

NIGERIAN NEWSPAPERS AND THE COVERAGE OF DEVELOPMENT ISSUES:  
AN ANALYSIS OF *THIS DAY AND DAILY TRUST NEWSPAPERS*  
(JANUARY TO DECEMBER, 2011)

BY

AHMED YUSHAU  
M.A/ARTS/05102/2010-2011

MAY, 2014

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DEPARTMENT OF THEATRE AND PERFORMING ARTS  
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MAY, 2014

## DECLARATION

I, Ahmed Yushau hereby declare that this Thesis with the title: `` Newspapers and the Coverage of Development Issues: An Analysis of This day and Daily Trust Newspapers (January to December, 2011)'' has been written by me in the Department of Theatre and Performing Arts under the Supervision of Professor Samuel Ayedime Kafewo and Professor Yakubu Nasidi. The information derived from the literature has been duly acknowledged in the text and a list of reference provided. There is no part of this Thesis that was previously presented for another degree.

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Name of Student

Signature

Date

## CERTIFICATION

This Thesis titled: `` Nigerian Newspapers and the Coverage of Development Issues: An Analysis of *Thisday* and *Daily Trust* Newspapers (January to December, 2011) has been written by me, Ahmed Yushau in the Department of Theatre and Performing Arts, meets the regulations governing the award of the degree of M. A (Development Communication) of Ahmadu Bello University, Zaria and it is approved for its contribution to knowledge and literary presentation.

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## **DEDICATION**

This work is dedicated to my late mother, Aisha, who encouraged me to go to school, when she was alive. The manner she prioritised education gave me the insight since childhood that education is really important. May her soul rest in peace, amin.

## **ACKNOWLEDGEMENTS**

I am first and foremost grateful to Almighty Allah for making me healthy and alive to carry out this study. This is an important aspect in the Nigeria of day, for someone to thank his creator, especially in a prevailing atmosphere of insecurity, as it is witnessed at present.

This work would not have been the way it is, if not for the contribution of my able Supervisors, Prof. Samuel Ayedime Kafewo and Prof. Yakubu Nasidi, may Almighty Allah protect and guide the families they left behind. I am also grateful and thankful to another committed academic, Dr. Emmanuel Jegede for his contribution towards the completion of this Thesis. My special thanks goes to all lecturers of the department for their support.

I must also acknowledge the criticism and contribution of all those that made observations and comments during the Seminar presentations of this Thesis. Thank you for making the whole exercise an academic activity.

The study with the title: ``Nigerian Newspapers and the Coverage of Development Issues: An analysis of *Thisday* and *Daily Trust* Newspapers (January to December, 2011) has an aim of encouraging an adequate participation in the process of social change through the use of the newspaper as a medium of communication, which can be used to actualise the desired development objectives. This study has adopted a simple content analysis as its methodology, combining it with other techniques of research such as the interview technique, simple random sampling procedure and comparative analysis. In the study, which analysed a total of 104 editions has revealed, among others that *Thisday*, recorded 5% (5.41%) of development coverage and non-development matters constituted 95% (94.58%) i.e 5,154 and *Daily Trust* has 476 appearances represented by 8%(7.71%) of development, while non-development issues recorded 5,690 represented by 92% (92.28%). The study recommended among others that development matters should be covered adequately.

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## **CHAPTER ONE**

### **1:0 BACKGROUND TO THE STUDY**

Prior to the introduction of modern means of communication, man has fashioned himself with the appropriate communication approach suitable for his development, that is the traditional means of communication. Through this approach, people in different rural settings were mobilized to participate in the affairs of their locality.

However, as the society became large and complex, traditional communication systems could not adequately take care of the communication needs of the people and therefore, the modern media was put in place to reach out to the relatively large, heterogeneous and anonymous audience simultaneously. That marked the era of the mass media.

It is worthy of mention that communication is an important social tool, without it, one could not have influenced the ideas, feelings or actions of others. Through written, verbal and non- verbal signs and symbols, man communicates his feelings and ideas to his fellows. Those who have cultivated the ability to communicate are better than those who cannot express themselves properly. For those who know how to communicate, learn to interact; can achieve leadership in the groups they involved.

It is also true that communication links the individual with himself, his environment and other men. The man of our time lives in a diversified media world, the profusion with which they are distributed and the assault of advertising, etc. There are few communities that still may be totally isolated and outside this communication circle. Through the media, man has become accustomed to receiving messages.

According to the *Advanced Learner's Dictionary*, communication which is the process of transferring thoughts, ideas, facts, feelings, etc from one person to another is very important in human existence. Without it, life will be meaningless and human interaction would be impossible. The importance of communication cannot be overemphasized.

Sybil (1989) observed that communication serves as an instrument of social interaction. It helps us to understand ourselves, to keep in touch with other people, to understand situations. It is a means by which power is acquired, exercised and sustained. It is the medium through which relationships are established, extended and maintained. The Mass media has helped in creating social awareness and also provided people with an easy way of living life. The print media played an important part in the historical events such as, The Renaissance, The American War of Independence, The French Revolution and many more.

Earlier on the development of the newspaper came around 1600 A.D., but it took this form of mass media more than a century to influence the masses directly. The first printed newspaper was *The Relation*. Later, in the year 1690, Benjamin Harris printed the first colonial newspaper in Boston. There was an increase in the circulation of newspaper in the nineteenth century. Then came the first African-American paper titled *Freedom's Journal*, published in the year 1827.

The 14th century Guttenberg's invention of the printing press must have aided the revolution in the printing industry. This invention made it possible to transfer complex information, ideas and concepts from one individual to another, or to a group, faster than ever before due to amazing advances in technology in recent years. This breakthrough altered the way we perceive the universe and manner in which we communicate with one another. As early 1900, print media could be found in the form of newspapers. It provided all the necessary information about the world for the people at remote locations. Even today, newspapers remain an important global source of information.

The history of Print Journalism began in Nigeria with the installation of the printing press at Calabar by the Presbyterian Mission in 1846. As a result of this development, books, pamphlets, short essays and short stories that were produced had their contents focused primarily on religious matters and other cultural interests.

Although, this development did not last long and has often been left out in the chronicles of print development in Nigeria, other missionaries and religiously inclined business conscious men took a cue from the Calabar experience.

Subsequently, Rev. Henry Townsend, a missionary-journalist, established a printing press in Abeokuta in 1854. Five years afterwards i.e. in 1859, the ***“IWE IROHIN FUN A WONARA EGBA ATI YORUBA”*** was founded. The newspaper translated into English Language means “Newspaper in Yoruba for Egba and the Yoruba people”. It was published fortnightly but later became bilingual in 1860, when the English version was added to the Vernacular edition. *“IweIrohin”* published news about church activities, particularly, the establishment of new churches, the arrival and departure of missionaries and even the death of religious dignitaries and traditional rulers.

Its primary objective was to cultivate good and appreciable reading attitude among the people of the area and even beyond. As a result of this, the newspaper expanded its news coverage to cover non-religious events such as those about trade and commerce, exhibitions, sports, health, hygiene, moral educational and others. At last, the newspaper stopped publication in 1867.

It was responsible for the development of indigenous language in Nigeria and was able to carry the people alone. This has promoted cultural development among the yorubas. It was this realisation that prompted its resuscitation in year 2012 by the Nigerian Union of

Journalists(NUJ) Ogun Chapter in collaboration with Moshood Abiola Polytechnic, Abeokuta.

This period could be described as the “preliminary period” in the evolution of the Nigerian Press, while Hope Waddell’s attempts could be regarded as the beginning of the evolution of the “Commercial Press in Nigeria”.

The *Lagos Times* was established by Beale Blaize on November 10, 1880, but unfortunately it stopped publishing in 1883 out of financial constraints. The newspapers that co-existed with it were *Lagos Observer*, established on February 4, 1882. Others were *The Weekly Times* by John Payne Jackson, a Liberian born businessman (May 3, 1890) and *Lagos Weekly Record* founded by John B. Jackson (1890). This newspaper became one of the most popular presses with a long history in Nigeria. It was also reputed for its strong views on politics and independence for Africa.

In March 10, 1921, Ernest Ikoli came into the scene with the *African Messenger*. He was said to have been the first man outside Yoruba land to emerge into prominence in Lagos politics. *The African Messenger* lasted for five years before it metamorphosed into the *Nigerian Daily Times*, after being bought over by the then Nigerian Printing and Publishing Company in 1926.

Subsequently, *The Daily Times* was later made a subsidiary of the *London Daily Mirror* in 1948. This co-operation brought some positive changes. Few other newspapers that co-existed with the *Nigerian Daily Times* were *The Lagos Daily News* by Herbert Macaulay in 1927, *The Nigerian Daily Telegraph* by Akin Fagbemo Beyioku in 1927 and *The West African Pilot* in 1937 by Dr. Nnamdi Azikiwe, among others.

In the long run, *The West African Pilot* was a pillar in Nigerian Journalism. It was well positioned and could be compared to a local training school for journalists, because it produced great journalists, amongst them were Chief Anthony Enahoro and Chief Tony

Momoh. It was the first newspaper to introduce cartoon strips into Nigerian Journalism. The Pilot was regarded as the most popular nationalist newspaper of all times in Nigeria.

The newspaper brought about great innovations in the general newspaper outlook and typography. It was noted for its tremendous use of pictures and modern headline forms. Dr. Azikiwe also owned and edited other papers such as the *Eastern Nigerian Guardian* and *The Eastern Sentinel*. By 1958, two newspapers, *The Daily Express* and *Sunday Express* were launched from a partnership pact between Roy Thomson of Canada and the then ruling party in the Western Region.

The modern Nigerian Press history covers the period of independence in Nigeria and years afterwards. And for the Nigerian press then, it was once nationalistic in nature later very regionalistic. It was preoccupied with the business of enhancing regional autonomies, preserving national independence but mostly promoting sectional, tribal and the very selfish interest of those in leadership positions. These confused and provocative roles of the press at that time gave the independent press another justified and severely limited success.

According to Daramola (2006) the press from 1959 to 1966 took a regional and ethnic posture, due to struggle for power by the nationalists who then formed the bulk of local politicians. Since no press operated independent of the society, the situation ultimately gave rise to regional government establishing regional newspapers: radio and television, meant to champion their interests on national issues. Having been assured of independence on October 1, 1960, the press shifted aside its colonial militant advocacy of nationalism to embrace fresh responsibilities as vehicles of internal politics, power struggle and governmental control.

Furthermore, it was the partisanship of the press operation mostly visible at the regional level that spurred the federal government to establish its own newspapers *The Morning Post* and *The Sunday Post*, in addition to *Nigerian Daily Times*. All these

newspapers existed to preserve national power and counter possible attacks or encroachment of uncompromising regional forces into national interest or matters.

Perhaps, it may be reasonable to mention some of the activities of the press during independence. In Western Nigeria, *The Nigerian Tribune* founded by Chief Obafemi Awolowo in 1947 and later controlled by his wife through a major stockholding, was an opposition newspaper, particularly with the emergence of Chief Akintola as the political boss of Western Nigeria. The newspaper, once the mouthpiece of Action Group was replaced by *The Daily Sketch*, which later metamorphosed to become the mouthpiece of Akintola's NNNDP.

*The Sketch*, which was founded in 1964, was used as a weapon in the political rivalry between Nigerian National Democratic Party NNNDP and the Action Group. The conviction and imprisonment of Chief Awolowo on a charge of treasonable felony, alongside an Editor of the newspaper nearly crippled *The Nigeria Tribune*. However, with the release of Awolowo, it began to flourish again.

Similarly, in Eastern Nigeria, various newspapers were published to serve the same interest. Notable amongst such publications were the *Eastern Observer* printed in Onitsha; *The Nigerian Spokesman* and *The Eastern Sentinel*, all constituting members of Zik's group of publications. While *The Nigerian Outlook*, an English daily published in Enugu by the Eastern Nigeria Information Services served as a government and NCNC organ. Its regional partisanship was said to be unquestionable.

In the Northern Region of Nigeria, the story was not different. *The Nigerian Citizen*, a bi-weekly, subsidized newspaper by the Northern Nigerian Government acted as the principal mouthpiece of the leadership of (NPC). It was published by the Gaskiya Corporation in Zaria and had been a strong advocate of Northern supremacy and NPC's policies, programmes and

ideology. There were also minor ethnic media such as the *Daily Comet*, *the Northern Star*, all of Kano and the *Middle Belt Herald* of Jos.

From the foregoing, it can be seen that the emergence of Newspapers in Nigeria was not per se for development purpose in the context that we talk about development journalism today. Indeed the introduction of these newspapers into the reading public was mainly to disseminate information to a large heterogeneous audience. It was not for development purposes, but rather for championing ethnic and regional agenda. However, the newspapers can contribute to development. This will be implementable by prioritizing development objectives and inculcating the same to the public.

The objectives will be realisable if the gatekeepers would prioritize development programmes and news in their process of selecting what is newsworthy and what is not in the pages of these newspapers. Indeed, gate-keeping is vital in communication planning. It can also be dangerous, since it can lead to an abuse of power by deciding what information to discard and what to let pass.

Nevertheless, gate keeping is often a routine, guided by some set of standard rules. Unfortunately, if the gatekeeper's selections are biased, the readers' understanding will therefore be biased. It is a fact that development journalism in Nigeria often faces obstacles in the form of low professional journalistic standards, a lack of financial resources and work technical skills, etc.

Also, there is risk of patronage the media may not be able to break free from its political constraints and may operate according to clientelism or be captured by private interests. Nigeria journalism is today being faced with numerous challenges and these challenges are impediments to development journalism among which are:

(1) The digital age has made it difficult to defining the role of the professional journalist vis - a-vis the citizen journalists (the receiver who is at the same time the producer of news). The pervasiveness of digital technology, which gave birth to online journalism, is a threat that lives in the subliminal of the press-fear of losing their job is a potential threat.

(2) Ownership pattern is a pertinent issue. Business moguls who are publishers are not interested in development journalism because they have created a class fashioned after global trend for them. As such, editors and reporters stick to the mission and vision of the publisher to retain their job. Each newspaper has its own philosophy.

(3) Lack of modern equipment to reach those who lack the wherewithal to contact the mass media.

(4) The need to beat deadlines is also a major constraint to development journalism. Journalists' natural competition to have their by-lines perpetually often robs the poor the chances of making news. The idea of sticking to ``Timeliness and ``prominence`` in this sense connotes maintaining the status quo.

Based on the foregoing, this research intends to evaluate the extent these newspapers cover development activities in Nigeria.

### **1.1: STATEMENT OF THE RESEARCH PROBLEM**

Newspapers when properly conceived can do more than mere reportage of events to become instigators of development. There is the need for a change of direction in terms of reporting, as against the already established way of just disseminating information. The inability of the newspapers to address development issues could be traceable to this fact.

At the inception, the newspapers in Nigeria were established to serve the interest of their owners, politicians and businessmen but not just for the common man. As a result they end up appealing to only regional and ethnic interest, thereby fuelling all sort of conflict

among the people. This was also anchored by Adebayo (1990), who argues that the press exists to reflect the view of the dominant class. That is the elites in our society and this class of people only serve their interest.

However, its major function was that of information dissemination using the appropriate channels of communication. But one point of agreement among the myriad of suggested alternative approaches is the need for development-oriented information to be available and accessible at all levels of the society. Thus, one critical factor to be considered is how to translate this information into increased development for the people through the available channels of public communications, including national dailies.

It is with the above in mind that this study examined two Nigerian newspapers (*Thisday* and *Daily Trust*). It seeks to find out further whether issues of development are adequately represented. Information is not something that we can see or touch, but can be acquired, just like knowledge. When people are given the right information, they get the knowledge, skills and ability to discover themselves and their environment. This is how people can be empowered by the use of communication.

## **1.2: AIM OF THE STUDY**

The goal of this study is to encourage an adequate participation in the process of social change through the use of the newspaper as a medium of communication, which can be used to actualise the desired development objectives.

## **1.3: OBJECTIVES OF THE STUDY**

The objectives of this study were to:

- a. Evaluate the level of reporting developing issues in selected Nigerian newspapers

- b. To determine whether the regional and ethnic character of the development of journalism in Nigeria still affect their report of development issues.
- c. Examine whether those who report for these newspapers do receive training in reporting development issues
- d. Find out whether these newspapers have editorial policies that are supportive to development journalism

This study is important because it could assist those in the media, including the owners of these media to realize that the media ought to be used for other purposes such as creating awareness and disseminating purposeful information for the good of the society.

It is hoped to assist media managers and policy makers within the cycle to start fashioning a paradigm shift and articulate a new policy in ensuring media contribute to the process of alleviating or if possible eliminating our compounding problems of insecurity, unemployment, ethno-religious difference, among others.

In addition, the study hopes to provoke further research within the area by researchers.

#### **1.4 : SIGNIFICANCE OF THE STUDY**

This study is timely and relevant to the existing situation Nigeria finds itself. It is imperative that both the government and the governed should look forward to the development of the society through newspaper journalism. The study would assist practising journalists to refocus attention in development reporting, after understanding its benefit to man and society. It can also provoke further study by researchers in the field, in an attempt to explore other areas in the study.

#### **1.5: SCOPE OF THE STUDY**

This research focuses on two national dailies, which were published between January and December, 2011. Despite the fact that there are many existing newspapers in the country.

It would not be possible to study all these newspapers. Consequently two out of the newspapers were sampled at random.

Out of the newspapers from the Southern part of the country, "*Thisday*" newspaper emerged from the sampling and "*Daily Trust*" from the North. Only newspapers that published consistently daily, with national outlook and circulation were considered during the sampling.

### **1. 6: ASSUMPTIONS**

The basic assumptions that underlie this study are as follows:

1. *Daily Trust* and *Thisday* newspapers do not adequately cover development issues.
2. The Reporters of these newspapers are not trained in reporting development issues.

*Thisday* is published in Lagos and Abuja simultaneously and *Daily Trust* is published in Abuja. The two newspapers have already established their presence in Abuja. The issue of location should not be taken seriously here, because all are targeting a market and trying to be close to the seat of power. But their interests still remain.

The most important thing to note is that, as at the time when this research was conducted, *Thisday* is owned by a southerner and managed by mostly southerners. It believes in an editorial value of seeing the world from an African perspective. In the other case, *Daily Trust* is owned and funded by 19 shareholders of Media Trust Nigeria Limited who are professionals in their various fields from the North.

As part of its editorial policy, *Daily Trust* newspaper's editorial content is designed in such a way to "uphold the libertarian principle" and "display profound regard for social responsibility in their news coverage and editorial comments". It provides readers with a unique opportunity to reach the northern market in Nigeria.

## 1.7 : TERMINOLOGIES

1. **Feature Article:** is a special human-interest story or article that is not closely tied to a recent news event. It goes into great detail regarding concepts and deals mainly with the opinion of the writer. It arouses people's curiosity, sympathy, humour and amazement.

2. **Unit of Analysis:** the major entity this research is studying, such as news, feature and editorial.

3. **Sample:** a representation of the data in a given population with the same or similar characteristics with the other part of the given population.

4. **Editorial:** the position or what a particular newspaper organisation stands for on an issue of public interest. It is a reaction to events and issues of the day and a newspaper's contribution to such matters.

5. **Category:** A category is a group of words with similar meaning or connotations brought together for an easier identification

6. **Reportage:** Refers to the total body of media coverage, including pictures of a particular topic or event, including news reporting and analysis. This is typically used in discussions of the media's general tone or angle or other collective characteristics.

7. **Coding:** A unit of the media content on which the measurements are based

8. **Encode:** Preparing and sending of information and ideas (Encoder) i.e person sending the message

9. **Decode:** Interpreting the information sent after receiving (Decoder) i.e person receiving the message or the instrument interpreting the message

10. **Participatory Journalism:** *is a type of journalism that the content created is done in collaboration with the people by journalists*

11. **Investigative Journalism:** means in-depth reporting of events.

12. **Citizen Journalism:** It is a particular form of online and digital journalism conducted by people who are not media professionals. This underscores the link between the practice of journalism and its relation to the political and public sphere.

13. **Development Journalism:** A type of journalism that is oriented towards development reporting of news and packaging of relevant information to the public

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

There are differences in opinions regarding key concepts in ‘development’, ‘communication’, ‘development communication’ and ‘development journalism’ by scholars. This is as a result of the scholars’ background and orientation.

It is not surprisingly, because of the wide range of divergent conceptualisations. The definitions of these concepts have been controversial and unstable over time as observed in this review.

The works of other researchers in the same and similar areas were also reviewed. This chapter begins with the most contested concept, ‘development’ in the study and finally narrowed to ‘development communication’ and ultimately, ‘development journalism.’

This study observes that development cannot take place under the conditions of silence. So communication, as an essential element in the struggle for freedom and liberation is aimed at strengthening shared experiences, identities, common values and creating critical awareness and consciousness among the people.

#### **2:2 DEVELOPMENT**

The term ‘‘Development’’ means different things to many people. It is a concept which is contested both theoretically and politically, and is inherently both complex and ambiguous. Its multi-disciplinary nature no doubt made it so contested among scholars and professionals of diverse background.

Rogers (1976) sees ‘‘development as a widely participatory process of social change in a society, intended to bring about social and material advancement for the majority of the people through gaining control over their environment.’’

Rogers stressed the endogenous dimension of development. He viewed it as a process whereby the people whom this development is for participated in the decision that affects their lives and environment. But development agencies have difficulty in implementing effective participatory programs, for reasons ranging from inadequate socio-political knowledge and influence to inflexible bureaucratic structures.

But there are nevertheless many possibilities for improved practice—through more realistic assessments of local contexts and prospects for reform, and more emphasis within aid bureaucracies on opening space for adaptive implementation.

Similarly, Ogai cited in Uwakwe (2003) views development as “a widely participatory process of directed social change in a society intended to bring about social and material advancement including greater equality, freedom and other valued qualities for the majority of people through their gaining greater control over environment.”

However, participation is not a simple technical input that can unleash linear progress. It involves navigating through local power relations and pushing for sometimes uncomfortable changes. Successful programs tend to be those led by individuals who know the local context, work in an incremental and flexible way, listen to citizens, seize opportunities, and shift approaches along the way.

According to Inayatullah (cited in Soola 2003) “development is change toward patterns of society that allow better realization of human values, that allow a society greater control over its environment and over its political destiny, and that enables its individuals to gain increased control over themselves.”

In this context, development means positive transformation or change of the people’s ways of living, attitudes and behaviours. If people’s ways of living is to be transformed for the better then there is need for them to have access to information and be sensitised through

the appropriate channels of communication. But what if their condition is not transformed for the better? Can this be referred to as development?

However, it is a belief that for any development to take place there must be an inner change of people to be willing to participate just like the position of these scholars. But the question is , what kind of change are they talking about?

Chambers' (2004) added the notion of 'good change', although this raises all sorts of questions about what is 'good' and what sort of 'change' matters, as Chambers shows concern about the role of values, and whether 'bad change' is also viewed as a form of development. A common theme within most definitions is that 'development' encompasses 'change' in a variety of aspects of human condition.

Although the theme of 'change' may be overriding, what constitutes 'good change' is bound to be contested as Kanbur (2006) states, because *'there is no uniform or unique answer'*. So the views that may be prevalent in one part of the development community are not necessarily shared by other parts of that community, or in society more widely. Whatever it is, when change is expected, it means a good change, a better one.

There are three objectives of development according to Todar and Smith (2003) :

- (a.) To increase the availability and widen the distribution of basic life sustaining goods such as food, shelter, health and protection;
- (b)To raise levels of living in addition to higher incomes, the provision of more jobs, better education, and greater attention to cultural and human values, all of which will serve not only enhance well-being but also to generate greater individual and material national self-esteem;
- (c) To expand the range of economic and social choices available to individuals and nations by freeing them from servitude and dependence, not only in relation to other people and nation- states but also to the forces of ignorance and human misery.

Having gone through these, we would accept that all the objectives are in line with what development is aimed to achieve.

Another view regarding development is that of Thomas (2004), which defined ``development as the practice of development agencies, especially in aiming development at reducing poverty and achieving the Millennium Development Goals.’’

Contrarily, development is not the practice of development agencies alone, it is a process championed by the people in their environment. But this study is not also underscoring the contributions of these development agencies in either creating jobs or their attempt to alleviate poverty.

In this sense, Gore (2000) sees poverty and development as socially constructed and embedded within certain economic positions which value some assets over others. By revealing the situations of such interpretations of economy and poverty, post-modern approaches look for alternative value systems so that the poor are not stigmatised and their spiritual and cultural ‘assets’ are recognised. This is a materialistic perspective of development as viewed by the western imperialists’ agents.

Similarly, Hickey and Mohan (2003) broadly identify as ‘post-modernists’. The post-modern position views development as a discourse (a set of ideas) that actually shapes and frames reality and power relations. It does this because the discourse values certain things over others. In terms of real development there might be a new discourse based on alternative value systems which place a much higher value on spiritual or cultural assets, and within which those without significant economic assets would be regarded as having significant wealth.

The views of Gore, Hickey and Mohan are economically centred, thus make the whole idea an economic thing alone. Instead development should encompass the people’s culture, environment and their participation. Contrary to the materialistic definition or the modernists

is the Rodney's definition of development which views it as a many sided process, consisting the individual and societal levels with increase in skills, greater freedom and material well being.

According to Rodney the capacity for dealing with the environment is dependent on the extent to the laws of nature (science), is understood. In his book: ``How Europe Underdeveloped Africa'', he has elaborated on the concept of development, from the level of an individual, group and the society. This school of thought believes in the historical explanation of development, that development or underdevelopment was as a result of exploitation. Development can take place at the local, national or international levels. The absence of development in a society is known as underdevelopment. This research is of the opinion that under development is not completely as a result of a historical event of exploitation of resources by colonial masters.

Generally, there are three discernable definitions of development by classification. The first is historical and long term and arguably relatively value free 'development' as a process of change. The second is policy related and evaluative or indicator led, is based on value judgments, and has short to medium-term time horizons development as the MDGs, for example.

The third is post-modernist, drawing attention to the ethnocentric and ideologically loaded Western conceptions of 'development' and raising the possibilities of alternative conceptions. 'Development' as a long term process of structural societal transformation, 'development' as a short-to medium term outcome of desirable targets, 'development' as a dominant 'discourse' of western modernity and development' as a long-term process of structural societal transformation.

The first conceptualisation is that development is a process of structural societal change. Thomas refers to this meaning of development as 'a process of historical change'. This view,

of ‘structural transformation’ and ‘long-term transformations of economies and societies’, as Gore noted, is one that predominated in the 1950s and 1960s in particular.

Today, one might argue that this definition of development is emphasised by the academic or research part of the development community but that there is less emphasis on this perspective in the practitioner part of the development community. This means that a major societal shift in one dimension, for example from a rural or agricultural-based society to an urban or industrial-based society (what is sometimes called the shift from ‘traditional’ to ‘modern’ characteristics), would also have radical implications in another dimension, such as societal structural changes in the respective positions of classes and groups within the relations of production for example (by which we mean the relationship between the owners of capital and labour). It involves changes to socio-economic structures, including ownership, the organisation of production, technology, the institutional structure and laws.

In line with this review, there is an issue over whose objectives and values are expressed within the context of this second approach to development, and whether the articulation of the objectives is in any sense democratic or involves the effective participation of civil society. There is a concern that this short-term and instrumental view of development loses the vision of societal transformation that Gore highlighted, and separated the conception of development from socio-economic structures, social relations and politics.

The third definition is based on the view that development has consisted of ‘bad’ change and ‘bad’ outcomes through the imposition of western ethnocentric notions of development upon the developing countries labelled as the ‘Third World’ or ‘developing world’, depending on the author. This is the ‘post-modern’ conceptualisation of development. It could be referred to as the ‘post-development’. This third perspective emerged as a reaction to the deliberate efforts at progress made in the name of development since World War II.

However, in this the review, development is not defined as synonymous with ‘modernity’ which is presented in the discourse as a superior condition. Development is a process of change that involves people’s participation and commitment aimed at improving their standard of living, skills and environment for a better future.

When people do not have a voice in the public arena, or access to information on issues that affect their lives, and where their concerns are not reasonably reflected in the media, then development in this sense tends to be undermined and catastrophes such as famines are less likely to be averted.

Furthermore, lack of access to communication undermines the capacity of the poor to participate in democratic processes. Frustration and alienation over lack of means of expression lead to disaffection with the political process resulting in apathy or violence as it is witnessed in Nigeria today.

### **2:3 COMMUNICATIONS**

It is now time to look at the views of scholars on communication, explore their agreement and disagreement on the subject matter and find an agreeable stand on the issue. According to Schramm (1965: 45): “Communication is a purposeful effort to establish commonness between a source and receiver.” Whatever is being shared could be associated with knowledge, experience, thought, ideas, suggestion, opinions, feelings etc.

Similarly, Hovland, Janis & Kelley, (1953) define communication: “as a process where person sending stimulus in purpose to change or to make behavior of other people”. All these definitions are talking about exchange of information from one person to another. But there is an important thing that is absent from the definitions, which is ‘feedback’. The process of communication remains incomplete without feedback. The purpose of communication, as a tool, is getting people’s involvement through education. Both formal

and non-formal education involves processes of communication. This systematic process occurs over a certain period of time in which the people are informed, instructed and inspired to participate.

So, communication is the process of sending information from one person to another through any chosen medium with a feedback mechanism.

## **2:4 DEVELOPMENT COMMUNICATION**

The science which uses communication to change and motivate people through education and inspiration towards development is 'development communication'. It is a process that strives for behaviour change not just information dissemination, education, or awareness-raising.

Nora Quebral (1975), an academic in this field cited in Anaeto & Anaeto (2010), defines Development communication is the art and science of human and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater social equality and the 'larger fulfillment' of the human potential.

The phrase 'larger fulfillment of the human potentiality' encompasses various needs of human beings. It is a known fact that development communication brings about a planned growth intended to promote human development, reducing, if not eradicating poverty, unemployment and other social inequalities. It is engaged not only in mere reporting of facts or opinions, but also in teaching the people and leading them to action. It imparts and shares ideas to nurture and cultivate the proper attitudes, skills and values that are needed to develop.

In short, it is a communication science that assists developmental goals. It was born out of the need of people to be informed and educated. It can be looked at from two perspectives in terms of the use of communication channels. The narrower concept refers to the use of

mass communication (the mass media) in the promotion of development. The other hand is broader in shape and makes use of all forms of communication in the development process, which employs not only the mass media, but also the theatre, interpersonal channels, group or public means of communication and the traditional channels of communication.

It is also observed that development communication is a purposeful communication effort geared towards realisation of human potentials and transformation from a bad situation to a good one. That is why Moemeka (1991) defines Development communication as the application of the process of communication to the development process.

All development requires some kind of behaviour change on the part of stakeholders. But the observation here is that changing knowledge and attitudes does not necessarily translate into behavior change. In order to effect behaviour change, it is necessary to understand why people do what they do and understand the barriers to change or adopting new practices. It is not enough to raise awareness of the benefits. This is critical to understand peoples' barriers or the costs they perceive such a change would entail.

Among the definitions that specifically emphasise on social change is Okunna (2002); development communication is viewed as the entire process of communication with a specific group of people who require development , with the purpose of achieving the social change that should change their lives in a positive way, thus giving them better living conditions. Similar point was emphasised by Middleton and Wedeneyer (1985), describing ``development communication as any series of planned communication activities aimed at individual and social change.’’

In this sense, meaningful communication is about getting information out to particular audiences, listening to their feedback, and responding appropriately. Whether discussing a development project or broader economic reforms, from health, to education or rural development to agriculture, the idea is to build consensus through raising public

understanding and generating well-informed dialogue among the people. What is expected is a well-conceived, professionally implemented communication programs that are tied directly to development project's objectives that bring understanding of local political, social and cultural realities to bear in the design of development programmes.

One of the most significant and exciting elements in developments is its being the commitment to a democratic, participatory and responsive public information programme, where people are the most important ingredients. This means that communication should be driven by the needs of people, which facilitate citizen participation in the creation and use of information that opens the activities of government to public scrutiny, thus promoting democracy and efficiency. These aims were spelt out in the Comtask Report of October 1996 which ushered in a new order in public information systems.

Development communication can be seen as a thread linking a number of national development initiatives aimed at eradicating socio-economic drawbacks. As it is practiced in a number of spheres in which public policy is exercised; sanitation, health, safety, economic stability, agriculture, land rights etc. The approach requires careful co-ordination if not it will deteriorate into a haphazard effort. This is also concern about the content of what is communicated as well as the context of the message is relayed to the receiver.

In Nigeria, community based-organisations should be identified as vehicles through which development communication activities can reach communities. It should be recognised that the development communication approach should be such that drives the service and information delivery approach used by a number of government departments. Relevant to this discussion is Coldevin's (1987)'s view that development communication mobilises people to participate in development activities. He defines development communication as: ``the systematic utilisation of appropriate communication channels and

technique to increase people's participation in development and to inform, motivate, and train rural populations, mainly at the grassroots level.”

Furthermore, Balifs (1988) sees development communication as a social process aimed at producing a common understanding or a consensus among the participants in a development initiative. When we rely on Coldevin’s definition, we would end up excluding the urban population from the benefits of development communication. This study wants to posit that development communication is for both rural and urban population. However, the definition by Balifs falls within the context of this discussion. This is because it is able to capture one of the most important ingredients of development communication i.e the people.

Quebral (1975) is not also out of context when he viewed development communication as: “an art and science of human communication applied to the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater social equality and the larger fulfilment of human potentials.” The emphasis in this definition is on both socio-economic change and the ultimate transformation of the individual towards realizing his goals. If the goals of the people are realized, then the underlining objectives of development communication are considered to be achieved.

In another definition by Ogan (1982) which describes development communication as a process used only to serve the development goals of the government in power. This is a thought provoking definition. This review is saying that development communication is not for government in power, but a process which involve peoples’ participation, including awareness, not a manipulative tool in the hands of government agents.

In another view Kenyatta (1976) defines development communication as the creation of national consciousness and unity, maintaining that it is an encouragement of cooperation and peaceful coexistence among diverse and sometimes hostile communities. The position of this review is that development entails the use of media approach to prosecute the gospel of

development for the good of the society and because it is communication with a social conscience. Development communication is heavily oriented towards man, that is, towards the human aspects of development. Even though it is primarily associated with rural development, it is also concerned with urban, particularly suburban problems. It plays two broad roles.

The first is a transformational role through which it seeks social change in the direction of higher quality of life and social justice and the second is a socialisation role through which it strives to maintain some of the established values of society that are in consonant with development.

In playing these roles, development communication creates an enhancing atmosphere for the exchange of ideas that produce a happy balance in socio-economic advancement between physical output and human relationships. It imparts and shares ideas to nurture and cultivate the proper attitudes, skills and values that are needed to develop. There is a great relationship between development and communication; the latter is an important tool in achieving socio-political and economic developments. Okunna (2002) argues that communication is so closely interconnected with development that there can be no development without communication. The above postulations cannot be faulted because of the roles communication play in the development enterprise.

According to Ngugi (1995), the media have the potential for reaching huge audiences. Thus journalists must assume an educational role. But before a journalist can do that, he needs first and foremost to be informed about the issues. He needs to be knowledgeable and be in a position to understand what development means, how people are affected by government development policies and assess the merits and demerits of such policies.

A good starting point is to empower people with information-economic information, as well as information about the ordinary. It should be the one that highlights innovation, help

the public to monitor and evaluate government programmes. This would enable us to determine whether public pronouncements are translated into public actions. Thus provides us with a sense of cause and effect, that makes it possible for the public to participate meaningfully in discussions and debates on development issues. Rather than focusing on the social significance of news, there is a tendency on the part of the media to personalise and infantilise social processes by fragmenting them, by failing to link policies, processes and actions, with events, happenings, outcomes and consequences.

If we look through newspaper pages and listen to our airwaves, today we will no doubt find information that does some of the things being suggested, certainly development news. A few media are particularly good at providing news that could be classified as such. But there should be monitoring and evaluating government programmes and policies and following up stories to ensure that the public pronouncements of our politicians and public officials are translated into public actions.

Those scholars and journalists who were critical of news organisations' horse-race approach to political campaigns saw this trend as proving widespread public disaffection with mass mediated political discourse. As Haas & Steiner(2006) observed, many news organisations began to experiment with ways to enhance civic commitment and participation in democratic processes and to think of their audiences not as 'consumers' but as 'citizens'.

However, this hierarchical conceptualisation of 'development news' by Shah seems to relegate some societal needs to the 'tertiary' level, in contradistinction to what is an increasingly less econometric view of development. For example, Amartya Sen sees the expansion of freedom both as the primary end and primary means of development. He calls for 'social development', enhanced literacy, accessible and affordable health care.

Others are the empowerment of women and the free flow of information as necessary precursors of the kind of development most economists are concerned about, namely:

increase in gross national product, rise in personal incomes, industrialisation, and technological advance (Human Rights Watch 2006).

## **2:5 DEVELOPMENT JOURNALISM**

This takes us to ‘development Journalism’, which emerged around the mid-1960s as a descriptive term for a type of journalism which demands that news reporting be constructive and geared toward development ends. It is thus a consequence of the disillusionment created by dependency syndrome arising from Western dominance of the international flow of information.

It is an offshoot of the New International Information and Communication Order (NIICO). This reaction was spearheaded by developing countries which felt that their interests were not being served by Western news agencies. Such a departure was needed to break the vicious circle of dependency through ownership of the mass media.

In additions, developing countries’ governments found a ready tool in a tightly control electronic and to a less extent the print media to legitimatise and perpetuate their hold on their people as Sola, (2003) supported. At the same time we have had a poor history of political mobilisation around these issues and that is why the idea of using the mass media to mobilize around agriculture and other development issues has always been considered attractive.

McQuail (2005) views: ‘‘development journalism as reporting on ideas, programmes, activities and events, which are related to an improvement of the living standard of people.’’ In doing this, the media ought to be committed to contributing to the overall goal of development, to promote cultural and informational autonomy, to support democracy and solidarity with other developing nations.

According to Adebayo (1990) ‘‘development journalism refers to the practice of journalism concerned with gathering, packaging and disseminating development-oriented

news and information.” This involves reporting on ideas, programmes, activities and events, which are related to an improvement of the living standard of people.

In addition, Okigbo(1991) views that the news should not only be defined in terms of conflict, timeliness and unusualness, but rather in terms of commitment and participation. In this sense the development journalist involves the people whom he is writing for. He interacts, discusses and plans with them to be able to affectionately report their situations and suggest solutions. At times, community members may be involved in sourcing news and information. This gives them a sense of belonging. Looking at both Adebayo and Okigbo’s positions, irrespective of individual’s emphasis, development journalism is defined as people-oriented. The latter’s advocacy on what should constitute news is a good approach at this situation.

Apart from corruption, with collapsing infrastructure, deepening poverty, rising unemployment, especially among the youth, and frightening insecurity, Nigeria faces serious problems that requires the cooperation of all national institutions, including the media, to be able to surmount them. There is an urgent need for change. People want visible improvements in their lives. They want good roads, decent housing, quality education, efficient health care service, good jobs, security of lives and property, and a sustainable environment. This is the role often envisioned for the media in the developing World.

But it should be quickly pointed out that development journalism can run the risk of becoming a propaganda tool in the hands of unpopular, tyrannical governments which can confuse it for giving uncritical support to every action or decision of government. The media is expected and now has a task to strive and support the goals and objectives of the Nigerian people. As (Merril 1974) said: “should the mass media of a nation Neglect to mobilize the citizens of that Nation towards the attainment of this upward mobility, then they (media)

have failed in their most important role. They may accordingly be considered to be guilty of social irresponsibility and criminal apathy”.

The media as a respected institution is expected to be for the people, but not against the people and what these people want in a democratic setting. It is expected to play a mobilization role by informing, educating and engaging the people in discussion that affect their lives. By so doing, it has fulfilled one of its responsibility as the fourth estate after the executive, legislature and judiciary in the political hierarchy.

## **2:6 OTHER RESEARCH FINDINGS AND REPORT**

According to the Media Research Report conducted by Jenkori Zakari Okwori and Akeem M. Adeyanju of Ahmadu Bello University, Zaria in association with BBC World Service under the auspices of Africa Media Development Initiative(AMDI) in March, 2005; the report revealed among others that: “training needs to be increased to address the dearth of quality and to promote ethical journalism and that ‘American profit-driven model of media is not serving Nigeria’s need.’”

It also pinpointed that “Development philosophy is needed among journalists.’ Parts of report also mentioned that `state inference in media activity must come to an end in order to play full democratic and developmental role.’”

According to the report, there has not been a significant improvement in the quality of print journalism over the past five years. The report which focused on the importance of a strong media sector to support governance and development in Africa and called for greater attention further revealed that ‘community based radios with internet connectivity could play an important role in the democratic development’, among others.

This work is also with the belief that there is low professionalism and ethical standard in the Nigerian media. The issue of training is not given much attention as the report

indicated. The low level of professionalism in the sector, just like other sectors in the country is undermining capacity building and idea of equipping the media. But the idea of media not to be controlled by the state as mentioned in the report can cause serious problem. The media has to be censored, that would regulate the activity of the media. It can enjoy its freedom to operate under any press system if there is good laws guiding its operations.

Furthermore, beyond information and transmission role of the media, the newspaper provides to a large extent background details relevant to the news, explanations of related events, analysis of their importance and implication. The newspapers possess the capacity to take care of the responsibility than most other media. This is also supported by the views of scholars like Dennis and Defleur, (1994).

The concern of this study is on selected newspapers. As a result of this, there is the need to look into the newspapers as media of communication. The Academic American Encyclopedia (1989) describes newspaper in a broad sense as “an unbound publication issued at regular intervals that seeks to inform, analyze, influence and entertain”. Another definition by Hynds (1975) provides nine criteria for classifying newspaper. Some of these are frequency of publication (a newspaper can be published at various intervals but usually appears weekly or daily); time of publication; purpose; circulation; geography; method of production and intended audience, etc.

These definitions all described what a newspaper is expected to look and function like. However, the newspapers in Nigeria are being considered as elite- centred and neglect of rural areas in their coverage of national events in the country, which is considered as being one sided in terms of coverage. This could be regarded as a disadvantage. Whatever the argument for or against, the newspapers could be better used for development purposes. Now it is important to go into studies on the subject matter of this study by various researchers.

In a study conducted by Agbaje (1992) on a content analysis of Nigerian Newspapers, the result of the findings revealed that 49% of stories sampled focused on the central governments, 41.3% on state governments, while a mere 5.9% focused on local government. Furthermore, it was also found that 873 stories collated on national affairs, constituting 97.6% were sourced from urban areas while a mere 2.4% from rural areas. The situation is made worse by the fact that most newspapers in Nigeria do not have reporters in rural areas, the study revealed. Those who maintain a national presence have reporters in state capitals and other urban centres gathering news and in these areas, you only find reporters who are interested in reporting what happens at the National Assembly or the Presidency.

It also revealed that the Nigerian newspapers did not give sufficient press coverage in terms of prominence in its reportage to agriculture compared to other issues. Also, the press did not give sufficient attention on certain areas of agricultural sub-sector in its report as observed in the study. The study revealed that the Nigerian press as an institution or organ is expected to report all or every sector of the Nigerian economy with sufficient attention on each sector. This becomes necessary because each sector of the economy is of equal importance to the development of the Nigerian society.

Though, the study contained results of development and non-development items in the newspapers, which were not specified, with the exception of agriculture, which indicates the research angle of interest. If the study is talking about agriculture, it should dwell in that area alone, but given a vague statement containing other development issues that were not specified in the study raises a lot of suspicion about the intent of the research and how data seems to have been manipulated.

In another study by Okorie Nelson and Oyedepo Tunji (2010) with the title: ``Newspaper Reportage and its Effect Towards Promoting Agricultural Development in Nigeria`` examined the coverage of agriculture as an aspect of development between January

and December 2007. In the study, three newspapers were selected and content-analysed.

These are: *The Guardian*, *Nigerian Tribune* and *The Punch*.

The study used a simple random sampling technique of 8 issues per month for every selected newspaper, a total of 4,220 news items were published by the three newspapers. Out of which 750 news items were devoted to agriculture representing 17.7%. In addition, the data analysed indicated that the inside page and the back page recorded the least. It was observed that the newspapers devoted the back page to sports with the exception of the *Guardian*. More so, the data analyzed also indicated that 401 news items (53.4%) were unfavourable against 164 (21.8%) news items that were favourable to development and 185 (24.6%) that were neutral.

This, according to the report is a pointer to the fact that issues on agriculture did not receive a favourable development reportage by the Nigerian press. Whether or not the research has achieved its objective, conventional and professional positioning of news items should not be misunderstood for prominence or non- prominence, because by sport news appearing at the back page may not necessarily showing lack of prioritisation.

It is just like the position of editorial column in a newspaper, which can be at the early pages or centre depending on the news medium. The idea of prominence being news positioning should have an exception to other news items as explained above. But rather, it should try to analyse wordings, the use of active for passive words or vice versa. A news story can be killed by the manner it is being reported.

Consequently, the findings of the study however, revealed that the Nigerian press did not give sufficient coverage to issues on agriculture in comparison to other sectors of the Nigerian economy. Furthermore, it observed that issues on agriculture did not receive favourable coverage by the newspapers’.

Similarly, Lanre Idowu and Onuora Nwuneli conducted a study with the title: ``Reporting Education Issues in Nigerian Media.'' The study utilised three methods for collecting data for the study which include personal interview, Questionnaire and Content Analysis. Among those interviewed were 9 newspaper editors and 2 editorial board members each. The organisations are *News Agency of Nigeria, AIT, NTA Network, Punch, This Day, Guardian, Ray Power F.M, Champion, DailyTrust, DailyTimes* and *Comet*. The study which covered the period July, 2002 to June, 2004 (24 months) with an edition of a newspaper selected as a sample every month for all the newspapers, revealed in its finding that a total of 1138 educational news were published in the period under study, with The Guardian newspaper having the highest of 302 stories. It is one fourth of the total stories published by all the seven newspapers combined.

However, the idea of sampling an edition for a whole month for each newspaper may not adequately give a true representation of the entire population, because there is a tendency for a particular day not picked in the research and what is the sampling that justifies the procedure? This is one of the questions this research is left with no option, but to address. Hence, such problem could affect the validity of the findings, since an edition would not be enough to represent issues of any month, whether the sampling is at random, cluster or stratified. The sampling of a study is expected to be a true representation of the entire population.

According to Ifenkwe, G. E in a study on ``Assessment of Newspaper Advocacy for Rural Development and Environmental Education in Nigeria'', which analysed five national newspapers for a period of twelve months. Using a content analysis method, the study revealed that *The Sun* newspapers with 23.65% was considered the best print medium in reporting environmental and rural development news, among the five news media. This was followed by *The Punch* (22.5%) and *The Champion* (21.3%) newspapers. *The Sun*

newspapers also exhibited consistent leadership in promoting activities in the health and population and family planning sub-sectors. Other newspapers in the study are *Thisday* and *The Guardian*, coming fourth and fifth respectively. Though, the research has not explained fully how the samples were obtained. If the procedure of selection of a sample has validity problem, then it does affect the outcome of the research.

A study conducted by Raheemat Adeniran and Jim Kayode (2012) on the media coverage of development issues in Nigeria using the Millennium Development Goals (MDGs) with the title: "Nigerian Newspapers Coverage of the Millennium Development Goals: The Role of the Media." The agenda setting and development media theories were the theoretical framework for the study. Two Nigerian national newspapers, *The Punch* and *The Guardian*, were sampled for the research. The study covered 182 editions of each sampled newspaper published from January 1, 2008 to June 30, 2008. Thus, 364 editions were content-analysed. The findings showed that the Nigerian media did not give equal coverage to the development issues they covered. They reported some issues frequently, while other equally pressing developmental challenges in the country were neglected.

Furthermore, they revealed that Nigerian media did not do much to educate, enlighten or motivate the public towards the need to achieve the developmental issues reported. It said the Nigerian press did not adequately report on the economic reform programme, and urged the press to rise to its responsibility. They stressed the need for an enabling environment that would aid effective performance and media contribution to economic development; crucial for transforming a situation of conflict to coordination. They also advocated for a qualitative media that guarantee good media management.

In terms of the sampling procedure, the study has not given details on procedure adopted for the research; this in most cases allows room for data manoeuvring by researchers. However, the number of editions analysed were enough data to give any information needed.

In the same vein, Ogan and Fair (1984) conducted a study of newspapers in eight developing countries and found a high number of government sources. Their findings also showed that most of the stories published were events, rather than process-oriented. The researchers found that human sources were consulted more frequently. The findings thus imply that media professionals in developing countries are not committed to development journalism. Rather, they rely on what individuals say as fact. Therefore, some developmental needs may not be identified or reported. They called for greater use of critical sources and analysis of development topics; and less dependence on government as the main source of information.

The above studies show a common theme, namely a lack of reporting on development issues and over reliance on secondary sources, which to some extent are not reliable and cannot help in terms of development reporting.

In another study by Cosmas Nwokeafor and R. Nwafo Nwankcoat(1993) on the "Development Information Content in the African Mass Media: A study of two Nigerian Dailies", had sampled news stories in all the Monday editions of each paper during a 15-year period between 1954 to 1979. But only the front page of each edition of each newspaper was examined. In addition, only news stories that appeared in the front page were considered. The authors used what they called "a theme", which is defined as a sentence or group of sentences expressing the same idea, as the unit of analysis. This means that the content analysis approach adopted for the research is expected to give priority to the text. But that is not the case in the analysis.

The newspapers are *DailyTimes* and *Nigerian Tribune*. The results of the analysis of 566 news and information items from a sample of 106 editions of the newspapers show that the difference between the number of development-oriented items (43.0%) and the number of non-development-oriented items (57%) was significant.

By comparison, the two newspapers were similar in their general orientation to development as indexed by the number of development and non development news and information items. There are however, substantial differences between the newspapers when specific historical periods are to be thoroughly considered. The proportion of items that were non-developmental in the *Daily Times* during the first, second, and third periods respectively were 59%, 53%, and 58%. For the *Nigerian Tribune*, the proportions were 62%, 49%, and 56%. The data show that the distribution of developmental and non development items in the two newspapers fluctuated but not in a statistically significant manner. This trend appeared to be reversed with regard to the topical diversity of developmental items. While development item diversity was evident in the two newspapers.

The above case studies raised the question that, why should the media be concerned about national development? The mass media play a critical role in the society. The media provide us with the information we need to satisfy most of our basic needs in life, which are food, shelter, physical well-being, spiritual, psychological, social well-being, pleasure and procreation. The media inform, educate, socialize and entertain, among other important roles. The media also mobilize the populace towards the realisation of certain national goals and help to preserve cultural values in some instances from one generation to the other. This is why the framers of the Nigerian Constitution specifically charged the media in section 22 of the 1999 constitution to serve as the watchdog of the society and to hold the government accountable to the people.

This is a sacred responsibility that goes beyond merely chronicling everyday events. The constitution tasks the media to point the way forward, to be the pathfinder. It empowers the media to set agenda for a stable, peaceful and prosperous future and to work with other institutions to transform our country from its perennial under-achievement to becoming a more hopeful place to live. The media is critical to national development. A free flow of

information leads to knowledge, the sort of knowledge that changes destiny. A free flow of information brings development that transforms lives. Information empowers people to be actively involved in the affairs of their country, to make informed decisions in life, to rediscover themselves and realise their full potentials in life, and to hold their leaders accountable.

It is the media that provide such information that leads to knowledge and fundamental social change. It is the media that keep people well-informed and propel them towards a better future. Therefore, the role of the media in society cannot be over-stated, especially in developing countries such as Nigeria where meeting the basic needs of the people remains a big challenge. The media should create the conditions for the realisation of these development goals.

However, the evidence before us is that the Nigerian media are not devoting enough attention to development issues. In 2008, the Lagos-based media resource centre known as the International Press Centre carried out a study of media coverage of three important issues: governance, democratic institutions and development. The study selected four national newspapers, *The Guardian*, *Nigerian Tribune*, *The Champion* and *Daily Trust*, and analysed their coverage of these four issues in the month of November 2008.

The result was very revealing. The study concluded that most newspapers in the country devote more coverage to governance and democratic institutions than they do to development matters. The four newspapers devoted 52% of their coverage to governance, 20% to democratic institutions and 28% to development issues. In terms of the prominence given to the stories, governance and democratic institutions were often on the front pages of the four newspapers than development stories.

In terms of the space allocated to these issues, governance and democratic institutions got a whopping 86% compared to 14% for development. The report thus confirmed what is

already well known that the Nigerian media under-report development issues. This is not good enough. It is not what should be expected from the media in a country that faces so many development challenges. The Nigerian media would have to do more to address this lopsidedness between their coverage of government, politics and development. They have to focus more on the things that really matter. They should devote more attention on those things that can move a nation forward.

A study by Terry Olowu with the title "Newspaper Ownership and Agricultural News in Nigeria" almost proved the same result. Out of the 17 newspapers analysed, findings among others revealed agricultural news suffered from lack of enough coverage and that it is only the mass media that have the potential of mobilizing Nigerians for greater agricultural production.

Basically, it is expected that journalism is aimed to influence the development process by reporting on development programmes and activities. It is time now to briefly review the three sectors under study i.e Agriculture, Education and Health in Nigeria.

## **2.7 THE AGRICULTURE, EDUCATION AND HEALTH SECTORS IN NIGERIA**

### **AGRICULTURE**

This sector involves the cultivation of land, raising and rearing of animals for the purpose of production of food for man, feed for animals and raw materials for industries. It involves cropping, live-stock, forestry, and fishing, processing and marketing of produces. Abayomi (1997), like many other economists opined: "In most developing countries, agriculture is both the main traditional pursuit and the key to sustained growth of the modern economy."

This research noted that economic growth has gone hand in hand with agricultural progress and that stagnation in agriculture is the principal explanation for poor economic performance, while rising agricultural productivity has been the most important concomitant of successful industrialization. The sector in a growing economy are those of : providing adequate food for an increasing population; supplying raw materials to a growing industrial sector; constituting the major source of employment; earning foreign exchange through commodity exports and providing market for the products of the industrial sector.

The country's agricultural products fall into two main groups: food crops produced for home consumption and exports, such as yams and cassava in the south and sorghum and millet in the north. Then the cash crops are mainly for export and industrial purposes. These are rubber and Cocoa, among others. In 1999, Nigeria produced 145,000 tons of cocoa beans, but has the potential for over 300,000 per year. Rubber is the second-largest non-oil foreign exchange earner.

## **EDUCATION**

It involves the basic education, secondary and tertiary levels. This is another sector in the country that is characterised by under-funding, lack of attention from the government and constant strike actions by the universities, colleges of education and polytechnics. As a result of these problems, there is mass movement of Nigerians moving out of the country in search of the so- called qualitative and uninterrupted study. Because of the level of decadence, which involves falls in the quality of the educational system, some Nigerians even prefer to go to neighbouring African countries like Ghana for tertiary education.

In Nigeria the insufficient and uncertain budgetary allocations to the sector have resulted in the deterioration of its human capital development (Aigbokan, et al, 2004). There is always a wide gap between the budgetary allocation to education and the actual amount

released, thus making all levels of the educational sector suffer from financial crises, especially higher education. Higher education is the apex of the knowledge industry and a critical factor in manpower development, economic growth and the transformation of social and political organizations which every modernizing societies seek.

According to Cole and Agiobenebo (1986), aggregate labour productivity in Nigeria grew at the rate of 15 percent, education and other supply-side factors contributed 92.5 percent of this growth rate. Therefore, the contribution of education to economic development and society in Nigeria cannot be underestimated. A vivid examination of educational sector in Nigeria shows that the shortfalls in manpower supply in some priority sectors point to the fact that education subsector has failed in its role in human capital development in the country.

## **HEALTH**

The Nigerian health care has suffered several down-falls. Despite Nigerian's strategic position in Africa, the country is greatly underserved in the health care sphere. Health facilities (health centers, personnel, and medical equipment) are inadequate in this country, especially in rural areas .While various reforms have been put forward by the Nigerian government to address the wide ranging issues in the health care system, they are yet to be implemented at the state and local government area levels.

According to the 2009 communiqué of the Nigerian National Health Conference, health care system remains weak as evidenced by lack of coordination, fragmentation of services, dearth of resources, including drug and supplies, inadequate and decaying infrastructure, inequity in resource distribution, and access to care and very deplorable quality of care. The communiqué further outlined the lack of clarity of roles and responsibilities among the different levels of government, which have compounded the situation.

The Nigerian health care had suffered several infectious disease outbreaks and mass chemical poisoning for several years. Hence, there is immense need to tackle the problem. There is the need for behaviour change in the side of the government and stakeholders and the people in general. This would be possible if such developments are communicated to the people and involved them in public discuss. Now let us look at the theoretical framework of this study.

## **2:8 THEORETICAL FRAMEWORK**

The Agenda Setting Theory and the Development Media Theory constituted the theoretical framework for this study. The Agenda Setting theory refers to the operation of the media which results in prioritisation of issues that arise and engage the attention of the society. Thereby the issues focused upon by the media become the issues that the public accepts as important for attention and discussion as captured in the words of McQuail, (2005). In other words, it is the process whereby the news media lead the public in assigning relative importance to various public issues. The media agenda influences public agenda not by saying this issue is important' in an overt way but by giving more space and time to that issue and by giving it more prominence.

Cohen's (1963) study of foreign policy has been a stimulant of the agenda setting research. Cohen notes that the press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about. According to him, the world looks different to different people, depending on the map that is drawn for them by the writers, editors and publishers of the papers they read.

McCombs and Shaw's (1972) investigation lends great credence to the agenda setting hypothesis. They did a content analysis of newspapers and television coverage of the 1968 American presidential election. The analysis considered the time and space accorded to

various issues and served as a representative of media agenda. The main thrust of Agenda Setting theory is that the media may not completely change one's point of view on a particular issue, but it tends to change his perception to an extent. Severin and Tankard (1997) define agenda setting: ``as a process of media's capability, through repeated news coverage, of raising the importance of an issue in the public's mind.''

That is to say in simple terms, the fact about the inherent influencing power of media, makes it to be seen and applied as important instrument in developmental policies. Folarin (2005), enumerated the elements involved in agenda setting, which include: the quantity or frequency of reporting by the media, prominence given to the reporting, the degree of the conflict generated in the reports and cumulative media-specific effects over time.

This brings us to the concept of agenda building, which suggests that the process of putting an issue on the public's agenda takes time and goes through several stages. It suggests that the media frame an issue and the code word they use to describe it can have an impact; and that the role of well-known individuals commenting on the issue can be an important one. The labels that journalists apply to events can have an important influence on whether the public pays attention to the issues connected with the event.

This theory thus provides the basis for examining how the press has been able to set agenda for development issues by assigning relative importance to them through frequency of reporting, the prominence given to such reports and the conflict generated in them. The probability of people thinking alike in an issue is very high. Again it has an organizing and explanatory power because it explains why most people go for one particular piece of information. There is a sizeable impact on the individual reader and the policy outcome. The media, newspaper in particular can draw attention to the players involved in the policy process by publishing a greater volume of stories on an issue that requires attention.

Therefore, news coverage is an important source of information that can frame discussion on issues concerning development.

The limitation to this theory is that the audiences of mass media are heterogeneous in nature. Therefore, the media is expected to look inward before setting an agenda on a particular development aspect that demands attention. Another limitation of the Agenda Setting Theory is that media users may not be as ideal as the theory assumes. The people may not be well-informed, deeply engaged in public affairs. Where the people have already made up their minds, it is only change strategy that would work in that case, but not setting any agenda for them.

It is as a result of these limitations that the theory is combined with 'Development Media Theory' to build the theoretical framework. The 'Development Media Theory,' was propounded by Dennis McQuail (1987). It canvasses media support for an existing government and its efforts to bring about socio-economic development. It argues that until a nation is well established and its economic development well underway, media must be supportive rather than critical of government, but assist them in implementing their policies.

As the name implies, the theory relates to media in developing nations. It favours journalism that seeks out good news, requires that bad news stories are treated with caution, for such stories could be economically damaging to a nation in the delicate throes of growth and change. The media is seen to fulfill particular social and political duties; hence media freedom while desirable should be subordinated to national integration, socio-economic modernization, promotion of literacy and cultural creativity. The development media theory is applicable in this sense because it is relevant in terms of context. The theory seeks to accentuate the positive and nurtures the autonomy of the developing nations and gives special emphasis to indigenous cultures. It is both a theory of state support and one of resistance to the norms of competing nations and competing theories of media.

As the press performs its responsibilities, it is expected to bear the following tenets in mind: Media must accept and carry out positive development tasks that are in line with the policies formulated by the political leadership and freedom of the press should not be at variance with economic priorities of the government and the development needs of the citizenry. Media should therefore give priorities to the coverage of those areas that touch on the lives of the people. In other words, content should be development-driven and should centre on socio-economic and political lives of the people.

The Mass media should accord priority to politically, geographically and culturally contiguous developing countries in their coverage as part of the holistic strategy for less developed societies. Based on the agenda setting and development media theories, the study seeks to examine the Nigerian newspapers' content and see whether these development issues are adequately represented.

Lastly, the concepts of communication and development are central to our understanding of development communication. The main reason of communication is to bring about or expedite the process of development. It is also aimed at getting people's involvement through education. Development communication is meant to break the wall of ignorance, thus empower the people. These people can be informed by the mass media through the proper dissemination of not only mere information, but development-driven information in the form of news, editorial, features , among others. This will stimulate development and it should be the concern of development journalism in Nigeria.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 INTRODUCTION**

The study has adopted a simple content analysis as its methodology, combining it with other techniques of research such as the interview technique, simple random sampling procedure and comparative analysis. As David Michaelson and Toni L. Griffin (2005) said in their Essay: "A New Model for Media Content Analysis", that the weaknesses of a technique will be addressed by the strength of another technique. This is what informed the building of this methodology.

Researchers' views have debunked the media content analysis methods commonly in use, because according to them, it has failed to address the fundamental information needs. This combination was selected as the most appropriate research technique for this study because it was considered the method most capable of providing the best indication of the explicit role of the Nigerian media in support of development.

In survey question and answer options, which could lead to unclear data because certain answer options may be interpreted differently by respondents and 'Yes' or 'No' answer options can also be problematic. This has a lower validity rate than other question types. In the case of interview, it is problematic in the sense that there is no talking freely in the case of closed-ended interviews and open-ended type brings a lot of confusion in terms of managing the data. This cannot stand alone as the main methodology of the research.

However, interviews are useful tools which can lead to further research using other methodologies. Due to this varied nature of the responses, it is necessary to use the content analysis technique to analyse it. According to Jensen and Jankowski (1991): "Interviewing

provides an opportunity for combining practical, analytical and Interpretative approaches to media. “ Therefore, it is also useful in this situation.

**3.2 CONTENT ANALYSIS :** it has been used widely as an effective scientific research method. It is capable of providing valid and reliable qualitative and quantitative scientific observations because of its unobtrusive nature, which eliminates many confounding antecedent conditions that are often encountered in media research, when some other research techniques are used. Although most scientific definitions of content analysis have emphasized attention to manifest content (Kerlinger, 1964; Berelson, 1952; Danielson, 1968; Budd et al., 1978), the requirement that the content analyst be concerned primarily with manifest content to ensure inter-subjectivity does not mean that latent contents are excluded from consideration provided that the content analyst establishes explicitly formulated rules and procedures (Stempel, 1981).

Specifically, the researcher must also decide whether to analyse only the manifest content or the latent content as well. There has been some debate as to whether hidden meanings found in documents can be analysed, because their analysis usually involves interpretation. According to Robson (1993), researchers are guided by the aim and research question of the study in choosing the contents they analyse. The rules and procedure of analysis remains the main guide throughout the period of analysis.

### **3.3 SAMPLING**

Sampling for media content analysis comprises three steps, Newbold et al. (2002) propose:

1. Selection of media forms (i.e. newspapers, magazines, radio, TV, film) and genre (news, current affairs, drama, soap opera, documentary, and so on);
2. Selection of issues or dates (the period);
3. Sampling of relevant content from within those media

Considering the relevance of these items to this research, all the above were put into practice. That is newspaper under selection of media form, issues and dates are considered and the sampling procedure was also adopted.

The sample technique that is adopted for this research is the “Simple Random Sampling.” This is a subset of a statistical population in which each member of the subset has an equal probability of being chosen. A simple random sample is meant to be an unbiased representation of a group. This procedure is useful in this kind of study and uses statistical methods, which works with large, statistically significant sample populations representing the study population. The method is strong in examining relationships with background characteristics. Sampling was conducted in an objective way, ensuring the maintenance of reliability. In the two newspapers: *Daily Trust and Thisday*, 1 edition was selected per week at random multiply by 4 equal to 4 editions for every month. Then 4 multiply by 12 months equals to 48 editions for a newspaper. Therefore, 48 multiply by 2 newspapers equals to 96 editions for both.

Though, every week has 7 days and if 7 is multiplied with 4, this will be equal to 28 days. To address the 2 days and 3 days left for every months, with the exception of February of the year under study, which has exactly 28 days, they were all gathered and another sampling was conducted, based on the same criteria. This was aimed at ensuring data validity. This thus, increased the volume of the sampling to 4 each for both newspapers, equals to 8 editions. Arithmetically, 96 editions plus 8 editions, equal to 104 editions, in all.

Furthermore, the procedure involved a written date in a small card, each representing a day for seven days, repeatedly for the whole period under study. These cards were reshuffled thoroughly, and then a child was invited to pick one of the cards without looking into the container, but with replacement ( i.e the card already picked will be brought back to the container, reshuffle again with other cards and pick at random). The advantage of this is

that quantitatively, every card has an equal chance of appearance. When sample is taken with replacement, the two sample values are independent. Practically, this means that what is gotten on the first one doesn't affect what is gotten on the second. Mathematically, this means that the covariance between the two is zero.

According to Neuendorf (2002), quantitative media content analysis should be conducted in accordance with 'the scientific method'. A major goal of any scientific investigation must be to provide a description or explanation of a phenomenon. At least three problems can occur when documents are being assembled for content analysis. First, when a substantial number of documents from the population are missing, the content analysis must be abandoned. Second, inappropriate records (e.g., ones that do not match the definition of the document required for analysis) should be discarded, but a record should be kept.

There are documents that might match the requirements for analysis but cannot just be code able because they contain missing passages or ambiguous content (GAO, 1996). The most common notion in qualitative research is that a content analysis simply means doing a word-frequency count. The assumption made is that the words that are mentioned most often are the words that reflect the greatest concerns. While this may be true in some cases, there are several counterpoints to consider when using simple word frequency counts to make inferences about matters of importance.

One thing to consider is that synonyms may be used for stylistic reasons throughout a document and thus may lead the researchers to underestimate the importance of a concept (Weber, 1990). Also bear in mind that each word may not represent a category equally well. Unfortunately, there are no well-developed weighting procedures, so for now, using word counts requires the researcher to be aware of this limitation.

However, content analysis extends far beyond simple word counts. What makes the technique particularly rich and meaningful is its reliance on coding and categorizing of the data. The basics of categorizing can be summed up in these quotes: "A category is a group of words with similar meaning or connotations" (Weber, 1990). "Categories must be mutually exclusive and exhaustive" (GAO, 1996). Mutually exclusive categories exist when no unit falls between two data points, and each unit is represented by only one data point. The requirement of exhaustive categories is met when the data language represents all recording units without exception.

### **3.4 CODING AND CATEGORISATION**

According to Nwanko (1973) studies have revealed that the content of Nigerian newspapers had a significantly high representation of political news. It is against this background that the design of this coding procedure was adopted for this study, by focusing on development-oriented issues. The categorization relied on the units of measurements, which also appeared and coded as news, features and editorials. The study adopted the nominal categorization of data i.e placing the data into these categories: Education, Agriculture and Health sectors.

There are several different ways of defining coding units. The first way is to define them physically in terms of their natural or intuitive borders. For instance, newspaper articles, letters, or poems all have natural boundaries. The second way to define the recording units is syntactically, that is to use the separations created by the author, such as words, sentences, or paragraphs. A third way to define them is to use referential units. Referential units refer to the way a unit is represented.

Furthermore, the technique of content analysis extends far beyond simple word frequency counts. There are two fatal flaws that destroy the utility of a content analysis: faulty definitions of categories and non-mutually exclusive and exhaustive categories. The

coding process is a standard procedure for content analysis, which allows the researcher working through the entire data set and assigning evaluative codes to appropriate subject matter or segment. It is necessary to reduce the data to a manageable size, but any piece of text can be coded in many different ways.

According to the rule of coding, the grouping should be (a) as similar as possible to each other and (b) as different as possible from concept in every other group. This approach is the most common and basic way to measure media coverage volume. The data are analysed by categories in a coding format without sub-codes and finally presented. This study having adopted this presented its data using pie charts.

A pie chart was divided into sectors. Each sector visually represents an item in a data set to match the amount of the item as a percentage of the total data set. In addition, six reporters for each newspaper were interviewed and the result of the interview was also translated into percentage. This contributed in terms of interpreting the overall result. The counting of items excluded advertorials. Some newspapers' cuttings were attached at the end of the study for reference purpose.

### **3.5 COMPARATIVE ANALYSIS**

This is a new component of content analysis that compares the content of a medium with another. In this study, the volume of coverage of *Thisday and Daily Trust* in education, agriculture and health as aspects of development were compared to each other and subsequently the result was represented by percentage in a pie chart. This ranges from comparisons of the total number of report to the share of discussion to comparisons of the overall prominence one receives over another. An assessment of the relative performance of these newspapers was conducted. This is often used as a way to assess relative performance in the media.

In view of this, the study is expected to measure the newspapers' volume and manifest content of these newspapers, because of issues of interpretation with latent content, which is confusing and controversial in terms of analysis. Content analysis as a method is flexible and has many sides. The methodology and its components used in this study are expected to ensure a high degree of accuracy and validity in terms of the outcome of the research. This is because of the procedures followed in the collection, presentation and analysis of the data.

## **CHAPTER FOUR**

### **DATA PRESENTATION AND ANALYSIS**

#### **4.1 INTRODUCTION**

This chapter contains the data presentation and analysis of the research findings. The two papers under study, Thisday and Daily Trust are analysed in details according to the criteria indicated earlier in the research methodology . The research has detailed the sampling procedure and the justification for the choice of the newspapers, the method to be used in the analysis and the reasons for the choice of particular methods over others. What follows are the details of the findings and analysis of the implication of the data to the problem of study – the coverage of development issues in Nigerian newspapers. It begins with the first of two papers under study; the Thisday newspaper.

#### **4.2 ANALYSIS ON *THISDAY***

*Thisday* newspaper is published simultaneously in Lagos and Abuja by Leaders and Company Limited, based in Lagos. Generally, the paper covers local, national and international activities. It has a philosophy of “Truth and Reason,” which is the motto of the newspaper.

##### **THE CALENDAR**

Below is the précised number of days in every month that covers the whole period of analysis i.e 2011 according to the calendar of that year.

January ----31 days

February----28 days

March-----31 days

April -----30 days

May-----31 days

June-----30 days

July-----31 days

August-----31 days

September-30 days

October----31 days

November--30 days

December--31 days

There are 365 days in a year which translate to the same number of editions per newspaper, with the exception of *Thisday*, which merged two of its editions into one i.e May 29 and May 30, 2011 making it 364 editions for the year. In this, 104 editions were sampled.

Following the sampling procedure, the result of the sampling of *Thisday*, from January to December, 2011 in the order they appeared are as follows:

January- 6, 13, 26, 28

February- 4, 12, 15, 25

March- 2, 10, 17, 24, **31**

April- 6, 11, 16, 23

May- 3, 11, 16, 22, **29-30**

June-2, 9, 18, 26

July- 5, 10, 18, 26

August- 7, 12, 16, 22, **30**

September-1, 10, 17, 25

October- 6, 9, 16, 23

November-2, 11, 20, 22, **29**

December-3, 9, 19, 24

Since the sampling ended at day 28 for every month, because it is done on weekly basis of seven days in a week, the figures that appeared in bold are for the remaining days sampled.

#### CODE SHEET 4.1

Development matters' category treated in the study (January –December, 2011)

Months	Health	Agric	Educ	Dev	Non-Dev	Total
<b>Jan</b>	12	1	26	39	445	<b>484</b>
<b>Feb</b>	21	7	3	31	434	<b>465</b>
<b>Mar</b>	7	1	19	27	575	<b>602</b>
<b>April</b>	5	0	13	18	308	<b>326</b>
<b>May</b>	7	4	18	29	462	<b>491</b>
<b>Jun</b>	9	0	5	14	393	<b>407</b>
<b>Jul</b>	6	1	2	9	440	<b>449</b>
<b>Aug</b>	10	5	8	23	459	<b>482</b>
<b>Sept</b>	11	0	11	22	318	<b>340</b>
<b>Oct</b>	4	6	12	22	483	<b>505</b>
<b>Nov</b>	12	2	22	36	647	<b>683</b>
<b>Dec</b>	4	10	11	25	190	<b>215</b>
<b>Total</b>	<b>108</b>	<b>37</b>	<b>150</b>	<b>295</b>	<b>5,154</b>	<b>5,449</b>

**Source:** Nominal Category generated from *Thisday* Newspaper in this research

The month of January recorded the highest number of development issues with 39 appearances represented by 13.22% , followed by November with 36 appearance represented by 12.20% and February has 31 appearances represented by 10.50%. The least in the table is the month of July, which recorded 9 issues only representing 3.05%.

In the final result, development items have 295, which is 5% (5.41%) of the total newspaper's content and non-development constituted 95% (94.58%) i.e 5,154 of the overall total. By interpretation, development matters are not adequately covered by this newspaper. The implication of this result is that the papers don't contribute to development issues but are more concerned with mundane issues, merely content with just reporting politics as it is from a narrow perspective instead of instigating development.

From this, Health has 108 number of appearance represented by 37%(36.61%). This sector of development is averagely represented. But what we see in reality are unqualified medical personnel, lack of facilities and a lot more. Agriculture has 37, represented by 12%(12.54%) and Education has 150, which constituted 51%(50.84%) from the total of development matters contained in the newspaper. General performance has placed all the three sectors under-performed, however education has the highest representation by this newspaper. In the same scale, what we in reality is that despite the problem of underfunding, dilapidated structure and government's insensitivity towards education, the sector is far better than health and agriculture.

The result is reflected in every day's reality. There is serious neglect of agriculture by the people, until recently when fish farming is taking a different dimension. This country now imports rice from Thailand, India and Brazil, despite the availability of fertile land in the country. The media has failed to mobilize support for agricultural revolution, involving the people. The rate at which education was covered gave it a very impressive appearance in terms of volume of coverage. Not just coverage, but the sector also enjoyed more attention on the pages of this newspaper in terms of quality of coverage, but less attention in prominence, if positioning should be considered part.

However, the quality of our education in the country called for concern. Another interesting sector is the 'Health' which was averagely covered. The newspaper should find a link between its reportage and the people, so that this can be translated into development.

**Monthly percentage distribution of Development items**

January- 13.22%

February- 10.50%

March- 9.15%

April- 6.10%

May- 9.83%

June- 4.74%

July- 3.05%

August- 7.79%

September-7.45%

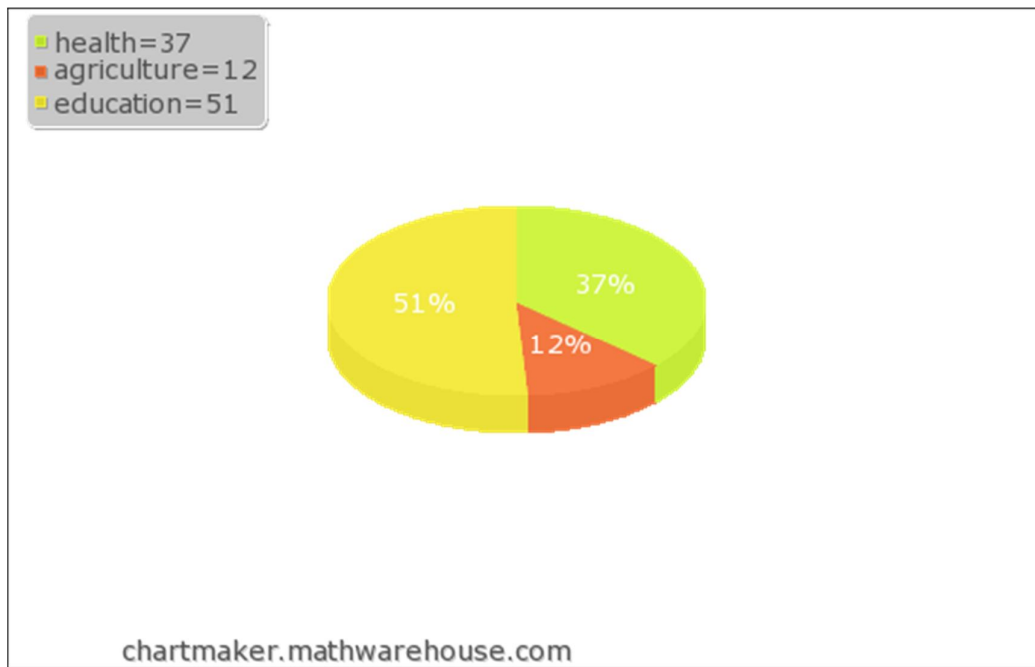
October-7.45%

November-12.20%

December-8.47%

Statistically, health with 108 items has 37% (36.61%) indicating an average coverage, unlike Agriculture that has 37 items represented by 12% (12.54%) , while Education with the highest of 150 items is represented by 51% (50.84%).This shows that education among the development issues was most covered than any other issue.

**CHART 4.1**



**Categories of development issues for *Thisday* Newspaper**

#### CODE SHEET 4.2 (UNITS OF MEASUREMENT)

Months	News	Features	Editorial	Total
Jan	33	5	1	39
Feb	29	2	0	31
Mar	26	1	0	27
Apri	18	0	0	18
May	22	6	1	29
Jun	13	1	0	14
Jul	8	1	0	9
Aug	20	3	0	23
Sept	15	6	1	22
Oct	20	2	0	22
Nov	31	4	1	36
Dec	22	3	0	25
<b>Total</b>	<b>257</b>	<b>34</b>	<b>4</b>	<b>295</b>

**Source:** Units of measurement of *Thisday* Newspaper from this research

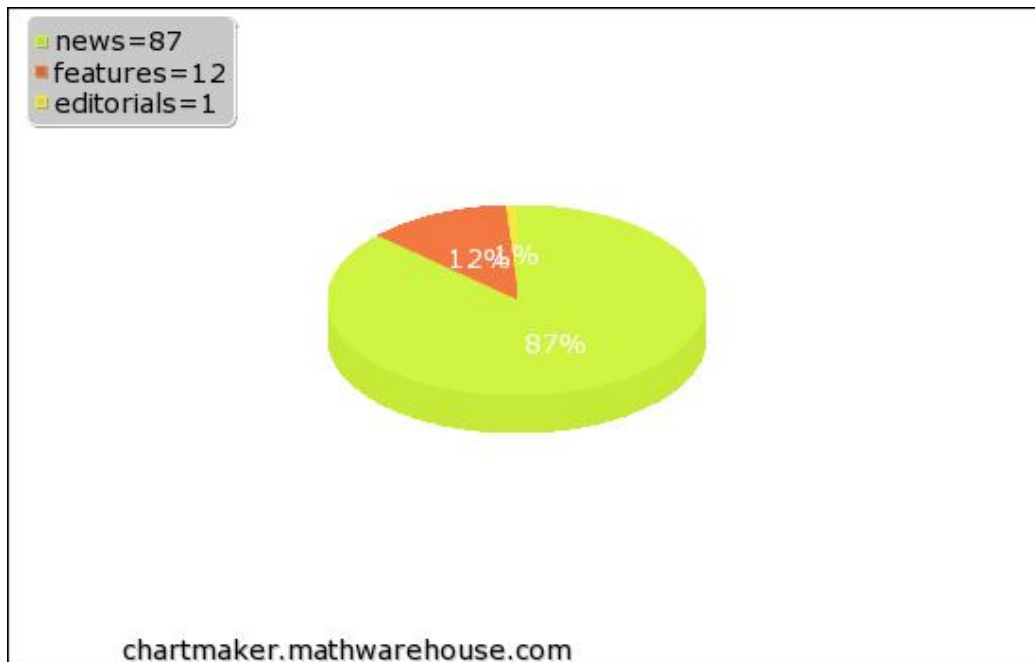
In this analysis, 'news' items has 257 representing 87% (87.11%), then 'features' with 34 items is represented by 12% (11.52%) and 'editorials' has 4 items, which constituted 1% (1.35%) of the total volume of development matters as contained in the newspaper under study. This result translates that *Thisday* does little coverage of development matters. It should be noted that what affects the editorials directly affects all content, because it set the direction of the newspaper under study. For instance in editorial, the result shows that there is not

consistent editorial aimed at raising concern on the subject matter. The ‘news’ recording the highest shows that the medium under study is a newspaper, because professionally news dominate any newspaper. It is a great one production. Editorial in this case scoring low is another indicator that development issues are not adequately represented.

In a clip counting strategy, the volume is what matters, unlike the textual analysis. The result of the feature articles is an evident that people are not given enough voice to express opinion on development-related topics. Since features articles and other stories are expected to carry people’s opinion, suggestion, among others, unlike news. Though ‘news’ as an item is expected to have the highest percentage, however the distribution is supposed to be fairly proportional. The way it appeared shows that the newspaper is not carrying people along in terms of development-driven reportage.

Below is the pie Chart of the units of measurement represented in percentage and segment each as occupied proportionally.

**CHART 4.2**



Units of Measurements Charts for *Thisday* Newspaper

### **4.3 THISDAY: DISCUSSION ON RESEARCH ASSUMPTIONS**

One of the assumptions was that: *Thisday* newspapers do not adequately cover development matters. The result of analysis has indicated that development issues are not effectively and adequately covered within the period of the study. In a situation where only 5% (5.41%) of the total newspaper's content was considered development- driven as against 95% , then the medium in question has not been given the desired attention it should to issues that concern development, most specifically health, agriculture and education, being the concern of this research.

The second assumption was that reporters of this newspaper are not trained in reporting development matters. To test this assumption using the result of the interview on the same issue of training, which has 1 as against 5, represented by 17% and 83% respectively. This result further confirmed the earlier assumption that these reporters are not trained in reporting development issues.

Where a reporter is not train in reporting development issues, there is the danger of him writing the news conventionally imploring all the western tenets of journalism to report development issues. In this case, the news or whatever is written would fail to appeal to its readers. This is another indication that development reporting requires special skills and training.

### **4.4 THISDAY: INTERVIEW QUESTIONS AND RESPONSES FROM REPORTERS**

1. Is there a deliberate policy on development journalism in your newspaper? Yes/ No

**Response: Yes=6 reporters, No=0 reporter, translate to 100% and 0% respectively.**

According to the response, there is a designed policy aimed at prioritizing development

journalism by the newspaper. But in reference to the content of this newspaper, not much priority is given to development journalism.

2. Is your policy supportive to development news? Yes /No

**Response: Yes=5 reporters, No=1 reporter, translate to 83% and 17% respectively.** The result of the interview shows that the general policy of the newspaper is supportive to development news, as shown in the result of the interview, which has 83%. But the response of these reporters is contrary to what is obtained in this newspaper. It is believed that if the general policy of the medium is to support the reporting of development issues, then the volume of coverage of development issues, which is the major concern of this study should be very impressive.

3. Have you been trained in reporting development news? Yes/No

**Response: Yes=1 reporter, No=5 reporters, represented by 17% and 83% respectively.** The reporters are not adequately trained by their organisation. The few that are opportune to attend such trainings were trained by international non-governmental organisations, but not by their organisations. This may be the reason why the pattern of reporting has not favoured development issues, because of lack of skills in reporting.

But if the newspaper organization gives priority to development issues, they should also train their staff in reporting such field. It must be mentioned that the issue of training generally in the print media is very low and such need to be encouraged. When a reporter is trained, expected productivity is always ensured.

4. Does your newspaper assign specific pages for development news? Yes/No

**Response: Yes=5 reporters, No=1 reporter, represented by 83% and 17% respectively.** According to the result of this interview, a special consideration is given to these development issues, where they are published few pages of the newspaper and special. This

allows the readers to easily locate the pages they are interested on. This is evident in the newspapers.

5. Is it the reporter that is responsible for the final story that we see? Yes/ No

**Response: Yes=0 reporters, No=6 reporters, translate to 0% and 100% respectively.**

The reporter does not determine what comes in a newspaper or where his report appears. He does not determine the angle of the story. This is one of the challenges some of these reporters are facing. For development reporting, it is always in conflict with the western pattern of reporting. What constitute a news and what does not is the centre of conflict between what this research is advocating and the western profit-driven form of journalism..

The editor is the gatekeeper in this process. He edits out statements considered libelous statement or statements that are defamatory in nature and ensure whatever appeared on the pages of the newspaper is in compliance with the policy of the newspaper.

6. Is it the editor that is responsible for the final story that we see? Yes/ No

**Response: Yes=6 reporters, No=0, translate to 100% and 0% respectively.** The Editor is the one that decide. The implication is that if the Editor is not interested in development issues, he can decide to kill the story.

7. Can development news item take prominent position like front page in your newspaper?  
Yes/ No

**Response: Yes=3 reporters, No=3 reporters, translate to 50% and 50% respectively.**

Going by this result, development item may take a prominent position in this newspaper. But we rarely find development news covering the front page of this newspaper. This is because of the political and commercial interest of the owner of this newspaper, since it is privately owned, even if it is a government-owned newspaper; the same is expected of it. Because the issue is not only that of the reporter and editor, but the press system the country operates. It is disheartening to note that a developing country like Nigeria is so much into

libertarian principles of the press, that has placed market forces ahead of service to the people.

The Six reporters were located in the following states as at the period of the interview:

Lagos, Abuja, Kaduna, Abakaliki, Port Harcourt and Imo

#### **4.5: ANALYSIS ON *DAILY TRUST***

The *Daily Trust* Newspaper covers local, national and international news. The newspaper, with the motto “**Trust is a Burden**” is printed and published in Abuja by Media Trust Limited. It is in record that throughout the year 2011, there was no day that the newspaper had not published. It has been consistent in terms of production and had sufficient circulation of copies all over the country, both in hard newspaper copies and electronically. Its editorial policy is enshrined in the doctrine of the libertarian policy and social responsibility theories of the press, with a market-driven policy. The newspaper has captured a large market in the northern part of the country.

#### **THE CALENDAR**

Accordingly, these are the précised number of days in every month that covers the whole period of analysis i.e 2011

January ----31 days

February---28 days

March-----31 days

April-----30 days

May-----31 days

June -----30 days

July-----31 days

August-----31 days

September--30 days

October- ----31 days

November---30 days

December---31 days

There are 365 days in a year which translates to the same number of editions for *Daily Trust* newspaper, where 104 editions were sampled.

Following the sampling process, the result of the sampling from January to December, 2011 in the order in which they appeared are as follows:

January-5, 9, 12, 25, **29**

February-7, 19, 23, 25

March- 3, 14, 20, 27

April- 7, 9, 17, 24

May- 4, 10, 16, 26

June- 2, 9, 17, 24, **30**

July- 3, 14, 19, 26

August- 4, 11, 16, 25, **31**

September- 1, 8, 16, 23

October- 7, 14, 20, 24, **31**

November- 2, 8, 17, 22

December- 6, 8, 19, 22

Since the sampling ended at day 28 for every month, because it is done on weekly basis of seven days in a week, the figures that appeared in bold are for the remaining days sampled.

### CODE SHEET 4.3

Development matters' category treated in the study (January –December, 2011)

Months	Health	Agric	Edu.	Dev	Non-Dev	Total
Jan	12	5	3	20	472	492
Feb	4	4	11	19	449	468
Mar	11	2	10	23	376	399
Apri	8	5	9	22	418	440
May	18	12	29	59	479	538
Jun	9	9	39	57	589	646
Jul	24	7	14	45	470	515
Aug	18	9	25	52	481	533
Sept	13	3	22	38	427	465
Oct	8	1	24	33	600	633
Nov	28	5	10	43	479	522
Dec	17	1	47	65	450	515
<b>Total</b>	<b>170</b>	<b>63</b>	<b>243</b>	<b>476</b>	<b>5,690</b>	<b>6,166</b>

**Source:** Norminal categories generated from *Daily Trust* Newspaper in this research

According to the monthly analysis of development coverage for this newspaper, the month of December recorded the highest with 65 appearances represented by 13.65%, the second is the month of May, which recorded 59 represented by 12.39% , then followed by June with 57 number of appearance on development issues represented by 11.97%. The least came from February with 19 appearances. This is an indication that the newspaper covered development issues more in some months than others. It is also worthy of mention that the

coverage of these development issues were fairly distributed unlike the ones in *This day* newspaper.

Furthermore, the total of development items in the newspaper for the year is 476, which is 8%(7.71%) and the sum of the non-development items is 5,690 represented by 92% (92.28%). This indicates that development issues are not adequately covered. Out of the 476 development items recorded, Health has 170 number of appearance represented by 36% (35.71%). Agriculture with 63 number of appearance represented by 13% (13.23%) and the highest came from Education with 243 number of appearance represented by 51%(51.05%).

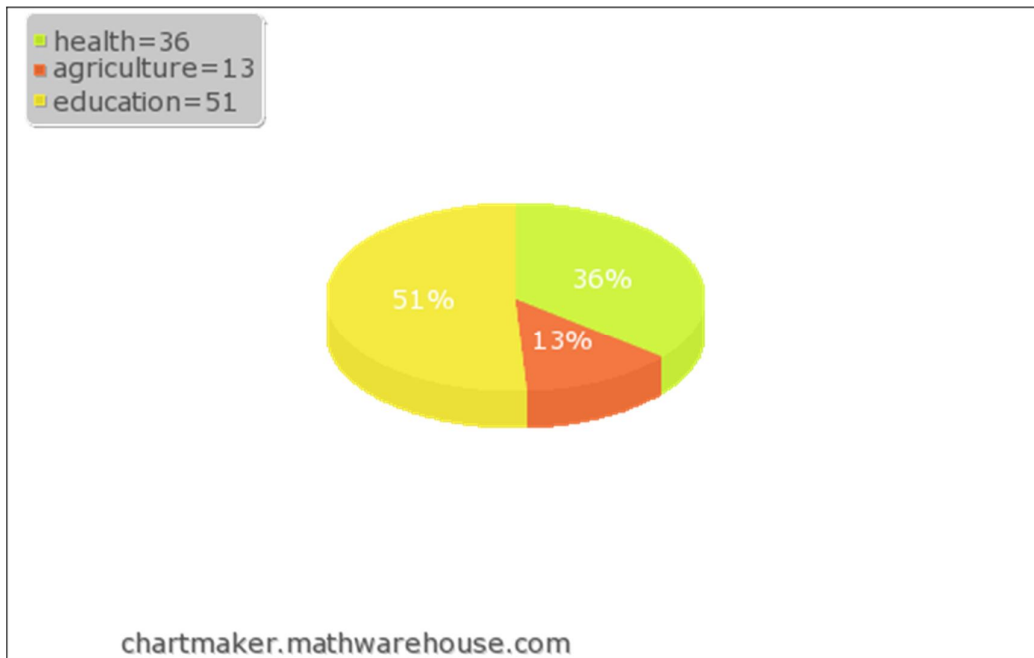
Coincidentally, agriculture has once again recorded the least with 13% out of the total number of development issues. This is reflected that the sector is under covered by the newspaper. In our society today, the youths are running away from farming. This is because they were not encouraged to do so. The country which was once a giant producer of cocoa, rubber , cotton, groundnut and palm oil has now become a consumer of all finished products in the world. This result is a direct translation of the frustration the sector faces in a mono-economy that is dominated by oil exploration, which sees investment in agriculture as a waste of time.

The education sector is mostly covered by the newspaper according to the result. It has the highest within the development cycle, however most of the reports about the sector were those of crisis. The newspaper is expected to showcase innovations coming from the universities and other tertiary institutions. The *Nigerian Television Authority (NTA)* now does that under the sponsorship of the National Universities Commission (NUC), where researches of the nation academics are displayed. This is a good example of a development driven news. It is not only participatory, but carries the people alone. Compared to education, even in real life situation, people in this country are more interested in education than agriculture. As a result we produce many educated people without jobs.

### MONTHLY PERCENTAGE DISTRIBUTION OF DEVELOPMENT ITEMS

January-	4.20%
February-	3.99%
March-	4.83%
April-	4.62%
May-	12.39%
June-	11.97%
July-	9.45%
August-	10.92%
September-	7.98%
October-	6.93s%
November-	9.03%
December-	13.65%

**CHART 4.3**



**Categories of Development issues for *Daily Trust* Newspaper**

#### CODE SHEET 4.4 ( UNITS OF MEASUREMENT)

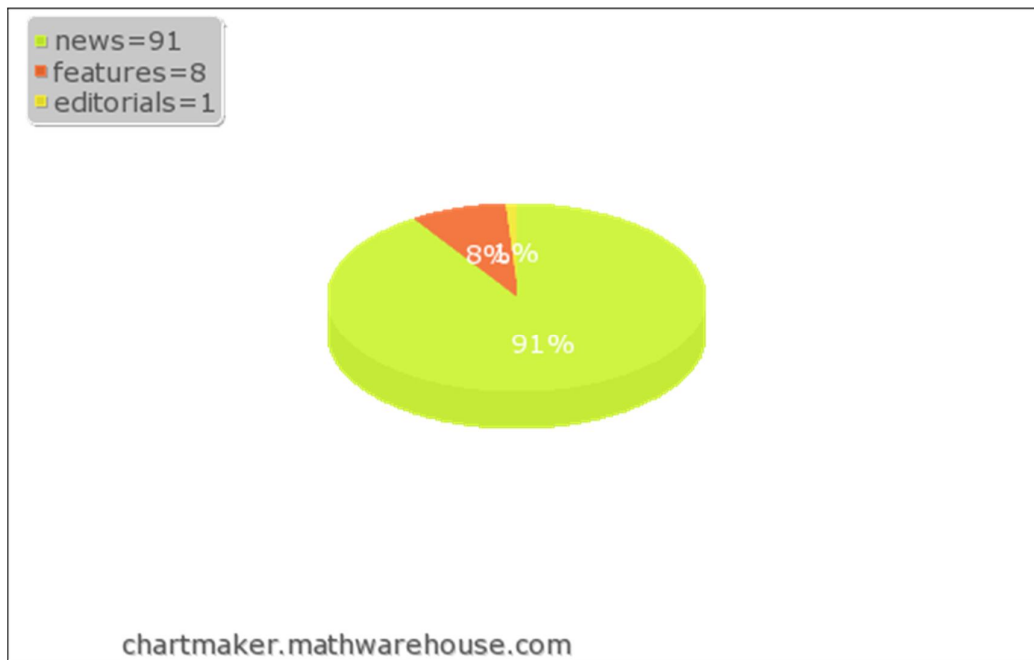
Months	News	Features	Editorial	Total
Jan	17	3	0	20
Feb	19	0	0	19
Mar	22	1	0	23
Apri	14	7	1	22
May	55	4	0	59
Jun	54	3	0	57
Jul	40	5	0	45
Aug	50	2	0	52
Sept	30	6	2	38
Oct	32	1	0	33
Nov	39	4	0	43
Dec	62	3	0	65
<b>Total</b>	<b>434</b>	<b>39</b>	<b>3</b>	<b>476</b>

**Source:** Units of measurement from *Daily Trust* in this research

The analysis has shown that the category of ‘news’ has the highest items of 434 i.e 91% (91.17%), followed by ‘features’ with 39 items, represented by 8% (8.19 %) and ‘editorials’ with 3 items, which is represented by 1%( 0.63%). This is not surprising because the ‘news’ is expected to dominate a newspaper, that is what it is main for.

Below is the percentage Pie Chart of the units of measurement

#### CHART 4.4



**Units of Measurement Chart for *Daily Trust* Newspaper**

#### 4.6 *DAILY TRUST*: DISCUSSION ON RESEARCH ASSUMPTIONS

The basic assumption was that the newspaper does not adequately cover development matters. In view of this, available statistical analysis has also shown in the study that the newspaper does not give adequate coverage to development matters. However, the newspaper is expected to cover more than what it now covers as development-oriented items.

The second assumption was that reporters of this newspaper are not trained in reporting development matters. To test this assumption using the result of the interview on the same issue of training, only two said they receive training, while four said they have not received training. This is represented by 33% and 67% respectively. The results confirmed the earlier assumption that the newspaper reporters are not trained in reporting development matters.

#### **4.7 DAILY TRUST: INTERVIEW QUESTIONS AND RESPONSES FROM**

**REPORTERS:** The Six reporters interviewed were located in the following states as at the period of the interview: Zamfara, Jos, Kaduna, Abuja, Kano and Bauchi.

1. Is there a deliberate policy on development journalism in your newspaper? Yes/ No

**Response: Yes=6 reporters, No=0 reporter, translate to 100% and 0% respectively.** This implies that there is a provision for development journalism by this newspaper. Whether the policy is implemented or not is another issue.

2. Does your policy supportive to development news? Yes /No

**Response: Yes=6 reporters, No=0 reporters, translate to 100% and 0% respectively.** The general policy of the newspaper is not in conflict with the idea of development journalism. But the newspaper's editorial policy at the time of this research does not adequately give attention to development issues. The result of this interview may not be the same with someone see in the newspaper. Because if the outcome is hundred per cent, issues of development suppose to dominate the newspaper.

3. Have you been trained in reporting development news? Yes/No

**Response: Yes=2 reporters, No=4 reporters, represent 33% and 67% respectively.** The result of the interview shows that less than forty percent receive training and that is not enough. By way of analysis, majority of these reporters are not trained to report development news. They just find themselves reporting. This research must said that reporting development news requires a special training and skills and a reporter has to undergo training for him to develop such skills

4. Does your newspaper assign specific pages for development news? Yes/No

**Response: Yes=6 reporters, No=0 reporter, translate to 100% and 0% respectively.**

In this case, the newspaper dedicates pages and columns as the case may be to issues that concern development. This is evident in the appendixes attached to this work. But the only

problem is that the news and features appearing in these pages may not be the ones that will instigate development. Such may be grouped under mere information dissemination, which will just end without having any effect on the readers. There is a special way of reporting development issues if the intention is for advocacy aimed to achieve a change in the behavior of the readers.

5. Is it the reporter that is responsible for the final story that we see? Yes/ No

**Response: Yes=0 reporter, No=6 reporters, translate to 0% and 100% respectively.**

The Editor has the final say in a newspaper. He determines what comes in and goes out. The reporter can bring a story and it may not find its way into the pages of the newspaper. In this case, editors and sub-editors as gatekeepers are expected to be supportive to the practice of development journalism.

However, if a reporter that specializes in reporting development issues carried out an instigative reporting that is interesting, the editor of the newspaper would not ignore the story. This is because editors like good news stories that will sell the newspaper. In view of this, the reporters must be trained in the act of development reporting.

6. Is it the editor that is responsible for the final story that we see? Yes/ No

**Response: Yes=5 reporters, No=1 reporter, translate to 83% and 17% respectively.** Just like the response above, the editor has the final decision. The same condition also applies.

7. Can development news items take prominent positions like front page in your newspaper?

Yes/ No

**Response: Yes=2 reporters, No=4 reporters, translate to 33% and 67% respectively.**

The statistics has shown that it has least chances of appearing on the front page and that is exactly what is happening. This research has gone beyond this question, by asking the reporters why development issues are not mostly considered in the front page, but inside the newspapers. The response was that of marketing issue. According to a senior reporter,

political headlines capture the attention of the public more. But it is worth mention that issues of health, education and agriculture in this country should be the concern of the political class not just cases of impeachment and fighting for political position.

#### **4.8 COMPARATIVE ANALYSIS OF *THISDAY* AND *DAILY TRUST***

In the number of pages *This day* has an average of 64 pages, while *Daily Trust* has 50 pages. It is in record that *This day* once recorded the highest of 120 pages in its May 29<sup>th</sup> edition and the *Daily Trust* recorded its highest volume of 72 pages on the same date. This is because of the number of advertorials that were placed that day, which is considered a ‘‘democracy day’’ in the country. The news and features were not given the desired coverage by both newspapers. As a result of the volume of advertisement the newspapers placed on that day.

Generally, *Thisday* has a total of 295 development issues within the period represented by 5% (5.41%) and non-development issues with 5,154 i.e 95% (94.58%) out of the total coverage volume of 5,449. This gap is too much. This is an indication that the newspaper has not given development issues the desired coverage. Despite the fact that it dedicated special pages and columns for these issues, the result of the volume of coverage is not encouraging.

Similarly, *Daily Trust* has development issues of 476 represented by 8% (7.71%) and non-development issues of 5,690 represented by 92% (92.28%) out of the overall content of 6,166. In this case it is also not adequate. Since none of the newspapers has reached an average volume of 40%. The volume of coverage of development issues in both the newspapers is less than 10% each.

According to analysis within the development issues, *Thisday* newspaper covered on health was 108 issues represented by 37%(36.61%) out of the total volume of coverage of development issues. While *Daily Trust* in the same sector has recorded 170 number of appearance represented by 36%(35.71%), a difference of 1% between the two newspapers in this aspect. The result translated that health is prioritized more than agriculture in the coverage. This is in a country that lacks good hospitals and medical facilities. The result is not surprising because of the neglect the sector faces in our generation. This result can represent the condition of the country's health sector. The same neglect it faces in terms of coverage is the same the sector faces in terms of attention by the government.

In the aspect of Agriculture, *Thisday* has recorded 37 issues represented by 12%(12.54%), while *Daily Trust* has 63 represented by 13%(13.23%), another difference of 1% in the coverage volume recorded. It is not a mere coincidence that both newspapers recorded their least volume of coverage in this sector. This is because it is more neglected than even health in the country. One can see that what the elite want to read is what appears in the pages of these newspapers. One hardly sees a farmer making a caption of a news story or his produces, even in an era of global food crisis.

The highest volume of coverage under the development issues is education. *Thisday* has 150 number of issues, represented by 51%(50.84%) of its volume of coverage of development issues while , *Daily Trust* recorded 243 represented by 51%(51.05%). The result shows almost the same volume of coverage given by the two newspapers despite their differences. This is because each newspaper volume of coverage is calculated separately. That is where the figures are very important to note.

Additionally, the newspapers' also give special pages and columns for the coverage of development issues within the period under study. However the way such is done among the newspapers. For instance, *Thisday* has a column for health matters, which was published

under a column with the name “**Health**” every Friday. The newspaper also dedicated another columns for health matters on Saturdays with the name “**Saturday Clinic**” and “**Health & Fitness**” as it appeared in Appendixes III and VII respectively, attached at the end of the work. Similarly, *Daily Trust* has health column named “**Health Insight**” and a sub-column called “**Health Interactive,**”- a question and answer forum for clients and Doctors, which featured every Tuesdays. In addition, it has another health column called “**Public Health Diary**” discussing many health issues.(Appendix V for sample evidence).

In Education, *Daily Trust* dedicated a column for education issues by the same name ‘**education**’ as evident in Appendix IV, every Thursday for education matters. It has another sub-column called ‘**Campus Round Up**’. In almost the same way, *Thisday* reserved Wednesdays for Education news in the newspaper in a column by the same name, as contained in Appendix VI. But in terms of positioning development news for prominence, *Thisday* has recorded two development news items that covered its front pages of the sampled newspapers.

It has a special column that appears every Thursday, tagged: “**Development,**” which covers health, education and other development issues as contained in the sample as Appendix VIII. By this development, the newspaper could be regarded as trying to cover development issues at its best. The same *Thisday* has a column for agriculture, named and shortened as ‘**agric**, ‘which comes out on Tuesdays but this column does not come out every Wednesdays. That means it is not consistent, but every time it is coming is always Wednesdays.

In the case of *Daily Trust*, it has a similar column with the name “**Business/Agric,**” which carries report on commercial agriculture mostly in the north. Most of the reports in this column as the name suggest is about production, selling and preservation of agricultural produces in the region. The column also discussed problems associated with such practices

and the way forward in the case of a developing nation like Nigeria. A sample of such feature can be seen in Appendixes I and II respectively. The differences between the two newspapers in the area of agriculture is that *Daily Trust* prioritized commercial agriculture, while *This day* concentrated in the production of farm produces, and this is witnessed on even the manner each individual newspaper titled its column.

#### **4.9 ANALYSIS ON THE UNITS OF MEASUREMENT IN THE NEWSPAPERS**

The analysis on the unit of measurement, which were categorized as news, features and editorials are as follows: in *Daily Trust* news has the highest total of 434 represented by 91% (91.17%), an indication that news is the major item in the newspapers. The same unit in *This day* recorded 257 items represented by 87% (87.11%). This revealed that in terms of the volume of news coverage, *Daily Trust* concentrated more than its sister newspaper, *Thisday* within the period under study. In the area of features, *Daily Trust* recorded 39 items represented by 8% (8.19 %), but *Thisday* recorded 34 items represented by 12% (11.52%). An indication that *Thisday* gives more attention than *Daily Trust* in this aspect.

Coincidentally, both newspapers under editorials recorded nothing more than one percent of the total volume of coverage under editorial. *Daily Trust* has 3 items represented by 1% (0.63%) and *Thisday* recorded 4 items represented by 1% (1.35%) respectively. This result in the editorial is showing that the newspapers rarely make comment on issues that concern development. If editorial is to be consider as the position of a newspaper on a particular issue of national importance, then there is the need for more editorials drawing government and the people's attention on issues concerning development.

There are no adequate editorials expressing the concern of these newspapers on development matters. When you put into consideration that every newspaper has an editorial column that carries one comment or the other every day, then the two newspapers have good

news items, editorials and revealing features by the judgment of western media values. The newspapers' reflective of western criteria on what determine a good news story and what does not seriously was expected to have conflict with what this study is advocating i.e development journalism in its investigative perspective.

The attached appendixes are good evidences on how these stories are written. This study does not want to go into the latent content, however the reportage (general coverage) of the papers failed to connect with the people and their needs that is expected to instigate development. Thus, the newspapers contained items mostly that are not development-driven in terms of content and volume. The statistics above indicated a wide gap in favour of non-development items as against development items. By way of further analysis, both newspapers *Daily Trust* and *Thisday* have not adequately cover development issues. Their performance in terms of coverage in the news aspect is impressive, unlike what is witnessed in the features and editorials. However, features are not expected to have a high coverage than news, but the volume should have been higher than what is recorded. This could also be applied to editorials.

In general terms, even through the units of measurement( news, Features and editorials) one can see how development issues were not adequately covered. The two newspapers are almost in the same scale, with little differences. This also confirmed the validity of the statistical analysis on the development and non-development issues.

#### **4.10 FINDINGS**

The findings of the study are discussed under two sub-headings: Findings from the content of the Newspapers and Findings from the field Interview.

### **Findings from Content**

In *Thisday* newspaper, out of the total volume coverage of 5, 449 development issues recorded 295, which is 5% (5.41%) of the total newspaper's content and non-development matters constituted 95% (94.58%) i.e 5,154 . By interpretation, development matters are under covered by this newspaper. As a result the people are not expected to be well inform and educated in terms of development issues. For instance in the use of fertilizer, the recommended insecticides and which steps parent should take to get better education for their children, among others.

The same newspaper in the area of Health recorded 108 number of appearances represented by 37% (36.61%), which means that it is averagely represented within the sphere of development issues. Agriculture has 37, represented by 12%(12.54%) that is the least, which revealed that the newspaper's coverage of this issue is below average. But Education has 150, which constituted 51%(50.84%) of the total of development matters contained in the newspaper. The implication is that a development issue like education is given more priority at the detriment of other issues of equal importance.

In addition, *Thisday* under health has a column for health matters every Friday and Saturdays apart from other content that appear in other days of the week. Wednesdays are for Education news. Generally, where the newspaper has lots of development news, they come under a special column called:’’ Development.’’ This comes out every Thursdays. This is an indication that there exists a deliberate policy in favour of development issues. The coverage in *Daily Trust* newspaper recorded higher than the one in *Thisday* newspaper. It has total volume of coverage of 6,166 with 476 issues coming from development aspect , represented by 8%(7.71%) of development, while non-development issues recorded 5,690 represented by 92% (92.28%).

Here also development issues are generally not adequately covered. From the breakdown, Health has 170 number of appearance represented by 36% (35.71%). In terms of interpretation of result, Health is averagely represented within the development analysis. While Agriculture with 63 number of appearance has 13% (13.23%) proved to be the least and the highest come from Education with 243 number of appearance represented by 51%(51.05%).

Furthermore, *Daily Trust* newspaper covered health news in the columns named 'Health Insight' and Health Report respectively, appearing interchangeably. There is another column called '**Health Interactive,**' a question and answer column for clients and Doctors, is given much attention. This was complimented with a *Public Health Diary* column which covers many health matters. There is indeed an attempt to give health both an intensive and extensive coverage by the two newspapers. Looking at the kind of special columns dedicated and designed for such purpose.

In the aspect of education, there is a column with the same name, '**education**' every Thursdays, this is supported by '**Campus Round Up**', a sub-column for educational news. Despite the fact that both newspapers did not cover development issues adequately and effectively, there are attempt by the newspapers to give development issues the desired coverage.

### **Findings from Interview/Field**

According to the result of the interview, development issues in *Thisday* newspapers are not covered effectively and the reporters are not trained in reporting development issues. The implication is that we should not expect to see investigative reportage that concern development from an untrained reporter. This is because development reporting requires certain special skills and knowledge of the subject matter by the reporter.

It also indicated that there is a deliberate policy aimed at supporting development issues in the newspapers organisation, where specific pages are assigned to development matters. However, formulating a policy that will enhance a particular form of journalism is not enough, but ensuring its actual implementation. This will involve the expertise and conducive atmosphere for development journalism to flourish..

The editor determines the content of the newspaper, despite reporter's role of sourcing the news item from the field. The training should be extended to editors too, because they have the final say on what the newspaper should contain. Where an editor was trained in the western style of journalism, he should not be expected to favour development news item, unless he received training on the objectives and practice of this kind of journalism. In terms of prominence, development matters sometimes do cover the front page of the newspaper, as pointed out by the result of the interview in chapter three. But the position of the report in the front pages may not be strategic for readers to even notice that there is a news item on the front page.

What we see every day is the caption of political stories covering the front page of these newspapers. This is because the newspapers are just serving political and commercial interest of their owners. But the question is that, can readers patronize the same newspapers that mostly place development stories on the front page instead of the usual political events and corruption charges? This question can also generate another form of debate and if possible provoke further research. The reporters of both the newspapers do not receive training in reporting development issues as expected. In the same scale of analysis, *Daily Trust* also has a deliberate policy in support of development, according to the result of the interview. There are specific pages assigned for development issues, aimed at supporting development. But the newspaper too rarely place development issue on the front page.

The question other researchers would likely ask is, `` despite the claim by these newspapers, as revealed in the interview, why is it that none has recorded at least 40% of development content? This research has discovered that the editorial policies of the newspapers dictate the content of their publications. And all these newspapers' editorial policies are built based on the libertarian policy and to an extent the social responsibility. Indeed one should not expect much coverage of development issues. These newspapers have a market-driven policy, that is aimed at competing with other newspapers regionally, national and internationally.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1: SUMMARY**

Thus far it has gone, in chapter one the study discussed the historical background of the work and later raised two basic assumptions. In chapter two, key concepts like ``development,’’ ``communication,’’ ``development communication’’ and ``development journalism’’ were discussed from different perspectives based on the views of scholars. A link among these concepts was established and relevant literatures were reviewed.

The chapter discussed the methodology of the study. A simple content analysis was used for the study combining it with other techniques of research such as the interview and the simple random sampling technique (survey instrument). This is a multi- methodological approach, aimed at addressing weaknesses of content analysis. The Fourth chapter dealt with the data generated from the study and analysis of these data accordingly, after they were represented in pie charts, using percentage. The techniques and instruments of research methodology mentioned in chapter three were the yardsticks for the measurement. The last Chapter contains the findings of the study and important recommendations.

#### **5.2 CONCLUSION**

The rationale behind development communication is to place communication and media technology in the service of development. As a tool, communication should be used for service. In any strategy or program of development, people are the target. The needs of the people predicate the delivery of development, whether it is in the form of values education, among others.

For any real development to happen there must be an inner change of people to be willing to participate and be involved in matters that affect their very lives. People cannot be manipulated or coerced to develop themselves. The impetus and desire for development must come from within themselves. But how do we get people involved in a newspaper publication? That is why it is believed that education is the key, and then communication is the tool. People need to be educated both formally and informally for them to understand what the whole society is all about. This systematic process occurs over a certain period of time in which the people are informed, instructed and inspired to participate and be involved.

The failure of the government to understand this process and its concomitant instrument of development communication can be very costly. Since the newspaper being a part of the mass media can also be considered as a forum for public discussion, then participation can easily take place within the its publics.

### **5.3 RECOMMENDATIONS**

The two newspapers should take the following recommendations that emerged from the findings of this research:

1. That development matters should be covered adequately under various columns such as health, education and agriculture, this is expected to enhance the development of Nigeria;
2. That in order to achieve this objective, reporters and editors of these newspapers should be trained in reporting and editing development issues respectively, because it is a special field that requires special skills;
3. The newspapers should advocate for improvement on the lives of the people and encourage peoples' participation in all development issues. These newspapers should not only concentrate on political reporting;

4. The practice of 'participatory' and 'investigative journalism' should be supported by journalists, who report from the field.

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