media through their decision to employ certain personnel, funding special projects and providing a media platform for ideological interest groups. It is also assumed that at micro level, the attitudes, beliefs and values of a journalist influence upon his construction of reality; at macro level, newspaper editors accept and reject potential news stories for highly subjective reasons, which can be based on the editors own experiences, attitudes and expectation

(Eijaz 2012). This is also determined by the ideology of the media house as well as advertising revenue.

Advertising has been one of the major sources of revenue for the media since the public media were commercialized. As argued by Pate, Adeyanju & Yahaya (2012), Commercialization has affected the quality and quantity of news especially in the broadcast media. When print media prosper financially, it is because advertisers recognize their worth as advertising media (Nwabueze, Ezebuenyi & Ezeoko 2012). Just as the Marxist saying that 'he who pays the piper dictates the tune', the mass media today strive to serve the interest of their advertisers and owners best so as to sustain them in the market (McQuail 2010). The media puts into consideration the economic value of the news story before it even consider itas a news report. Therefore, the economics of demand and supply for advertising space in the print media is critical to the health of the media organization (Nwabueze, Ezebuenyi & Ezeoko 2012).It is also important to note that the media is supposed to observe a cardinal principle of news reporting which is objectivity. Even though various arguments have arisen as a result of how objective a news report should be, many are of the opinion that accuracy and fairness are yardsticks to assessing a news report. Nevertheless,Newspapers can provide more in-depth stories, great backgroundinformation and a greater understanding of the overall subject while still retaining objectivity (Nwabueze, Ezebuenyi & Ezeoko 2012).

However, the media also serves as an engine for development, anddevelopment must be about the people. Development journalism and reporting can take shape by aligning with values enunciated in the concept of development (Kadiri, 2010). The media constitute a critical value in the process of national development of a country. According to Moemeka (1999), the print media have an enduring characteristic which the broadcast media do not have. This is because the

newspaper can be read and re-read at one's convenience which allows better understanding of the message content. According to Coronel (nd), the media should keep the citizens engaged in the business of the governance by informing, educating and mobilizing the public. He went further to add that this will help the media play positive role in democracy with an enabling environment that allows them to do so. One of the basic principle of a free press demands from newspaper as well as other media to operate in a competitive market where they depend on advertising clients to make profit (Wang, 2012). This indicates the level of importance of advertisers to the media. Nwabueze, Ezebuenyi & Ezeoko (2012) posit that 'with a large portion of print media revenue coming from the advertisers, it is no surprise that advertisers sometimes attempt to influence editorial policy especially stories that have the potential to adversely affect their businesses. They concluded that print media organisations should adhere to professionalism and ethics in generating and processing message contents with a view to ensuring objectivity even on the face of pressure from advertising revenue sources.

Moreover, media businesses operate a dual product market. The content is often a kind of bait intended to lure the audiences that are valuable commodities for sale. In advertising a product, the target audience is the most important because it informs the best way to deliver an advertisement. Also the culture of the people is very important. The placement of the advertisement depends on the amount being paid by the client. According to Ali-Balogun (2014) 'advertisements now occupy the first 5 pages of major newspaper titles before the editorials'. This is due to the fact that these pages occupy most of the important stories of the paper.With the advent of the new media, Key advertisers have offered readers opportunity to read their papers on-line.Therefore, the liberal view of advertising is that it provides revenue for the media to enable them to be independent from states and political parties. But the regulatory view argues

that the media may distort their coverage to accommodate advertisers concerns (Ellman and Germano, 2008).

1.1 Statement of the Problem

Nigeria as a nation has been ranked as a developing society for many years. Despite abundant natural resources, there is continuous increase in poverty, inequality, unemployment, low quality education, high level of violence and illiteracy, poor access to portable water and even inadequate health facilities due to systemic corruption. These problems have hindered the Development process of the country because development is first and foremost about the people. However, the media being an entity in the state is supposed to facilitate the development process of the country by playing the role of agenda setting and being a watch dog of the society. Advertising serves as a major source of revenue for the media to continue playing its role of development.

Researches have been conducted to find out the patterns of news reporting by the media. Some of these researches include: Fradgley and Niebauer (1995); Asogwa and Asemah (2012); Ahmmed (2014); Nwogwu and Nwabueze (2005); Uwom and Alao (2013);Craig (2004) and Kadiri (2010). It was found thatnews reporting patterns wereconnectedto the type of ownership of the media.Accordingto Fradgley andNiebauer (1995), independently owned daily newspaper had more stories that require more reportorial efforts and used more enterprise news sources than the chain owned. Also, Asogwa and Asemah (2012) argued that news is increasingly becoming a commodity. This means that only those with high income can afford to pay the price. Kadiri (2010)concluded that development issues are poorly covered by both the state owned and the privately owned papers. However, Media outfits are set up by their owners who have some goals

to achieve. Some of the goals may include profit making or selling their ideologies to the larger society. Dunn and Barban cited in Wang (2012) argued that it is widely known that some advertisers attempt to pressure editors into modifying their policies and contents. This is because they pay large amount of money for their products, service or ideas to be carried by the papers.

Critics claim that excessive commercialism in news and media content weakens the participatory foundations of democracy (Ellman & Germano 2008). Critical scholars are of the view that advertising revenue makes the media to depend on advertisers and has restricted news content (Craig, 2004). It also limits the press from being an independent entity whose principles include fairness, accuracy and objectivity. Pate,Adeyanju & Yahaya (2012) concluded that the state owned media in Nigeria are more affected with pervasive ownership influence.The media is supposed to be independent of any control to be able to facilitate development, no matter the pressure for revenue. Craig (2004) concluded after a research that advertisers tend to discipline the media for content they do not like by withdrawing advertising on such newspapers. This will adversely affect the paper because advertising revenue is important to the continued existence of any media.

However, previous studies have not disentangled the effect of ownership from other factors such as advertising or ideology. Moreover, Most of these studies were conducted to find out the influence and effects of ownership on press reporting pattern which were either conducted through content analysis, surveys and interviews. Little attention was given to influence of advertisements on news reportage and hence the need for the research. The study therefore examineswhether advertisements have any relationship with the content of *Daily Trust* and *The Nation* newspapers in terms of coverage given to development in Nigeria.

1.2 Aim and Objectives of the Study

The aim of this research is to know how advertising influences coverage of news on development issues. The research is premised on the following specific objectives:

1. To determinethe frequency of coverage of development issues and that of advertisements by the *Daily Trust* and *TheNation*newspapers.
2. To determine the level of prominence given to development news report in the *Daily Trust* and *The Nation* newspapers.

1.3 Research Questions

1. What is the frequency of coverage of development issuesand that of advertisements by *Daily Trust* and *The Nation* newspapers?
2. What is the prominence given to development news reports vise-a-vise advertisements in the *Daily Trust* and *The Nation* newspapers?

1.4 Research hypothesis

1. There is no significant relationship between frequency of advertisements and coverage of development news by the *Daily Trust* and *The Nation* newspapers
2. There is no significant difference between *Daily Trust* and *The Nation* newspapers in terms of magnitude of advertisements and coverage of development news.

1.5Significance of the Study

Literature review has shown that there is no enough empirical research on the relationship between advertising and development news in this environment. Most of the researches available

in this part of the world are utility based. This research intends to fill that gap because itwill provide information on what influences the working of the press and this will help assess the responsibility of the media in promoting development in the society. The study tends to provide information on whether development issues still occupy the important pages of the newspaper (pages 1-5) or advertisers have paid for their products, service or idea to be placed on those pages. This is important in assessing the media of being a vanguard for development of the country. The findings of the study would be useful to the media organizations as it will provide data on their performances in order to make necessary adjustments.The study will also provide data on the importance each of the newspaper give to development news reports. The study will add to the existing literature in the area of newspaper news reporting patterns and development communication. The research is significant because it will reveal the relationship between advertising and development news coverage by the print media.

1.6Scope of the Study

The study focuses on two Nigerian daily newspapers; *Daily Trust* and *The Nation* newspapers. The study only investigates the influence advertising has on report of development news by the press. The study is only concerned with content of the papers as it has to do with development matters. The study is not concerned with the organisational structure of the paper, or any other sources of influence on the press. The conceptual scope will include development communication, objectivity and other news values, media performance, advertising and profit orientation of the print media.

1.7Operational Definition of Terms

Coverage: for the purpose of this research, any news report that is not one-sided is considered coverage.

Development news: for this study, news on education, agriculture, health, environment, unemployment, rural development and poverty are considered development news.

ChapterTwo

Literature Review

2.1Introduction

This chapter reviews literature on media performance and how advertising influence the coverage of news in the media. Also, empirical literature is reviewed and the theoretical framework for the research is stated in the chapter.

2.2 Conceptualisation of Advertising

Advertising has been defined from different academic background and perspectives but the central theme of all the definitions is that advertising has an identified sponsor who pays for the advertisement. Ayanwale, Alimi and Ayambimpe (2005) cited Etzel, Walker & Stanton who opine that the nature and scope of advertising capture four features- a verbal and visual message; a sponsor who is identified; delivery through one or more media; payment by the sponsor to the media carrying the message.' This implies that since advertising involves payment, then the media may have to consciously or unconsciously consider the interest of the advertisers in all realms and spheres of their activities.

According to Nzeribe (2012) advertising raises the social conscience on an issue because It cannot solve all the problems of the society, it does not cure but it gets people to stand for something and do something about it, over time, example HIV/AIDS. This indicates the importance of advertising to the society. Nzimiro (1992) asserts that 'advertising in a pavlovian sensecould stimulate the public to accept ideas or personalities not really meant for their own good but for the good of the owners of the advertising firm and clients'. Osho (2010) asserts that

advertising and public relations are quite unique in influencing human attitudes, behaviours, thoughts and even corporate actions. Advertising is a process that helps to create a relationship between a person and a product (Barry Day cited in Ajayi, 2005). APCON defines advertising as a form of communication through media about products, service or ideas paid for by an identifiable sponsor (Ajayi, 2005). According to Anyacho (2007) 'advertising is a form of communication which attempts to interpret the qualities of products, services and ideas in terms of consumer needs and wants'. Advertising helps create awareness and interest about a product, service or idea. The mission ofadvertising is to reach prospective customers and influence their buying decision. Nwabueze (2006:164) defines advertising as a paid form of non-personal communication through a medium aimed at promoting ideas, individuals, organisations, good or services by an identified sponsor.

Advertising is a mass communication tool, which is essentially paid for by a firm or an individual and the ultimate purpose of which is to give information, influence attitude and induce action which are useful to the advertiser (Belch & Belch, 2009). Advertising should not be bad because according to Usman (2014) bad advertising cost exactly the same as good but yield suboptimal results. The essence of advertising is to create a preference in the consumers mind for a particular brand, so as to purchase now or in the near future. Therefore, it must be appealing to the consumers. For advertising content to be relevant, it has to build in to familiar areas such as culture, legacies, traditions, popular events such as cultural festivals, football games etc (Usman,2014).

Advertising allows small businesses to reach a large audience in a short time. By including branding, business is able to include a phrase or an image that will stick in the minds of the consumers and helps them remember the company. According to Zeiger (n.d) advertsing can be

paid or earned. It is paid when a business pay for an advertisement example advertisements on TV, radio, newspapers, magazines, pay- per-click advertisements, search engine optimization and other adverts on facebook, youtube and online newspapers and magazines. When an advertisement is earned, it comes in organic form that involves word of mouth, consumer review and free spots with the media outlets, such as spot on a local newspaper or being mentioned in a newspaper article. This type of advertisement is free because consumers spread the name of the business by word of mouth through social media and by writing reviews about business. This shows the relationship that exists between the media and advertising.

2.3 Relevance of Advertising Revenue to Media Organizations.

There is no doubt that advertising is a major source of revenue for the Nigerian mass media. Nwabueze, Ezebuenyi and Ezeoko (2012) asserts that politicians use advertorials a lot to oppose their opponent at different government levels (local, state and federal) while other organisations use advertorials to promote their interests. They further outlined the importance of advertising revenue in the survival of the Nigerian mass media:

1. Advertising revenue helps to lower the cover price of newspapers and magazines.it is evident that without advert revenue, most newspaper and magazine outlets in Nigeria would find it difficult to survive. This is because if these publications try to make profit from cover price, the publications may be unaffordable to their audience.
2. Advertising revenue helps the mass media in Nigeria to stay in business. There is no steady power supply and as such the mass media rely on alternative power supply which makes them consumes a lot of diesel and fuel to generate power. Thus advertising revenue help the mass media maintain their operational cost.

3. Advertising revenue helps the mass media in Nigeria to expand and reach its target audience faster.
4. Advertising revenue helps mass media in Nigeria to employ more staff who will help them in reaching out to their audience.
5. Prompt payment of media workers' salaries and allowance would no doubt promote a rancor-free work place. When this is the case, media workers would no longer be looked at as beggars. It is with the help of advertising revenue that media organizations achieve this.
6. Advert revenue helps the Nigeria media, especially the privately owned ones, to guard their freedom. It is a common parlance that he who pays the piper dictates the tune. Since the private owned media in Nigeria do not rely on government budget (they rely on advert revenue), they can constructively criticize and publish the short comings of the government.

All these explained the importance and benefits derived from advertising. Greene (2013) also argued that advertising is important in business because it is used to accomplish varied goals, and companies place those ads in diverse media. Besides advertising products in traditional venues such as newspapers and general interest magazines, businesses advertise in media that reach specific markets. For example, a portable communications device is advertised on a social media site that reaches younger customers. Also, when a business introduces a new product, advertising provides a means to make a large market aware of the product.Businesses frequently use advertising to show how their product has more benefits, or is more effective, than similar competitor products. It is important to mention that for an advert content to be relevant, it has to

build in to familiar areas such as culture, legacies, tradition, and popular events like cultural festivals, football games, etc.

The fundamental purpose of advertising is to sell something – a product, a service or an idea. In addition to this general objective,advertising is also used by the modern business enterprises for certain specific objectives which are listed below:

1. To introduce a new product by creating interest for it among the prospective customers.

2. To support personal selling programs. Advertising maybe used to open customers' doors for salesman.

3. To reach people inaccessible to salesman.

4. To enter a new market or attract a new group of customers.

5. To light competition in the market and to increase the sales as seen in the fierce competition between Coke and Pepsi.

6. To enhance the goodwill of the enterprise by promising better quality products and services.

7. To improve dealer relations. Advertising supports the dealers in selling the product. Dealers are attracted towards a product which is advertised effectively.

8. To warn the public against imitation of an enterprise's products

However, advertisements are expected to be legal, decent, honest, truthful and respectful-mindful of Nigeria’s culture; it is to be prepared with a sense of social responsibility and must avoid

misinformation; it is to be in the interest of the consumer and wider society; and it must conform to the principles of fair competition generally accepted in business and enhances public confidence (Usman, 2014). Despite these relevancies, critics claimed that advertising is a weapon used by the capitalist system to dominate the working class and coerce them in to accepting their ideologies. Stanley (2010) in his book projected, among others that advertisingmessages are exaggerated, showing only the positive traits of a product; advertising exploit children as they are incapableof making good interpretations of the intents of the adverts; advertising is deceptive because sometimes it promises to improve lives through consumption; and lastly, it makes people materialistic as they purchase products they don't need. Nevertheless, advertising makes possible the free mass media we use not only for entertainment but for maintenance of our democracy.

2.4Advantages of Newspaper Advertising Media

Okunna (2003) gave the contents of a newspaper as letters to the editor, editorials, advertisements, cartoons/ pictures and most importantly, news and features. The newspaper is a means by which information is disseminated to the public. Newspaper has the ability to inform, educate, sensitise, conscientise and mobilise a people to say the least tremendous (Soola, 2003:168).

Newspapers feel the competition from other media but continue to represent a showcase for advertising. Like other media, newspapers do some policing of adverts, refusing to accept those that violate rules set up by the management and advertising agencies like APCON. They strive to maintain good image. Some media specific tactics or rather persuasive principles include

headline, pictures, text, and structure of body text, type face and layout. Newspapers advertising have the following advantages over other media.

1. Their coverage is high as they reach every nook and corner in a very short time.

2. They offer a lot of flexibility. According to the convenience and necessity of the advertiser, the shape, size and appeal may befrequently changed to suit the need of the advertiser.

3. High frequency enables speedy preparation and publication of advertisement.

4. It is the cheapest media of advertising as far as its cost per reader is concerned.

5. The daily newspaper have strong repetitive value as it offers an opportunity to the advertiser to repeat is message at a shortinterval of only one day.

6. The public response towards newspaper advertising is very quick.

7. By inserting local advertisements (in local newspapers), the effectiveness of advertising copy could be tested quite easily.

8. By inserting frequent advertisements in the newspapers, their visual appeals may be created very easily.

9. The reputation of the newspapers is available to the advertisers and their products also. Leading newspapers provide space toreputable and reliable concerns only.

10. Newspaper advertising provides geographic selectivity.

However, despite the advantages, the following are the disadvantages of newspaper advertising media.

1. The life of a newspaper is very short, i.e., only for the day. It is said, “Nothing is alive as today’s newspaper” and “Nothing is dead as yesterday’s newspaper.”

2. There is waste of circulation. The advertisement is carried evento those places where there is no market existing nor thepossibility of creating a new market in the near future.

3. If the customers are limited in numbers, advertising in newspapers may be ineffective and costly too.

4. Visual effects may not be created in practice as the newspapers are generally printed on cheap newsprint.

5. There is lack of uniformity in advertising requirements. Lack of uniformity of publishers requirements, with respect to rates, size,and type of copy and so on.

6. Newspaper advertising is less popular in undeveloped countries where the masses are illiterate ignorant and poor.

2.5News Commercialization and Objective News Reportage

Newsisanythingamedium considers worthy of being reported which must be in public interest (Bitner, 1996). According to McLeish (1994:80), 'the best short definition of news is that which is new, interesting and true'. Any news report should be free of bias and sentiments. According to Oseni (2001), the situation is with the Nigerian press for the purpose of profit making.Asogwa and Asemah (2012) noted that 'in recent journalism practice, news is increasingly becoming a commodity valued for its role in informing or persuading the public on political, social, cultural and economic issues'. The whole essence of news is to report timely occurrences or events to the members of the society who are heterogeneous in nature. But in recent journalism practice it is only those that have money to spend that are given access to the media during a news time. Oso (2012) concluded that commercialism in the Nigerian broadcast industry has compromised the professional integrity and status of journalists. He added that the relevance of the news should be considered first and not the profit. This means that for news to fulfill its role in society, its

selection must be free of commercial and political considerations.News as a product consciously or unconsciously carries influences exerted at various levels (Ahmmed, 2014). Therefore, media workers are obliged to follow the code of ethics that influence the selection and treatment of the content.

Objectivity has become an issue of debate in media circle. It is one of the cardinal point media reports are measured with.Ward (1999) views objectivity in two ways: traditional news objectivity and pragmatic news objectivity. According to him, the traditional news objectivity is based on positivism that accepts only factual statements as objective. It disallows for interpretation, the journalist is expected to report news the way it is. The pragmatic news objectivity is based on the notion that the journalist could interpret the report to aid a better understanding for the target audience. According to Hildebrand (2013), pragmatic objectivity would provide a better standard for journalists and improve their contribution and participation in democratic public inquiry. News reports are interpretations of events with some degree of selection, theorizing, conceptualization and evaluation. Murphy (2010) supports Kennedy that 'many would agree with the concept that the media should in the form of social contract provide reports that are honest, accurate and comprehensive, and analysis that is informed, fair and based on facts.'

Reese (1990) examined the news paradigm as an occupational ideology whose major feature is the principle of objectivity, concluded that the news paradigm contains self- contradictory oppositional values, such as a diversity of views in the news room versus objective, value-free reporting. News commercialization practice in Nigerian media industries adds to this contradiction and deception, creating a continuous dilemma for ethics and objectivity in journalism practice in Nigeria (Omenugha and Oji, 2008).Roma (2007) cited Philips who

concluded that objectivity was a set of canons, based on notions of fairness, balance, lack of bias, accuracy and neutrality. For Asemah and Asogwa (2012), objectivity for the media is all about reporting the news in a fair and balanced manner and as such it is related to professionalism in journalism. Travers (2011)) avers that objectivity means that when covering hard news, reporters do not convey their own feelings, biases or prejudices in their stories, even though it is hard to keep one's own feelings completely out of one's stories. According to Boyd (2001), 'complete impartiality is like perfection, an ideal for which many will strive but not wholly attained'. The idiosyncrasy of the journalist reflects in his views and reports. In the words of McLeish (1994), 'some declare it as impossible, that we are inevitable creations of our own age and environment seeing the world through the filters lf a particular time and culture'. Ward (1999) asserts that 'many reporters in the newsroom avoid the use of the word 'objectivity' and instead talk about some of its components, such as fairness and balance'.

However, News commercialization has made the media to mortgage their professional ethics for political patronage and appointments. Herman and Chomsky cited in Suravaram (2005) 'traced the routes by which money and power are able to filter out the news fit to print, marginalize dissent, and allow the government and the dominant private interests to get their messages across to the public'. News is no longer news because only those that have money are newsworthy even though, Iredia (2003) points out that the media will not succumb to the criticism of not reporting news event as they are because the media are responsible to make the society remain as one'.The viability and profitability of news organisations are essential to their survival and prosperity, yet the print media should stick to objectivity no matter the pressure coming from the advertisers (Nworgu & Nwabueze 2005). The traditional criteria for judging certain events are pushed aside. According to Nwosu cited in Asogwa and Asemah (2012) that not all the news stories one hears

these days from the media are purely because of their news values but because of the profit attached to them. News commercialization is therefore a threat to objective journalism practice which in turn affects the flourish of democracy today in Nigeria.Greater percentage of journalism scholars argues that real objectivity does not exist; few believe that it is achievable through abiding by journalistic ethics. Mcbride et'al (1981) argued that 'since absolute objectivity does not exist, the accuracy of information is probably a measurable quantity andmore a question of judgment or view point'. The print media are to see news as a social product with utilitarian value (Uwom and Alao, 2013). They further argued that 'the monopoly and concentration of media resources and infrastructures in the hands of the rich few should be prevented as this can pose a threat to the existence of a free and pluralistic press.'Asogwa and Asemah (2012) concluded after a research that news has gradually become a packaged broadcast or report that is sponsored or paid for by the interested parties.

2.6Advertising and Media Performance

Studies of political economy of the media reveal that advertising is increasingly having influence on media messages. Negrine (1994) concluded after a research that advertising revenue in effect, sustains the British media because without the support of advertisers, the British media would be in a poorer and much truncated form. This indicates the importance of advertising revenue to media industries. According to Whale (1997), the second group of people and organisations who wield a measure of control over the media are the advertisers. This is so because of the profit orientation of the mass media. Advertising is an effective filter for news choice and survival in the market. Without access to advertising revenue, even the most popular paper will price itself out of the market. In today's society, the media is no longer planned, it has to be creative (Ali-Balogun, 2014).

The advertiser's goal is to get enough relevant market data to develop accurate profiles of buyers-to-find the common group and symbols for communications (Ayanwale, Alimi and Ayambimpe, 2005).The press through advertising tends to shape the consumer culture to stimulate the demand for manufacturing and supplies of goods (Craig, 2004). Advertising plays a role in selling goods and services. Dinu and Dinu (2012) concluded that advertising helps companies develop consumer awareness to an unmet need or introduce a product that consumers may see as valuable'. In any newspaper, everything other than advertising is called editorial and Bell (nd) opines that most news outlets carry far more news originated by other organizations than by their own journalists. Curtis (2012) noted that advertisements in print, on the air and on the internet tell us what product and service are good, in order to trust the product or service'. It tells us that many people we know are buying the product or service and liking it and therefore one should also buy it.Demers (1999) assert that the more characteristics of the corporate form of organization newspaper had, the more emphasis was placed on quality of news coverage.

It is worthy to note that the extent of media freedom depends critically on two variables: the mobilizing character of the government and the size of the advertising market (Gelbach and Sonin, 2008). They argued that bias in reporting reduces the informational content of the news, thus decreasing viewership among those that value information. Berger (2001), is of the opinion that journalists are expected to be autonomous from political forces, owners and advertisers and other vested interests and work within conditions that assures them editorial independence. One of the basic principles of a free press demand from newspaper as well as any other media is to operate in a competitive market where they depend on advertising clients to make profit. In words of Shoemaker (2006), 'news is a commodity and advertisers pay to place their products next to the news'. Thus, if the press is expected to be independent of such influences, where will

they source for fund? Reuter and Zitzewitz (2005) concluded after a research on advertising and bias in the financial media in U.S.A that ‘mutual fund recommendations are correlated with past advertising in three finance publications but not intwo national newspapers.Gambaro and Puglisi (2009) show evidence of corporate capture through advertising. They collect data on advertising spending in the Italian press. Controlling for fixed effects, the newspaper coverage of a given company is positively correlated with the amount of advertising purchased in that newspaper by that company.

Rinallo and Basuroy (2009) argued after a research on the influence of advertising on media coverage that ‘there is evidence of a strong positive influence of advertising on coverage. Editorial is not free of advertisers influence.’ According to them, advertising may have both a direct impact on product performance and an indirect one mediated by its influence on product coverage in the media. Pate, Adeyanju & Yahaya (2012) posits that some national independent media houses act as image maker and retainer for government so as to receive huge financial compensation. Gentzkow, Petek, Shapiro and Shinkinson (2014), concluded that ‘advertising automatically influences reporting in monopolistic media market, but that paradoxically, with competing newspapers, increasing advertising eventually induces maximal accuracy. The influence potentially leads to poor coverage of important issues.’ According to Nzeribe (2012) ‘advertising is problem- solving but sometimes it could be problem- creating’. He further argued that ‘advertising is very important in the African market of the future and even more so in modern times, because we are living in a world where one has to blow ones’ own trumpet, otherwise nobody will blow it for you’.

Suravaram (2005) cited Sir George Lewis, who noted that ‘free market would promote those papers enjoying the preference of the advertising public. Advertising did in fact serve as a

powerful mechanism weakening the working class press. The advertisers thus acquired a de facto licensing authority since, without their support, newspapers ceased to be economically viable'. There is high competition in the media market. According to Coronel (n.d) 'this competition has meant that media in most new democracies have succumbed to the global trend of dumbing down the news'. The mass media are often engaged in high competition to get maximum number of audiences and advertiser. Eijaz (2012) asserts that news revolves around the concept of power, so news sources are around the powerful people including corporate and bureaucratic elite, wealthy people, and also advertisers. Socially, Mass media can potentially influence behaviour and advertising has a correlation with risky behaviours (Griffiths 2010) but news values assist gatekeepers to select content, and objectively help them not to cross their limits, because media contents are developed to serve their audiences (Eijaz 2012).

2.7Advertising and Profit Orientation of the Mass Media

Gomery (2000: 507) argued that no research in mass communication can ignore questions of massmedia ownership and the economic implications of that control but advertising has also become one of the major influential factors in media today.McQuail (2005:77) opines that 'the critical political economic theory focuses primarily on the relation between the economic structure and dynamics of media industries and media ideological content'. A Marxist tradition sees the mass media as integrated into the existing political elites and therefore reflecting their views. Karl Marx in his German ideology (1845:6) contrasted his view to that of Hegel by stressing his material analysis for change. He argued that 'the ideas of the ruling class are in every age the ruling ideas'. That is to say the class which is the dominant material force in the society is at the same time its dominant intellectual force. The mass media ought to be socially

responsible to its public but the media also puts into consideration the economic values of the news story before it considers it as a news report. What will the station gain by such reports?

Karl Marx cited in Olayiwola (2007) avers that ownership will definitely have some impact on whatever goes on in any organization. According to him the owners will always use their power to exploit, oppress and repress the employees. More so, for a privately owned media, which is opened to profit orientation, considers the interests of their advertisersin their decision making process. Djankov, Mcleish, Nenova and Shleifer (2001) argued that 'the media industry is owned overwhelmingly by parties most likely to extract private benefits of control.' Government and corporate sources have advantage of being recognizable by their status and they have the money available to produce news that the media can use.Suravaram (2005) argued that media houses and their wealthy owners have enough maneuverability over public opinion to influence political decisions of the government.

Mcluhan (1964) argued that 'the mass media content is a product of the interaction between different source of information and different interest group'. He went further to add that the government is a major source of information and they can withhold information that will not serve their interest and this makes it difficult for the media to perform the function of surveillance and watch dog of the society.Mcquail (2000) argued that 'the media have an obligation to the wider society and media ownership is a public trust. News media should therefore be objective, fair, accurate, truthful and relevant'. Public media ought to be in the vanguard of development. Mcquail (2010) noted that 'the form of ownership has an influence on the media content. Since commercial media have to make profit in order to survive, they often take decisions which directly influence media contents'.One of the businesses of the media is to sell the audiences to advertisers. This makes the advertisers powerful since their support is

needed for the media to be economically viable. Van Dijk (1996) argued 'that there is no question that the news media are being controlled by the power elites, rather their common ideologies are jointly produced, each acting within its own spheres of independent and control, but also dependent on the other'. Also Chomsky cited in Danesi (2010) claims 'that those who control the funding and ownership of the media, including the government in power, pressurize the media to select and present news coverage in ways that are favourable to them'.

The problem of how the media is controlled is a fundamental problem for a democratic society (Yat, 2007), even though Rossman (2011) argue that ownership may not be the only major source of valence bias for particular corporate interests, nor perhaps, for corporate class interest either. Cho, Kong and Lin (2004) opine that 'the effect of ownership on story source, type of subject and lead sources is obvious in most newspapers'. Rinallo and Basuroy (2009) argued that 'if market forces discipline government intervention in most times and places, this does not prevent the government from manipulating the press when the market is particularly weak and the political incentive are especially strong'. According to Ellman and Germano (2008) 'advertising affects the ability of the media to provide high quality news on development issues'. Kadiri (2010) concluded after a research on Newspaper coverage of development news by the Punch and New Nigerian newspapers that development matters are poorly covered by the newspaper. The state owned paper (New Nigerian) was relatively doing better than the privately owned paper (Punch) in terms of coverage of development news in Nigeria. This is because privately owned newspapers are established mainly for profit orientation. Also Uwom and Alao (2013) concluded that media policies in Nigeria do not elaborate the emergence of community media and community broadcasters like in Ghana. They recommended that national communication policy should be formulated and implemented to meet needs and aspirations of

the country. The mass media should be seen as social medium that contributes to building strong nation, feeling of unity by transmitting norms and values in their messages.

2.8Review of Empirical Studies of Advertising and Media Performance

Many researches have been conducted from different perspectives, to find out the pattern of news reportage by the mass media. Ahmmed (2014) conducted a research titled "Impact of mass media in creating political concern in Bangladesh". The research employed survey of youths and interview.It was found that individual media workers' background, experiences and social relations affect the coverage of media contents. Also when editorial routines conflict with the organisations need to make profit, the editorial side is given lower priority than the business side. This is because media organisations are generally profit oriented so in case of any conflicting views between ideology and business, the latter is preferred.

Kadiri (2010) researched on the topic "Development news in Nigerian newspapers: a content analysis of the *Punch* and *New Nigerian* newspapers (2007-2008)". The study revealed that development matters are poorly covered by the two newspapers. The state owned was relatively doing better than the privately owned paper. Also, preferential treatment was given to certain categories of development news such as agricultural practice, public health and welfare, and literacy and education at the detriment of others in the two newspapers. This study does not reveal whether advertising has any relationship with coverage of these development issues.

Craig (2004) conducted a study in US titled "business, advertising, and the social control of news". The study demonstrates how businesses employ their advertising to socially control and thus censors viewpoints they do not like using the university of Iowa student newspaper the *Daily Iowan (DI)* as case study. The researcher analysed the paper's content, board minutes and

financial data as well as interviews with former DI staff and Iowa City businessmen. He found out that advertisers withdrew advertising as a result of political advocacy content. Advertisers see advertising as a friendly subsidy for a student newspaper and withdrew it as a result of the papers role in the political strife on campus. According to him, advertising revenue is a structural mechanism that allows corporate and small businesses to undermine media's political diversity and to discipline media for content they do not like.

Reuter and Zitzewitz (2005) conducted a study titled "Do ads influence editors? Advertising bias in the financial media". The researcher investigated the relationship between media bias and the influence of the media on voting in the context of newspaper endorsement through content analysis research between 1998 and 2002. It was found that mutual fund recommendation correlated with past advertising in three finance publication but not in two national newspapers. They concluded that newspapers are potentially biased in favour of one candidate thus rationally account for the credibility of any endorsement.

Rossman (2011) conducted a research tiled "the influence of ownership on the valence of media content: the case of movie reviews". He assessed media bias through conflict of interest, that is, when the same company owns a publication and a film being reviewed by that publication. The researcher identified a list of movies and coded them for a variety of characteristics. Data were analysed using regression analysis. He argued that ownership is one ofthe possible sources of bias on media content, but for movie reviews, ownership does not shift the valence of news coverage to favour corporate interests. The researcher suggests that ownership may not shift thevalence of hard news coverage to favour class interest either. The research did not provide data on other sources of media bias.

Di-tellaand Franceschelli (2009) examined the link between media ownership patterns and a number of public outcomes. It was observed that countries with greater state ownership of the media have less free press, fewer political rights for citizens, inferior governance, less developed capital markets, and inferior health outcomes. These findings are stronger for the press than for television, which can be due to an intrinsic advantage of print as a news medium or to the fact that there isless variation in television ownership patterns. Petrova (2009) studied the effect of growth in the printed advertising market in the US between "1880-1885". It was found that in cities with higher advertising revenues, newspapers were more likely to be independent from political parties. This result continues to hold when instrumental variables, such as regulation on outdoor advertising, are used. The entry of new outlets was also morelikely in advertising-rich markets. This study tends to provide the importance of advertising revenue to the media organisations.

Ellman and Germano (2006) conducted a study titled "what do the papers sell? A model of advertising bias and media bias" and foundthat advertising influence reporting in monopolistic media markets but, that paradoxically, with competing newspapers, increasing advertising eventually induces maximal accuracy. Also, advertisers can escape this paradox, if they can commit to withdraw advertisements from papers that report too accurately on sensitivetopics. This influence often leads to poor coverage of important issues like health, environment and other development related issues. Hence, there is a need to find out the influence of advertising on such development issues which this research intends to do.

Rinallo and Basuroy (2009) conducted a research on the topic "Does advertising spending influence media coverage of the advertiser". The researcher analysed a recent (2002-2003P) large data set comprising 291fashion companies based in Italy and their advertisingand product

coverage data published in newspapers and magazines of 123 publishers from Italy, Germany, France, UK and US. It was found that there is a strong positive influence of advertising on coverage. Also publishers that depend more on a specific industry for their advertising revenues are prone to a higher degree of influence from their corporate advertisers than others. This study provides data on the relationship between advertising and media coverage of the development news.

Grimm (2014) carried out a research titled "cross-media study shows print advertising has highest return on investment (ROI). The researcher studied 10diverse campaigns including advertisement for coffee, lottery, internet provider, diary brand, travel agency and global players. The study reports the performance of five media channels: news print, magazine, radio, TV, and online banners. It was found that print advertising appears to have the highest return on investment with 120% while TV has the lowest with 60%. This shows the advantage of print advertising compared to other medium of advertising.

Ajibua,Oladitan, Adesina and Bewaji (2013) conducted a research titled "A strategic content analysis on media reporting on sports in Nigeria: A case study of national dailies". They content analysed six national newspapers in Nigeria; *The Punch, Tribune, Vanguard, The Guardian, The Sun, and The Nation* from January to December 2012. Sports coverage was compared with other major sectors of the national economy which includes: education, health, business and politics. The findings of the research showed that out of the 17672 items considered, sports had the highest coverage with 42%, followed by business with 22%, education had 18%, while health and politics have the least coverage of 9% within the period of study.However, the study could not provide data on which newspaper gave the highest coverage of sports. Also the researcher only studied each paper for the period of two months each. That is January/February- *The*

Guardian, March/April- *The Sun*, May/June- *Tribune*, July/August- *The Punch*, September/October- *The Nation*, November/ December- *Vanguard*newspapers.

Gentzkow, Shapiro and Sinkinson (2014) also conducted a study on the topic "Do newspapers serve the state? Incumbent party influence on the US press". They studied government influence on US press at a time when the tension between forces supporting and undermining press freedom was especially strong. The research method used is content analysis with simple random sampling technique. Findings reveal that incumbent party officials wield powerful tools of influence but there is no evidence that incumbent party support affects the entry, exit, circulation or content of like- minded newspapers. Thus, there is no relationship between incumbent control and newspaper endorsements in the period of the study. All these studiesdid not ascertain the level of influence of advertising on coverage of development news. Hence this research is significant as it will add to knowledge on this area.

2.9Theoretical Framework

The research is anchored on the political economy theory of the mass media. The political economy of the mass media is important since it touches directly a sector that is both economic base and part of the superstructure (Borges, 2011). It tackles the question regarding public wealth being appropriated as private riches as well as the importance of credibility to news and information. The theory emanates from the works of Karl Marx, F.Engel and V.I Lenin. The source in Marx for this approach is the German Ideology (1845) where he contrasted his view to that of Hegel by stressing his material analysis for change. He argued that 'the ideas of the ruling class are, in every age, the ruling ideas'. Even though Karl Marx only knew the press before it was effectively a mass medium, it is possible to analyse modern mass media according to his

ideas. This is because the media is an industry within the super structure and are likely to be in the monopolistic ownership of the capitalist owning class. It has also been observed that the media are organized nationally or internationally to serve the interest of the class that owns them and they do this by materially exploiting workers and consumers. They exploit workers by supplying surplus value for them and they exploit consumers by making excess profit through advertisements. According to the Marxist tradition, the mass media plays a crucial role because they provide momentary gratifications for the alienated spirit, they distract the alienated individual from his or her misery and with the institution of advertising, and theystimulate desire, leading people to work harder and harder. Also, advertising acts as the chief means of motivating people to work hard. This tends to explain the relationship between the media and advertising. In other words, advertising is an essential institution in advanced capitalist societies because it motivates people to work hard so they can accumulate money, which they can use to buy things. But in addition people must be driven to consume, must be made crazy to consume, for it isconsumption that maintains the economic system.

According to Chomsky and Herman (1988) 'the conglomerate media are not a source of popular control over government but merely one means by which dominant economic forces exercise informal influences over the state'. According to their analysis, the media is based on four points: concentration of ownership; advertising as the prime source of media income; journalists' reliance on legitimate sources; and dominance of anti- communism as national religion/world view. Branston and Stanford (1997) argued that political economy theory emphasizes the importance of combining political and economic analysis to understand media text. Also, the Marxist theory of media assumes that the media is owned by the bourgeoisie class; that the media operate in their class interest; that the media promote working class false consciousness;

and also the media access is denied to political opposition. Political economy theory is a socially critical approach that focuses primarily on the relation between the economic structure and dynamics of media industries and ideological content of media (McQuail, 2010). This means that the media is considered as part of the economic system. It is important to note that the theory suggests that the primary product of the media is the audience because the media delivers the audience to the advertisers in certain distinctive ways (Smythe cited in McQuail 2010). This shows the suitability of the theory to the research.

Since private mass media exists chiefly to make profit from the sale of subscriptions and advertisements (Owen, 2002) therefore the media sells information and entertainment to consumers in order to attract audience that can often be sold to advertisers. It is therefore logical that advertisers prefer media with a given circulation (reach) among target audience to media with a lesser reach in order to avoid duplication of advertising to overlapping members of the audience (Owen,2002).

The theory explains the relationship between the superstructure and the economic base of the society.Political economies of media take it as axiomatic that the media must be studied in relation to their place within the broader economic and social context (Winseck 2011). The theory has addressed the historical trajectories of the other media especially print journalism. The media under the political economy theory assumes that therewill always be concentration in the large market and the type of economic system determines the operation of the media (Marx, 1845). Theories of political economy and resource dependence imply that corporate ownership of mass media biases its content so as to further the corporation interests in particular and capitalist hegemony in general.

Political economy tends to give considerable attention to describing and analyzing capitalism, a system which in short, turns resources like workers, raw materials, land and information in to marketable commodities that earns profit for those who invest capital in to the system (Moscow 2008). This therefore implies that advertising influence the operation of the media which is why the research is anchored on the tenets of the theory. The theory substantiates the assertions on the media operations and how they are noticeable through gatekeeping and framing process. In other words,

In the words of McChesney (2007) political economy perspective is the process of transforming things valued for use into marketable products valued for what they can bring in exchange(Cliffort cited in Chesney, 2007). It is the study of social relations that constitute the production, distribution and consumption of resources, including communication resources.In order to sell goods, advertising has to change attitudes, lifestyles, customs, habits, and preferences while at the same time, maintaining the economic system that benefit from these changes. As a result it is their ideas (advertisers), views and accounts of the world and how it works, that dominate the outlook of capitalist society.

Political economy theory exposes the myth of 'value-free' social science. Marxist perspectives draw our attention to the issue of political and economic interests in the mass media and highlight social inequalities in media representations.

Despite the criticisms levied against this theory, it is suitable because of its ability to expatiate between economic forces of the press and its ability to explain the profit orientation of the mass media. In other words,the theory tends to differentiate between advertising and other sources of revenue for the media and the influence of such sources on the working of the press.

Chapter three

Methodology

3.0 Introduction

This chapter presents the research design, study variables, sampling technique, and population of the study, method of data collection, instruments and reliability and validity of the instrument among others.

3.1Research Design

The study employs the use of triangulation. According to Wimmer & Dominick (2011) 'triangulation refers to the use of both qualitative and quantitative methods to fully understand the nature of a research problem'. The researcher will use quantitative content analysis and In-depth interview for the research. Media content analysis allows the researcher to study a broad range of text. It is a specialized sub-set of content analysis, a well-established research methodology (Macnamara, 2005). In-depth interview on the other hand provides more accurate responses on sensitive issues (Wimmer & Dominick 2011).

For the content analysis, the content categories for the study aredevelopment issues in form of straight news, features, opinion, editorial, comments, pictures and cartoons. Wimmer and Dominick (2006) assert that all category system should be mutually exclusive, exhaustive, and reliable in order to be serviceable. Unit of analysis consists of the smallest elements of a content analysis but quite important (Wimmwer & Dominick, 2005). For this study, the unit of analysis is any title, paragraph or an entire story that touches on advertisement and development news.

3.2Population of the Study

The population is a collection of individuals or objects whose properties are to be analysed (Bello & Ajayi 2000). The study's population consists of the total daily edition of the two newspapers for two years (from Jan 2012- Dec 2013) is 522 X 2 =1044. Also, the key informant interview was conducted withthe deputy editors of the two media houses and the advertising manager of the *Daily Trust* newspaper. The two papers were conveniently selected to represent the northern and southern axis. They are also accessible to the researcher.

3.3 An Overview of *Daily Trust* and *The Nation* Newspapers

Daily Trust newspaper is a media house located in Utako District Abuja with zonal offices in Kano, Kaduna, and Maiduguri (which is an upcoming office). The paper was established by Media Trust Limited in January 2001. It is a privately owned newspaper owned by several individuals including Kabiru Yusuf, who is the executive chairman. The newspaper has online editions and other editions like 'Aminiya' which was introduced in March 2006 and 'Tambari' in April 2009. It also has a weekly edition called Weekly Trust.

The Nation is also a privately owned newspaper published by Vintage Press. It was established on 31st July 2006 with its headquarters in Lagos, Nigeria and a printing plant in Abuja and Portharcourt, thereby guaranteeing simultaneous printing at the three strategic locations. It has a daily publication that has nation-wide circulation of the same issue on the same day. One of the missions of the newspaper is to provide the general public with information they need to be free and self-governing in a democratic society. The two papers combined therefore, have a circulation that reaches large readership within the country.

3.4Instrument of data collection

The study employs two instruments to collect data. The firstinstrument for the study is the coding sheet for content analysis while the second is a guide and a midget radio set for the in-depth interview.

3.5Variables and Measurements

The dependent variable for the study is coverage of development news while the independent variable is advertisements. The researcher totaled the number of all the advertisements in *Daily Trust* and *The Nation* newspapers and the total number of all the development news to test for relationship between the dependent and independent variable respectively. Also, the researcher totaled the number of all the advertisements in the form of agriculture, environment, health, education, poverty, unemployment and rural development in the twonewspapers and the total number of all the development stories to test for relationship between the development advertisements and development news. Also, Tone of coverage means the slant of the story i.e whether it is positive, negative or neutral. For this story, a story is considered positive if it affects the lives of the people in a positive form and negative if it affects the lives of the people negatively. Prominence was measured through placement and size of the stories in the two newspapers.

3.6Sampling Technique and Sample Size

The sampling technique for the study is systematic sampling technique which treats the target as a unitary whole (Monette et'al 2008). The researcher had a complete list of the editions of the newspaper to be studied and as such the researcher drew the sample by using the nth number,

giving each day a fair chance of being selected and represented.The nth number for the study is every 3rd item on the list.

The sample size of the study is 348 editions of the two newspapers which is 33.3% of the total population. According to Wimmer & Dominick (2011) 'a sample size of a study could be 10% of the sample frame'. For this study therefore 33.3% is a representation of the entire population. Also, the larger the sample size, the lower the sample error.

3.7Validity and Reliability of Instruments

Wimmer and Dominick (2006) opine that the reliability and validity of any work represent the agreement among independent coders who coded the same content using the same instrument. In media content analysis, to achieve maximum reliability, two or more coders are used (Macnamara, 2005). To achieve this, another coder was employed making it coder A and B. Both coders content analysed the same newspaper under the same condition after which the inter coder agreement was established as follows:

Two coders were given the same editions of the *Daily Trust* and *The Nation* newspaper with a total of 500 coding decisions. Each coder made 250 coding decisions and matched on 210 coding decisions. This is calculated using the formula below:

$$CR = \frac{2M}{N1 + N2}$$

Where:

CR = Coefficient of Reliability

M = Number of Coding decisions agreed on

N = Total Number of Coding Decisions made by Each Coder

Therefore, CR =$\frac{420}{500}$ = 84%

Since coefficient is more than 80%, it shows that there is reliability of the findings for the research (Poindexter and McCombs 2000).

3.8Method of Data Presentation, Interpretation and Analysis

The method of data presentation for the study is inform of tables and charts for descriptive statistics while regression analysis and ANOVA were used for the inferential statistics.

Chapter four

Data Presentation, Interpretation and Analysis

4.0 Introduction

The chapter consists of the presentation of result from the content analysis of *Daily Trust* and *The Nation* newspaper. The content analysis was designed to examine the newspapers reporting pattern and the influence of advertising on such reports. Also, finding from the interview is discussed and analysed in this chapter.

4.1 Data Presentation for Interview with the Deputy Editor, *TheNations'* capital and the Deputy Editor, *Daily Trust* Newspapers.

Issue 1: Performance of *Daily Trust* and *The Nation* newspapers in terms of survival and competition.

From his five year experience, the Deputy Editor of *The Nation* newspaper, Akeem Mustapha said that "the paper is not doing badly. It is selling well in Abuja. We are the first newspaper to have a printing press in Abuja, Portharcourt and Lagos simultaneously". On the other hand, the Deputy Editor of the*Daily Trust* newspaper also said that "the paper is doing very well because other papers have been there for a very long time, but we have come a long way". He added that *Daily Trust* is a credible paper and a national paper that has been competing with other papers that have in been existence for decades.

Issue 2: Sources of revenue for the *Daily Trust* and *The Nation* newspapers.

The Deputy Editor *The Nation*, said that there are only two direct sources of revenue that is sales and advertising and definitely advertising gives the highest amount of revenue. Hefurther said that any paper surviving up till now basically derive its revenue from advertising, because if you don't have a powerful sponsor, then the paper will die. He testified that 80% of what the organization spends is derived from advertising. He added that "most papers died a long time ago because they could not raise advertisements. Even the biggest ones that were sponsored by some of the richest people in Nigeria died because there was no advertisement; I just can't be pumping money into an investment and will not get reward from it". In the same vein, the Deputy Editor, *Daily Trust* newspaper also testified two direct sources of revenue for the organization. He said "for any paper, there are two main sources of revenue that is, sale of printed copy and advertisements. If you don't have advertisements, you cannot go further. We sell more than 70% of the printed copies because we dominate the northern market. Because of this, all advertisers that want their products or service to get to the northern market come to advertise in our paper. We are far ahead of all papers because we get a lot of advertisements and because of this we have a lot of shareholders." He also added that that the organization maintains a strict policy because they advise their reporters not to collect brown envelop and advise people not to induce their reporters. He added that "we want to give credible information to our publics and that is why we give bonus, allowances for education and dividends because we are strong and buoyant". He also mentioned other indirect sources of revenue for the organization which is a department called project consultation. The department provides ideas that appeal to the government and the private sectors. He said a lot of revenue is generated from that department. The Deputy Editor of the *Daily Trust* newspaper also said that "advertising provides the highest amount of revenue for

the organisation because they appear every day in the paper. An advert for one edition may cover the money we generate from sale of the paper for a complete month. Five years ago,our turn over is about 2billion naira and it has not dropped below that. This is why we are able to maintain a head office in Abuja, regional and state offices". According to the advertising manager, *Daily Trust*newspaper Akeem Mustapha, "advertising constitutes 65-70% of revenue for any paper especially in Nigeria. Advertising gives a range of 2billion naira annually for *Daily Trust* but at times it varies".

Issue 3: Coverage of development issues by *The Nation* and *Daily Trust* newspapers.

The Deputy Editor, *The Nation* newspaper rated their coverage of development issue on a scale of 1-10. He said 6 points goes for all the development issues concerned in this study. He said that "the paper is politically inclined and we are in the era of politics but despite this, there is no way you pick a paper and will not see development issues in it". He testified that the paper covers more of politics and economy as compared to development news because they are politically inclined.According to the Deputy Editor of the *Daily Trust* newspaper, "education, health, and environment are important pages in our papers. Two years ago, we decided to give them special pages. So we devote these pages for issues concerning them and we also dedicate them for the news pages. We devote 3 pages each to health and environment while agriculture has 8 pages". He added that "whether there is election or no election, we report politics because it affects our lives. If there are important issues on education for instance, we don't wait till Thursday to report it. We dedicate 3-4 points on a scale of 1-10 to development issues because there are business, politics and other issues to be covered"

Issue 4: Influence of advertising revenue sources on the media.

According to the Deputy Editor, *The Nation* newspaper "advertising does influence decisions, it does because if for example, the federal ministry of agriculture gives you advert daily or nearly weekly, there will be issues that will happen in the ministry that you don't even write if they are not positive stories and it is not because of anything but because you are making money from them. Also there are certain stories that they will call you and will say ah!Ha! sorry please but we don't want this published, you have to obey them not because you don't want to publish but because you have to eat at the end of the day, you have to pay your staff, you have to make profit, and again if anybody tells you that it does not, they are lying". He further said there are situations where you have to bring down or withdraw certain stories otherwise the businesses would withdraw advertising in the paper. On the other hand, the Deputy Editor of *Daily Trust* newspaper said that "advertising is the occupational hazard of journalism and it is what they try to avoid. It is left for the organisation to decide how far they are willing to go in order to accommodate it. For government, they don't pressure you, but for other sectors like banks, manufacturers etc, they would like you not to report negative issues about them but we are duty bound to publish it. So advertising does not at all influence our decisions, the same way we say our journalists should not collect brown envelop, the same way we don't suppress information because they give us advertisements. They even understand us. We build our repetition for ourselves, if you are not satisfied with what we do; you drop your advertisements because there are so many people who will want to advertise in our paper".

Issue 5: Challenges faced by *The Nation* and *Daily Trust* newspapers in terms of news coverage and reportage.

The Deputy Editor, *The Nation* said that "basically it is politics. For example now, we are seen as APC people and we are APC paper that is what everybody calls us. Basically because the owner of the paper is an APC person, so hardly will you open our paper and see adverts from PDP. This is a constraint because most of these PDP adverts are wrap around adverts and they cost 10, 15 to 20 million naira per day. You won't see them in our paper probably because we are supporting Buhari. There are also occasions where an organisation gives you an advert but someone wants to abuse that company. For example, coca-cola is the sponsor of our education page, and then the consumer protection council (CPC) says don't drink coca-cola, we can only say that the CPC raises issues about drinking coca-cola, may be health issues but we cannot tell people not to drinking coca-cola, it is part of the game". On the other hand the Deputy Editor of *Daily Trust* said "they are faced with challenge of pressure from advertising sources but they are overcoming such challenges because of the credibility of the paper.They claim not to tell lies to businesses.

4.2 Data Presentation for Content Analysis

Table 4.1: All items featured in *Daily Trust* newspaper (2012-2013).

Content categories	Agriculture	Environment	Health	Education	Unemployment	Poverty	Rural development	Others
News	74	76	66	48	15	23	16	85
Features	92	141	123	112	35	41	41	151
Editorials	96	72	83	53	48	50	27	98
Cartoon	98	56	60	97	80	122	32	136
Research reports	90	62	55	99	85	65	47	73
Pictures	210	314	260	268	156	185	102	298
Advertisements	114	163	142	126	98	112	105	588
Total	774 (12.6%)	884 (14.3%)	789 (12.8%)	803 (13%)	517 (8.4%)	598 (9.7%)	370 (6.0%)	1429 (23.2%)

Table 4.1 explains the frequency of coverage of development issues by the *Daily Trust* newspaper. The table shows that environmental issues have the highest frequency with 14.3%, followed by education (13%) and health (12.8%). Agriculture also has a high frequency with 12.6%. Rural development issues have the lowest frequency with 6%. From the categories, it is evident that pictures and advertisements have the highest frequency compared to news, feature, editorials, cartoons and research reports. The implication is that there is high coverage of development issues in form of pictures and advertisements as compared to other categories. This

tends to show that advertising constitute a major source of revenue for the print media and if there are no enough advertisements, the paper will die eventually.

Table 4.2: All items featured in *TheNation* newspapers (2012-2013)

Content categorical	Agriculture	Environment	Health	Education	Unemployment	Poverty	Rural development	Others
News	186	207	232	259	60	54	54	512
Feature	131	161	145	147	36	36	33	266
Editorial	15	23	26	19	7	15	23	82
Cartoon	18	31	16	9	29	36	19	43
Research reports	24	31	34	53	31	28	14	37
Pictures	153	163	140	140	39	50	52	381
Adverts	87	111	87	110	51	35	31	771
Total	614 (11%)	727 (13%)	680 (12.2 %)	737 (13.2%)	253 (4.5%)	254 (4.5%)	226 (4.0%)	2092 37.5 %

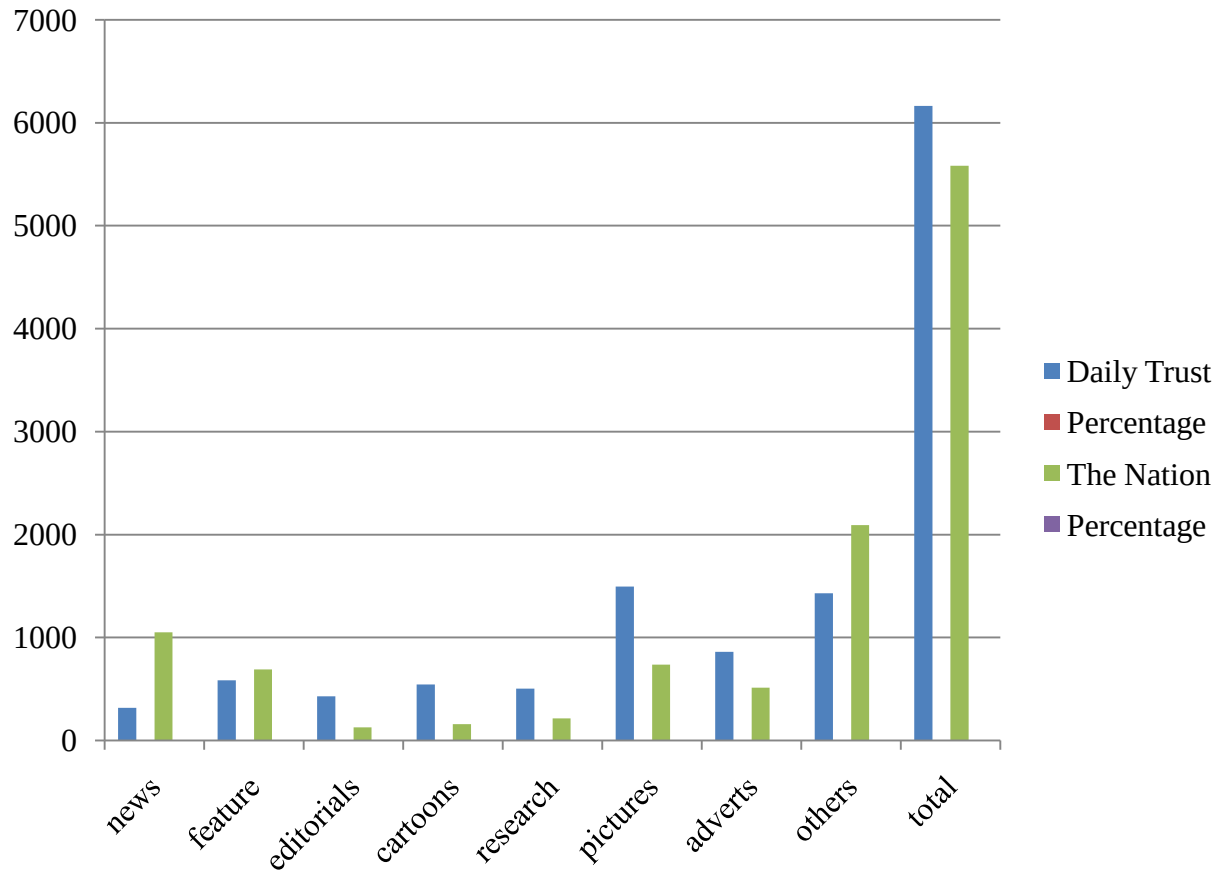
From table 4.2, it is evident that *The Nation*gives more priority to coverage of education (13.2%) and environment (13%) as compared to other development issues. Just like *Daily Trust* newspaper, rural development is given the lowest coverage with 4.0%. In terms of the categories, most of the stories come in straight news and features, while few come as editorial in the paper. Development news in form of advertisements and pictures has a high frequency as compare to research reports and cartoons. This implies thatthe paper gives more coverage of education and environment as compared to other development issues. The frequency of development issues is higher than the other issues in the paper. This supports Findings From the interview, which show coverage of development issues as6 points on a scale of 1-10for the nation newspapers and 4 points on a scale of 1-10 for *Daily Trust* respectively, as claimed by the deputy editor (*The Nation*) and deputy editor(*Daily trust*).

Table 4.3: frequency of coverage of development issues by *Daily Trust* and *The Nation* newspapers.

Content Categories	Daily Trust	Percentage	The Nation	Percentage
News	318	5.2%	1052	18.8%
Features	585	9.5%	689	12.3%
Editorials	429	7.0%	128	2.3%
Cartoons	545	8.8%	158	2.8%
Research reports	503	8.2%	215	3.9%
Pictures	1495	24.3%	737	13.2%
Adverts	860	14.0%	512	9.2%
Others	1429	23.2%	2092	37.5%
Total	6164	100.0%	5583	100.0%

From the table 4.3, it is clear that *Daily Trust* newspaper covers more development stories than *The Nation* newspaper, and also development related advertisements are higher in the Daily Trust newspaper (14%) than in *The Nation* (9.2%) newspaper. This shows that *Daily Trust* newspaper is able to raise more advertisements than*The Nation*newspapers and as such stands a better chance of getting more revenue to cover more stories. Also, in *Daily Trust* newspaper, news suffers the most taking just 5.2% of the categories while for *The Nation*; editorial has the lowest coverage with 2.3%. This is graphically shown below:

Chart 4.1: All items featured in *Daily Trust* and *The Nation* newspapers.



However, it is evident that there are differences in terms of the coverage of development news by the *Daily Trust* and *The Nation* newspapers. This is calculated below:

Table 4.4: Differences between *Daily Trust* and *The Nation* frequency of coverage of development news using ANOVA

ANOVA						
Source of Variation	*SS*	*Df*	*MS*	*F*	*P-value*	*F crit*
Rows	5470526	7	781503.7	27.55985	1.42E-20	2.104448
Columns	1646332	14	117595.1	4.147011	1.2E-05	1.793981
Error	2778947	98	28356.6			
Total	9895804	119				

The result indicates a significant difference between the *Daily Trust* and *The Nation* newspapers both within and between observations. Since the total calculated value (F) is greater than the total tabulated value (F critical), it means that there are differences in terms of coverage of development issues by the newspapers and *Daily Trust* has a higher frequency of coverage than *The Nation*. This therefore rejects the null hypothesis that there is no significant difference in terms of coverage of development issues by the two newspapers.

Table 4.5: placement of stories by the *Daily Trust* newspaper (2012-2013)

Categories	Front page	Back page	Centre page	Inside page	Total	Full page	Half page	Quarter page	Less than quarter	Total
Agriculture	86	39	245	404	774	89	97	245	343	774
Environment	62	67	296	459	884	52	162	358	312	884
Health	40	40	263	446	789	51	136	306	296	789
Education	52	48	250	453	803	44	118	273	368	803
Unemployment	19	15	134	349	517	17	72	263	165	517
Poverty	33	26	130	409	598	29	89	194	286	598
Rural development	35	14	82	239	370	15	27	160	168	370
Others	295	192	561	381	1429	506	348	279	296	1429
Total	622	441	1961	3140	6164	803	1049	2078	2234	6164

Table 4.5 explains the placement of the stories by the *Daily Trust* newspaper. Most of the development stories come in less than quarter page (2234). While few come as full page stories (803). For placement, most of the stories occupy the inside page (3140) of the newspaper, only a few come as front page stories (1961). The back page being the editorial page of the paper has the lowest placement of these development stories (441). This is probably because most of these development issues have their own pages inside the newspapers.

Table 4.6: placement of stories by *The Nation* newspaper(2012-2013)

Categories	Front page	Back page	Centre page	Inside page	Total	Full page	Half page	Quarter page	Less than quarter	
Agriculture	83	89	136	306	614	67	117	224	206	614
Environment	64	126	211	326	727	91	144	258	234	727
Health	57	108	126	389	680	84	57	279	260	680
Education	68	169	144	351	737	95	54	295	288	737
Unemployment	57	55	57	84	253	29	56	79	89	253
Poverty	59	53	46	96	254	25	31	112	86	254
Rural development	30	32	20	144	226	18	20	98	90	226
Others	492	459	604	537	2092	539	487	547	519	2092
Total	910	1091	1344	2233	5583	948	966	1892	1772	5583

From table 4.6, most of the stories occupy the inside pages of the newspaper (2233). Just like the *Daily Trust* newspaper, the lengths of the stories are mostly quarter or less than quarter page. This shows the low level of attention given to development news by *The Nation*newspapers.

Table 4.7: frequency of placement of development issues by *Daily Trust* and *The Nation* newspapers.

Content Categories	Daily Trust	Percentage	The Nation	Percentage
Front page	622	5.0%	910	8.2%
Back page	641	5.1%	1091	9.8%
Centre page	1961	15.7%	1344	12.0%
Inside page	3140	25.1%	2233	20.0%
Full page	803	6.4%	948	8.5%
Half page	1049	8.4%	966	8.7%
Quarter page	2078	16.6%	1892	17.0%
Less than Quarter page	2234	17.8%	1772	15.9%
Total	12528	100.0%	11156	100.0%

From table 4.7 above, front page stories have the lowest frequency with 5% and 8.2% for *Daily Trust* and *The Nation* respectively. However, most of the stories occupy the inside pages (25.1% and 20.0%) of the papers and they come in quarter (16.6% and 17.0%) or less than quarter page (17.8% and 15.9%). This is graphically represented below:

Chart 2:Placement of development issues by the two newspapers.

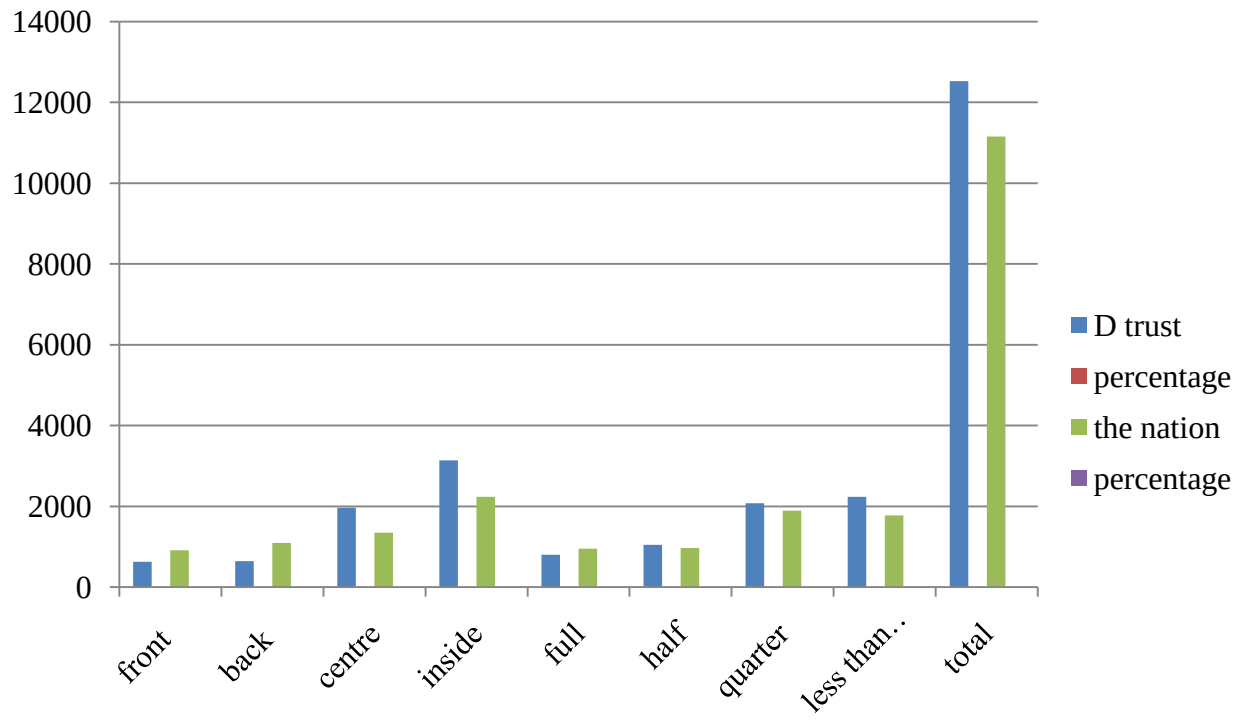


Chart 2 shows graphically, the placement of items by the *Daily Trust* and *The Nation* newspaper.There are variations but *Daily Trust* is has a higher frequency of coverage than*The Nation* newspaper. For placement, *The Nation* has more stories on the front pages and back pages than the *Daily Trust* newspaper. For length of stories however, the variation is little.

Table 4.8: Tone of coverage of development news by the *daily trust* newspaper (2012-2013)

Sector	Positive	Negative	Neutral	Total
Agriculture	162	348	264	774
Environment	208	389	287	884
Health	179	314	296	789
Education	192	327	284	803
Unemployment	118	242	157	517
Poverty	145	257	196	598
Rural development	117	167	86	370
Others	579	340	510	1429
Total	1700	2384	2080	6164

From table 4.8, Most of the stories are negative because it has the highest number with 2384 stories. Others are neutral with a total close to negative slant (2080), while the positive stories have the lowest figure with 1700 items. This indicates that the tone of coverage of these development issues tends to be negative.

Table 4.9: Tone of coverage of development news by *TheNation* Newspaper (2012-2013)

Sector	Positive	Negative	Neutral	Total
Agriculture	179	198	237	614
Environment	197	363	167	727
Health	175	347	158	680
Education	206	343	198	737
Unemployment	57	147	49	253
Poverty	53	125	76	254
Rural development	46	148	32	226
Others	768	525	799	2092
Total	1681	2196	1716	5583

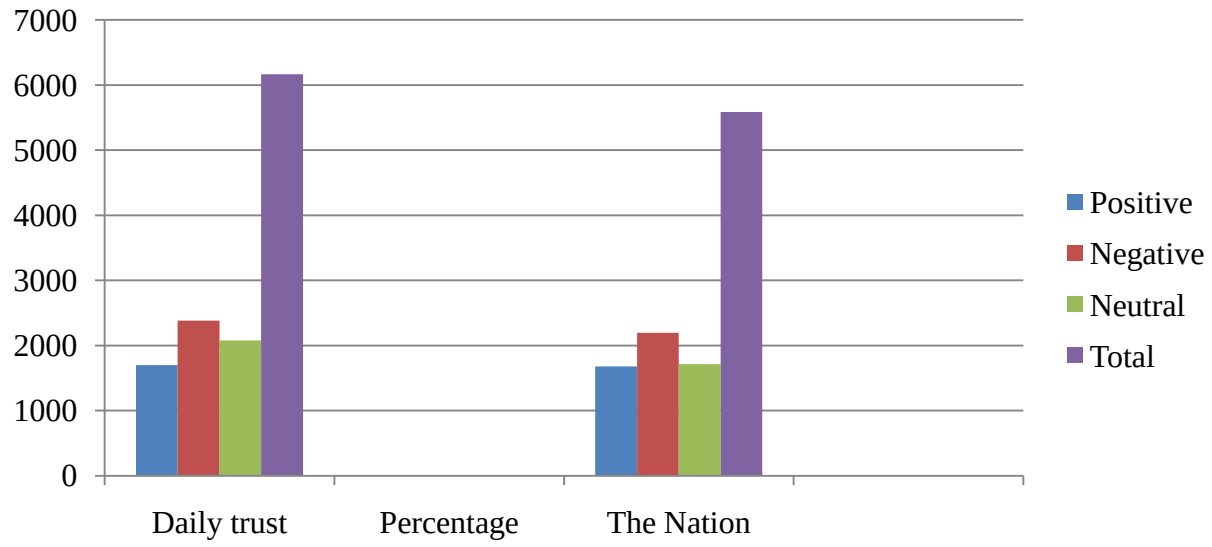
From table 4.9, it is evident that the tones of the development issues are generally negative carrying a total of 2196 items, while some are said to be neutral with 1716 items,where health, environment and agriculture have a higher coverage than other development issues (Out of the 11747 items considered in the research, *Daily Trust* has 52.5% while *The Nation* has 47.5%), while other stories in form of politics and economy tends to be positivewith total 768 items.

Table 4.10: Tone of coverage of development news by the two papers

Tone of coverage	Daily trust	Percentage	The Nation	Percentage
Positive	1700	27.6%	1681	30.0%
Negative	2384	38.7%	2196	39.7%
Neutral	2080	33.7%	1716	30.7%
Total	6164	100.0%	5583	100.0%

From table 4.10 shows that most of messages in the two newspapers tends to be negative carrying the highest percentage (38.7% for *Daily Trust* and 39.7% for *The Nation*newspapers). Some of the stories tend to be neutral carrying 33.7% and 30.7% respectively. While positive stories take only 27.6% and 30.0% for the two papers.In this light, it could be stated that the direction of message flow in both papers tends to be unfavourable during the period under review. This is graphically represented below:

Chart 3: Tone of coverage by the two newspapers



To ascertain the level of difference between the placement and tone of coverage by the *Daily Trust* and *The Nation* newspaper, the ANOVA is calculated below:

Table 4.11 : Differences between *Daily Trust* and *The Nation* prominence of development news.

ANOVA

Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Rows	18947430.24	17	1114555	165.0159	3.79E-89	1.689923
Columns	565836.9778	9	62870.78	9.308363	3.31E-11	1.941547
Error	1033396.422	153	6754.225			
Total	20546663.64	179				Z

From table 4.11, it can be said that there is a significant difference between the placement of development news and the tone of coverage of development issues by the *Daily Trust* and *TheNation* newspapers. Since the computed value exceeds the critical value, we conclude that

there is a significant difference between the *Daily Trust* and *The Nation* newspaper interns of coverage of development issues, thus the null hypothesis is rejected.

Table 4.12: Relationship between advertisements and development news.

	Co-efficient.	Std. Err.	t – value	P>t
News				
Advertisement	0.53156	0.106827	4.98	0.000
Features				
Advertisement	0.396431	0.066139	5.99	0.000
Editorial				
Advertisement	0.169151	0.032452	5.21	0.000
Cartoon				
Advertisement	0.17355	0.049134	3.53	0.003
Researchreport				
Advertisement	0.13716	0.044174	3.1	0.007
Pictures				
Advertisement	0.663891	0.110177	6.03	0.000
	AdjR-Sqaure	F-Value	Significance	
News	0.6227	24.75957	0.0002	
Feature	0.7055	35.92754	0.000	
Editorial	0.6443	27.16798	0.0001	
Cartoon	0.4541	12.47608	0.003	
Research report	0.3913	9.640804	0.0072	
Pictures	0.7077	36.3086	0.000	

Table 4.12 explains the relationship between advertising and development news using regression analysis. The constant x is suppressed to allow for consistency in result and to ascertain the exact influence of advertising alone. There is evidence of strong positive relationship between advertising and development news. The direction is linear depicting a positive relation in all the categories considered with a significant level of .05. This implies that as advertisements in the papers increases, the coverage of development stories also increases. It can be projected from the result that the more advertisements the media receive from advertisers, the more coverage of development news in form of straight news, features, editorials, cartoons, pictures and research

reports. This means that advertising influences the coverage of development news by providing revenue the media needs to carry out its function of agenda setting. Therefore the null hypothesis is rejected because there is a significant relationship between advertisements and coverage of development in both newspapers.

Table 4.13: Relationship between development advertisements and development news.

	Co-efficient.	Std. Err.	t – value	P>t
News				
Advertisement	0.8909577	0.2298361	3.88	0.002
Features				
Advertisement	0.9113398	0.1070841	8.51	0.000
Editorial				
Advertisement	0.4185366	0.0520927	8.03	0.000
Cartoon				
Advertisement	0.5003984	0.0833673	6.00	0.000
Researchreport				
Advertisement	0.5127021	0.0531404	9.6s5	0.000
Pictures				
Advertisement	1.677484	0.0899458	18.65	0.000
	AdjR-Sqaure	F-Value	Significance	
News	0.5362	15.02719	0.0019	
Feature	0.8478	72.42873	0.0000	
Editorial	0.8324	64.55248	0.0000	
Cartoon	0.7348	36.02799	0.0000	
Research report	0.8775	93.08518	0.0000	
Pictures	0.9640	347.8205	0.0000	

With a statistical significance level of .05, the result depicts a linear relationship between development advertisements and development issues. The constant x is suppressed to allow for consistency in result. Also, the research only provided data for advertisements and development issues alone. This is to enable the researcher ascertain the exact level of influence of advertisements alone. This shows that there is a strong positive relationship between advertisement and news, features, editorials, cartoons, pictures, and also research reports of

development issues. Here, the significance of relationship tends to improve in all the categories. As advertisements on development issues increases, the coverage of these development stories also increases. Therefore,there is a significant relationshipbetween development advertisements and development issues and as such, the research null hypothesis is rejected. This may be associated with the fact that the advertisements come from development related ministries (like ministry of health, ministry of agriculture etc.) and as such the media is expected to cover stories that emanate from such sectors just as the saying that "he who pays the piper dictates the tune".

4.3 Discussion of Findings

RQ1.What is the frequency of coverage of development issues and that of advertisements by *Daily Trust* and *The Nation* newspapers?

In terms of frequency of coverage, it was found that *Daily Trust*tends to gives more coverage to development news than *The Nation* newspaper.Both papers have high frequency for agriculture, environment, health and education. But rural development, unemployment and poverty have low frequency of coverage in the two newspapers. Findings indicate low coverage of development matters as compared with politics and other economic issues. This supports the findings of Kadiri (2010) that development matters tends to be given low coverage by the punch and new Nigerian newspapers, also agriculture, public health and educational issues were given some preferential treatment in the two newspapers. Media political economy theory assumes that the media tend to cover more of politics and economy as compared to other news reports. This can be supported by the deputy editor of the nation newspaper who arguesthat the paper is politically inclined. Also, the deputy editor, *Daily Trust* newspaper mentioned that only 3-4% of what

appears in the paper goes to development issues because they have to accommodate other issues like politics and economy.

RQ3.What is the level of prominence given to development news reports vise-a-visa advertisements in the two newspapers?

In response to RQ3, findings from the research tend to shows low prominence of coverage of development news. This can be seen from table 4.6 where the placement of the stories was considered. Most of the stories tend to occupy the inside pages of the newspapers. The center and front pages is normally filled with other stories (mostly politics), pictures and advertisements. This can be associated with the fact that advertisers have paid a large sum of money for their products, service or idea to be carried on by the newspapers. The placement of advertisement generally depends on the amount being paid by the client.Therefore, if the client can afford the front pages of the paper, then the media tends to sell those pages neglecting the fact that these pages are supposed to carry some important stories that will develop the entire economy.This implies that development issues are less considered in the gatekeeping process of news. It therefore justifies the political economy theory that the media gives more attention to coverage of economy and politics.

However, development news about agriculture, health, environment and education are given more coverage than unemployment, poverty and rural development by both papers. In the words of Dudley Seers cited in Rodney (1979), development is when three fundamental questions, that is “unemployment, poverty and inequality” are answered otherwise. So it is when these have declined that a nation is experiencing development. It seems that the media do not give much attention to covering development issues despite being a watch dog of the society and even when

the media does, most of these stories tends to occupy the inside pages of the paper and they come in quarter or less than quarter page. Nevertheless, media cannot survive without revenue from advertising and the more advertisements the media gets, the more chances of survival in the competitive market. This therefore implies that there is a positive role that advertising plays in the media which is that of sustainability.

RH1: There is no significant relationship between advertising and coverage of development news by the *Daily Trust* and *The Nation* newspapers.

In response to this research hypothesis, findings show a positive linear relationship between advertising and development news in both the *Daily Trust* and *The Nation* newspapers. This implies that as advertising increases, the coverage of development news also increases. For all the categories considered, advertising has a significant relationship with all the development issues in the two newspapers reviewed. As advertising constitute the major source of revenue for the media, it therefore means that there is a tendency of influence of advertising on coverage of issue but in this study, we found that at a statistical significance level of .05, advertising has a positive linear relationship with all the content categories for the study. Since advertising increases the coverage of development news, the research does not support the findings of Ellman and Germano(2006) that advertising influence often leads to poor coverage of important issues like health, environment and other related issues.

Also, it can be said therefore, that advertising tends to constitute a major source of revenue for the media. This is seen from the qualitative data where the deputy editor of *TheNation* newspaper Yomi Odenuga, said that "most of what we spend is derived from advertising because advertising constitute 80% of our revenue, also, advertising does influence decisions because we

make money from it, we pay our staff from it, so if any one tells you no, it's a lie". Thus advertising space is critical to the health of the organization. Also, this is in line with the findings of Rinallo and Basuroy (2009) that advertising has a strong positive influence on coverage of the advertiser. This also supports the assumptions of the media political economy theory that media operation of the market forces is a reflection of the economic system of any society. This also affirms the argument of Gambaro and Puglisi (2009) that the newspaper coverage of a given company is positively correlated with the amount of advertising purchases in the newspaper by that company.

Moreover, since there is evidence of strong positive influence of advertising on framing of development news, the research null hypothesis is rejected. Most of the development advertisements came from government industries like ministries of agriculture, health, education and environment. Therefore, it may be projected that because of the development advertisements received from these government ministries, the media tends to cover more development issues in the paper in order to serve the interest of the advertisers.

RH2: There is no significant difference between *Daily Trust* and *The Nation* newspapers in of magnitude of coverage of development news and advertisements.

In response to this hypothesis, it was found that there is significant difference in coverage of development news and advertisements by the two newspapers and as such reject the null hypothesis. It was observed that for both frequency and placement of stories, the total calculated value (F) tends to be greater than the total tabulated value (F critical) thus depicts differences both within and between observations. However, it was found that *Daily Trust* tends to cover more development stories than *The Nation* newspaper.

Chapter five

Summary, Conclusion and Recommendations

5.0 Introduction

The chapter constitutes the summary of findings from the research, conclusions are then generated from the findings, and solutions are offered as recommendation.

5.1 Summary

Chapter one of this research covers the introductory aspect of the research. This includes the background to the study were all the variables of the study were discussed. Statement of the problem gave rise to two research objectives for the study as well as two research questions and two research hypotheses. Also, the chapter explains the significance of the study and the operational definitions of key terms.

Chapter two covers the literature review which was devided into three parts: review of related concepts; empirical studies conducted on advertising and media performance; and the theoretical framework for the research. It comprises of review of some relevant scholarly works which were done under different sub-topics.

Chapter three focused on the methodology of the research. This covers the methods of research which consists of content analysis and in-depth interview. Coding sheet was used as the instrument for content analysis while a midget and an interview guide were used to conduct the interview. The coding sheet was found valid and reliable after a pretest was conducted. The population of the study comprises of 1044 editions of *Daily Trust* and *The Nation* newspapers. Also systematic sampling technique was used to select a sample size of 348 editions of the two

newspapers for the study. The variables and measurements for the study were also considered. Data gathered were analysed using descriptive and inferential statistics.

Chapter four covers the presentation, analysis and interpretation of findings. This was done using tables and bar charts for descriptive statistics. Analysis of variance (ANOVA) and regression analysis was use for inferential statistics. All research questions and hypotheses were discussed in this chapter.

The summary of major findings of the study is as follows:

1. It is found that advertising influence news coverage of development news by the *Daily Trust* and *The Nation* newspapers. Therefore, it would appear that there is a significant relationship between advertising and development news.
2. It is evident from the research that both *Daily Trust* and *The Nation* newspapers give little attention to the coverage of development news. Also, *Daily Trust* is relatively doing better than *The Nation* newspaper.
3. Development news in the two papers tend to occupy the less important pages of the newspaper because most of the stories come in the inside pages of the newspaper.
4. Development issues like agriculture, environment, health and education tends to attract more prominence and coverage compared to unemployment, poverty and rural development by the papers.
5. It was found from the qualitative data that advertising constitute 80-90% of revenue for the newspapers and when editorial routines conflict with the organizations' need to make profit, the editorial side seems to be given a lower priority than the business side because of the profit orientation of the media.

6. It was found from qualitative data that *Daily Trust* and *The Nation* newspapers tends to be politically orientedas they are established to serve the interest of their owners who belong to one political party or another. And where the owner belongs to an opposition party, the paper suffers from lack of advertisements especially wrap around adverts, and as such they miss a lot of revenue.

5.2 Conclusion

From the finding of the research, one can say that development issues tend to be given low coverage by the two newspapers during the period under review but also, advertising help the media to cover more development news. The media is supposed to be socially responsible to the people by carrying out its function as a vanguard for development.Eventhough, considering the complex nature of the Nigerian economy, it becomes difficult for the press to be an independent entity whose major principle is to report accurately about any development issue. Although, the relationship between advertising and development news depicts a positive one showing the relevance of advertising to the media, the press should adhere to principle of equity and fairness in its reportorial activities no matter the pressure for revenue.

5.3 Recommendations

From the finding and conclusion of the research, the following recommendations are drawn.

1. The media should adhere to professionalism and ethics in processing and reporting messages with a view to ensuring all development related matters are fairly reported even in the face of pressure from advertising revenue sources. This can be achieved by giving more attention to reporting development news and also attach the same value and importance given to economy and politics to development issues.

2. The media should give more coverage to issues like poverty, unemployment and rural development the same way education, environment, agriculture and health is reported. Also important pages should be allocated to them just like the other development issues.
3. Since advertising constitute a major source of revenue for the media, there is need for the media to adhere to the principle of objectivity and fairness in its coverage so as to limit the power of the advertisers.
4. There is need for training and retraining of journalists to raise interest in development reporting. This can be achieved by establishing development oriented papers in the country.

4.4 Suggestion for Further Research

1. A similar research should be conducted looking at the influence of advertising on news reports of development issues by radio and television stations. This will provide the case for broadcast media.
2. Also a study should be conducted to determine the relationship between newspapers' revenue sources andinfluence on coverage of development news.

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APPENDIX 1

List of selected sample for *Daily Trust* and *The Nation* newspapers January 2012-December 2012

Monday 2nd January 2012

Thursday 5th January 2012

Tuesday 10th January 2012

Friday 13th January 2012

Wednesday 18th January 2012

Monday 24th January 2012

Thursday 26th January 2012

Tuesday 31st January 2012

Friday 3rd February 2012

Wednesday 8th February 2012

Monday 13th February 2012

Thursday 16th February 2012

Tuesday 21st February 2012

Friday 24th February 2012

Wednesday 29th February 2012

Monday 5th March 2012

Thursday 8th March 2012

Tuesday 13th March 2012

Friday 16th March 2012

Wednesday 21st March 2012

Monday 26th March 2012

Thursday 29th March 2012

Tuesday 3rd April 2012

Friday 6th April 2012

Wednesday 11th April 2012

Monday 16th April 2012

Thursday 19th April 2012

Tuesday 24th April 2012

Friday 27th April 2012

Wednesday 2nd May 2012

Monday 7th May 2012

Thursday 10th May 2012

Tuesday 15th May 2012

Friday 18th May 2012

Wednesday 23rd May 2012

Monday 28th May 2012

Thursday 31st May 2012

Tuesday 5th June 2012

Friday 8th June 2012

Wednesday 18th June 2012

Thursday 21st June 2012

Tuesday 26th June 2012

Friday 29th June 2012

Wednesday 4th July 2012

Monday 9th July 2012

Thursday 12th July 2012

Tuesday 17th July 2012

Friday 20th July 2012

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Thursday 2nd August 2012

Tuesday 7th August 2012

Friday 10th August 2012

Wednesday 15th August 2012

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Thursday 15th November 2012

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Friday 23rd November 2012

Wednesday 28th November 2012

Monday 3rd December 2012

Thursday 6th December 2012

Tuesday 11th December 2012

Friday 14th December 2012

Wednesday 19th December 2012

Monday 24th December 2012

Thursday 27 December 2012

List of selected sample of *Daily Trust* and *The Nation* newspapers (January 2013- December 2013)

Tuesday 1st January 2013

Friday 4th January 2013

Wednesday 9th January 2013

Monday 14th January 2013

Thursday 17th January 2013

Tuesday 22nd January 2013

Friday 25th January 2013

Wednesday 30th January 2013

Monday 4th February 2013

Thursday 7th February 2013

Tuesday 12th February 2013

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Thursday 28th November 2013

Tuesday 3rd December 2013

Friday 6th December 2013

Wednesday 11th December 2013

Monday 16th December 2013

Thursday 19th December 2013

Tuesday 24th December 2013

Friday 27th December 2013

APPENDIX II

CODING SHEET

NEWS PAPER_____ DATE_____

Content categories	Agric	Env.	Health	Edu	Poverty	Unemployment	Rural dev.	Others	total
News									
Features									
Editorial									
Research reports									
Cartoon									
Pictures									
Advertisements									
Total									

key words: Agric. (agriculture), Edu. (Education), env. (environment), Rural dev. (rural development).

Content	Front page	Back page	Inside page	Centre spread	Pos.	Neg.	Neut.
Agriculture							
Environment							
Health							
Education							
Poverty							
Unemployment							
Rural development							
Advertisement							
Others							
Total							

Key words: pos. (positive), neg. (negative), neut. (neutral)