Nigerian Press and Performance Challenges

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Abstract

From its inception to date, the Nigerian press combines both divisive and progressive characteristics and features. It is always part of struggles against colonialism, military dictatorships and bad governance in Nigeria. In the same thrust, it is almost always shrouded by controversial issues of sectionalism, religious sentiments, and political partisanship. This paper adopted secondary analysis of data strand in the course of its analysis. It was discovered that throughout the different phases of its developments the Nigerian press encountered not only the problems of partisanship in religious, sectional, political and sectional issues, but also other additional challenges which include the introduction of internet, social media, competing against several hundreds of online journalism materials, lack of adequate facilities and skills for journalists to effectively participate in online reporting and check-mating offensive materials, the problem of citizen reporting online which confuses users in differentiating between news, information, features, and others placed by trained journalists as different from those placed by untrained ones among others. This paper contributes to the discussions and debates on both old and new challenges confronting the Nigerian press with a view to enhancing understanding the subject.

Keywords: Challenges, Media, Nigeria and Performance

Introduction

The Nigerian press was born as a child of necessity, having been established mainly out of frustration, especially witnessed by some nationalists and educated elite who felt sidelined by the colonial administration and also the colonial press. Also, strictly speaking, it is difficult to establish the exact beginning of the Nigerian form of journalism, as we are yet to have ironclad proof records of its beginning. This frustration and uncertainty made it "sound ironical to note that the origins of Nigerian journalism are somewhat unclear, in the sense that it is difficult to find a clear cut record of its exact beginning". (Akinfeleye, 1985, p.31). This is especially so with media scholars debating whether or not there was some form of journalism in Nigeria before the coming of Europeans in about 1551 (Akinfeleye, 2003, p.5). However, if the origin of modern journalism in this country is attached to the introduction of Iwe Irohin, it can be said to be 155 years old which qualifies it to be regarded as among the oldest institutions in the country which are by far older than the country itself. From this humble beginning to date, the press in particular, and the media in general find themselves at crossroads in Nigeria, performing several functions, some of which can be regarded as positive, while others are negative.
In specific terms, the Nigerian press at different times stood shoulder high in the struggle against colonialism, military dictatorship, unjust policies, the break-up of Nigeria, and the like. For example, Oyovbaire (2001) sees the press especially from the early 1920s as critical in “pushing forward and entrenching” role of a watchdog against the “British colonial masters and colonialism.” However, by 1922, during the Legislative Council Election under the Clifford Constitution, they had already aligned themselves to one political party or another. As Omu (1978, p.232) observes, at this period they had become “organs of the political parties,” prompting Oyovbaire (2001) to state that for these and other reasons some sections of the Nigeria political class see it more as a partisan party which is seen performing contradictory functions as the “champion of the Nigerian national interest… (and) mouth-piece or propaganda of the Lagos-Ibadan axis, South West or Yoruba world-view of the country.”

Further, at post-colonial period, it is sometimes found among the most anti-democratic institutions, instigating for the break-up of the country, promoting sectional interests, ethnic causes and other parochial sentiments to the detriment of national unity. Jibo (2003) observes that this may do with its ownership and structural considerations, reasoning that as most of the Nigerian media in general are established in the southern part of the country by southern Nigerian interests, whenever national issues are taken to public domains, chances are that, most of them become partisan, towing the structure of North-South divide which is a recurrent decimal in the Nigerian politics.

Some of the examples as cited by Jibo, were the issues of former Governor of Lagos, Alhaji Bola Ahmed Tinubu’s certificate forgery, 1962 and 1963 census and Tarka-Daboh, the former House of Representative Speaker, Salisu Buhari’s certificate scandal, June 2001, President Obasanjo’s cabinet shake-up, the former President’s regime’s denial of access to government media to opposition, media’s prejudice against personalities such as General Muhammadu Buhari, etc, in which he blames the media for partisanship, bias and ethnic reporting. Why, one may ask, would the press, which is known to fight against injustice and which Akinfeleye (2003) referred to as “… the most outspoken, and richest in traditions, pluralism and development,” on the one hand, perpetuate or condone the same injustice on the other hand? Have there been any identifying challenges which can inhibit fair, objective and smooth reporting by the Nigerian press even without the other challenges discussed above? Or has the Nigerian press been unnecessarily crucified by the critics without considering other inhibiting factors? These questions and several others seem to be recurring in the minds of many Nigerians. This paper traces the contributions of the Nigerian press to the country’s development, the challenges they face, and proffer possible suggestions on the way forward.

Materials and Methods

The materials used for writing this paper are mainly secondary in nature as they rely on works done by others in researched books, journals and others. For this, the method used was qualitative which enabled the researcher to adopt Secondary Analysis of Data strand (Adamu, 2006).
Results and Discussions

For the purpose of this paper the, Nigerian press essentially refers to the Nigerian newspapers and it also considers the early history of the Nigerian press to have started from 1859 when the first newspaper *Iwe Irohin* was published, to 1960 when the country got its independence on a silver platter. From one perspective, the history of modern journalism in Nigeria and many other African countries was influenced by several factors. These include the arrival of missionaries, the growth in trade, the introduction of printing press, the growth in literacy rate among the populace, the role of press in Britain, and of course the general political, social and economic activities among both African nationalists and the colonialists (Sawada, 2011, and Adaja, 2012).

Another perspective though closely related to the one above is that modern journalism in Nigeria came into being because of growing frustrations among the African indigenous entrepreneurs and intellectuals who bitterly realized that their cooperation with Christian missionaries could not lead to the foundation and subsequently, the creation of modern African nation, which they had their vision. Equally, they also realized the double standards of the missionaries on the much-orchestrated Christian ethics, when the latter actively supported the partition of Africa. Other reasons include the realization and appreciation of the values of western education and the availability of trained personnel who could effectively develop and man newspaper businesses (Sawada, 2011 and Oso, 2012).

Based on the above and other reasons, it can be stated that right from the onset, the indigenous intellectuals and entrepreneurs entered into the field as Omu cited in Ayu (1997, p.143) argues, not to obtain “knowledge for knowledge sake” but that knowledge should be such as to form the basis of a strong public opinion which the colonial government could not ignore. At their peak, that is, from 1937 when Dr Nnamdi Azikiwe established the *West African Pilot*, to 1960 when the country got its independence, the major preoccupation of the press was to provide avenue for expression to the nationalists. Opinions expressed provided platforms for gingering racial, political, economic, and other awareness which were almost always in conflict with those of the colonialist activities. In recognition of this role Coleman cited in Ayu (1997, p.143) asserts that, “there can be little doubt about (the fact that) Nationalist newspapers and pamphlets have been among the main influences in the awakening of racial and political consciousness.”

Compared to the modern day press, the role of the nationalist era press may be seen as restricted and minimal, but with the absence of an effective political party, out of necessity it played the role of opposition to the colonial administration. Ismail (2011) observes that, several major figures in the struggle against colonialism such as Herbert Macaulay, Nnamdi Azikiwe, Ernest Ikoli, Dutse Mohammed Ali, Obafemi Awolowo, Anthony Enahoro and others who were newspaper journalists, publishers, editors or commentators, provided their papers ‘as platform for mobilizing the people, spreading nationalist awareness and for opposing the worst manifestation of colonial subjugation and the racialism which is customary to them’. Although their approach and methodology may differ substantially, and also even though they more or less became political party organs at a later stage (Omu, 1978), their initial radical posture played important roles in
challenging colonial rule and its attendant negativity.

In fairness, and to the credit of the colonial administrators, the indigenous press was to a large extent allowed to function and carry the opinion of others without harassment, intimidation or imprisonment as witnessed especially during the subsequent military administrations in Nigeria. Cases of Journalists expressing strong anti-colonial sentiments abound. They also extensively engaged in discussing issues affecting the constitutional reforms, nationhood, culture, local government reform and others freely and strongly.

However, despite their initial attempt at providing a launch pad against colonial rule, partisanship in politics and ethnicity among other factors scuttled the early Nigerian press from providing a strong front in establishing a strong country. According to Ayu (1997), almost from the start, the press had already shown strong cracks and preferences when in the 1920s the first elections were held and newspapers supported different political factions. This, as observed by Omu and concurred by Ayu, exposes their self-portrayed stance as vanguards to the nation and exposed them merely as institutions more or less used in promoting personal agendas, aims and aspirations.

The Post-Independence Nigerian Press

At independence in 1960, the Nigerian press found itself switching from its initial major role of an adversary to the colonial administration, to that of mobilizing Nigerians for nation building. However, other issues such as sectionalism, ethno-centrism, partisanship, and other divisive tendencies which were hitherto absent at the very early stage and fairly submerged at a latter stage of colonial period, now fully manifested among the political class to which the press is strongly affiliated. There are many explanations posited by different scholars. For example, Egbon (1984, p.8) believes that the issues “could be seen as stemming from the unequal rate of development of the component ethnic groups and between the different regimes with regards to economic development, cultural values and above all western education.” But others see it emanating more from selfishness, ethno-centrism and parochialism from the elite who championed independence struggle.

According to Abba (1987, p.7) when some disagreements resulted as a result of the leadership of Nigeria Youth Movement (NYM) among Earnest Ikoli, Nnamdi Azikiwe and Herbert Macaulay, the movement was split into three separate regional nationalist parties. Accordingly, each had a “regionally located paper acting as a party organ (and) this ‘was the beginning of tribal nationalism which has plagued Nigeria to date.” Whatever the explanation for the internal contradictions among the Nigerian press of the early independence period, it is significant to note that the colonial administration’s policy of divide and rule had not only affected the politicians but also the press. The colonialists made sure that they trivialized and emphasized on negative factors and differences among the different ethnic groups and nationalists who later replaced the colonialist as entrepreneurs, journalists and administrators amongst others.

This was the situation when the first postcolonial civilian administration came into being. It was apparently short-lived. Disagreements among the political actors often orchestrated by the press, brought about loss of several lives and property, an excuse,
which the military used to overthrow the elected civilian administration. The resultant effect was the Nigerian civil war, which the military leaders on both sides and many other observers believe was escalated by the activities of the press on both sides. Ayu (1999, p.153) succinctly captures the moods and feelings of both the federal and rebelling negotiating teams towards the press when he quoted verbatim, the following discussion at Aburi, Ghana, as carried by the ‘Daily Times’ (1967, p.17):

*Lt. Col. Gowon: On Government Information media I think all the government information media in the country have done terribly bad. Emeka, would say the ‘New Nigerian’ has been very unkind to the East?*

*Lt. Col. Ojukwu: And the ‘Post’ which I pay for.*

*Lt. Col. Gowon: Sometimes I feel my problem is not with anyone but the ‘Outlook’. *Lt. Col. Ojukwu: All the other information media have done a lot. When the information media in a country completely close their eyes to what was happening, I think it is a dangerous thing. *Major Johnson: Let us agree it is the situation. *Lt. Col. Ejoor: All of them have committed one crime or the other. *Lt. Col. Hassan: ‘The Outlook’ is not the worst, the ‘Post’ which we all in fact pay for is the worst followed closely by the ‘New Nigerian’. *Mr. T. Omo-Bare: Let us make a general statement on all of them, no distinction.

That was how far the Nigerian press degenerated at the crucial period when its wise counsel, unity of purpose and leadership were direly needed. Perhaps it should be regarded as fortunate that at that time and up to 1975, there was not more than a dozen newspapers mostly controlled by state and federal governments. Only two were privately owned. Perhaps at that time too, many of them could have exerted more tremendous pressure for the disintegration of the country should they also take the same lines followed by the likes of *the Post*, *Outlook*, and *the New Nigerian*. However, with time and perhaps more maturity, more states were created, and more and more public and private newspapers are still being created. For example, at the moment there are 34 national newspapers, four regional, and two local newspapers in the country, on the internet alone, according to Nigeria Master Web (2014). In addition, there are 25 ‘redundant or dead sites.’ Of course these figures should be added to the unlisted, dead on arrival and several other English and indigenous language newspapers.

At a glance, it can be said that Nigerian readers have freedom of choice through these numerous titles, but the reality is that in the main, the Nigerian press is concentrated in only a few hands and mainly in one part of the country especially the South-west. Musa cited in Chukwuma (2011, p. 24) posits that, this happens due to at least two main reasons. One, by virtue of its being the former federal capital of Nigeria, Lagos has the highest concentration of these newspapers and magazines seeking advertising revenue from a large segment of the local and foreign enterprises concentrated there and participating in the economy. Two, there was also the early spread of western education in the Western and Eastern parts of the country, and the “roles of training institutions, particularly most communication departments in Nigerian universities”.

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This pattern of ownership and control often causes suspicion, acrimony and distrust by the other parts of the country. Specifically, the North has for a long time been claiming that it is being misrepresented by the South Western/ South-South dominated press. Issues affecting politics, economy and others are always presented in favour of the South and to the detriment of the North, according to this group. In general, however, Oso (2013, p.15) observes that several barriers inhibit effective performance of the Nigerian media in democracy. These include the socio-geographical structure, media spread, linguistic barriers and access barriers. In addition, he also emphasis the barriers of ownership and structure as the main constraints.

In short, the Nigerian press is often criticized for promoting a monolithic viewpoint on many issues in favour of the South/East in the opinion of Jibo (2003). Further examples may be cited with situations where unconstitutional acts, real or perceived, committed by successive military regimes such as those of General Buhari and General Abacha are quickly blamed on the North and not on the whole members making up the leadership of the military regimes which consisted of military personnel and civilians appointed from across the country.

The Nigerian press, can hardly be absolved from blame considering its role in presenting issues involving the deeds of Odu’a People’s Congress, the question of resource allocation, the unity of this country, the introduction of Shari’a by some state governments in the North, the performance of Obasanjo administration and generally on all those issues which bring out the North-South dichotomy. Perhaps one of the most scathing of its criticism comes from Dudley (1973) who argues that the Nigerian press is to a large measure sycophantic and coward which can as well be viewed from the angle of suppressing truth, ignoring societal ills, promoting witch-hunt, jaundice reporting, half-truth, mistrust, and is generally indifferent to the problems of the society.

The criticism above notwithstanding, the Nigerian press has been playing tremendous roles in all spheres of life. Perhaps the most prominent role it played of recent was that of bringing to an end the military rule and ushering in a democratically elected government in Nigeria. The price paid for this struggle, included closure of media houses, “loss of lives by journalists, confiscation of press editions, imprisonment of its members without trial, etc.’ On the other hand the fears being expressed against the press are genuine putting into consideration the kind of unorthodox tactics and strategies they used against the military.

According to Ekpu (2000, p.59), apart from the orthodox strategies such as editorializing, commentary and direct reporting which the press used in mounting pressure on the military, it also used unorthodox methods to rally both local and international public against the military government with the hope that the pressure would bring the enemy down. Some of the unorthodox strategies mentioned were:

- Exaggeration, sensationalism and outright fabrication.
- Refusal to publish stories favourable to the military.
- Denial of the right of reply to the promoters/supporters of military rule,
- Denial of media access to views sympathetic to the prolongation of military rule, and
Outright propaganda in favour of democracy and against the military rule.

In Ekpu’s view, the tactics and strategies adopted were the moral equivalent of war and that the press “seemed to have said to itself, this is war and all is fair in war.” This strategy may seem justifiable or even rationalized in chasing away the military but its danger and negative consequences in the hands of some undiscerning journalists and even some papers could be devastating to the existence of this country even during democratic dispensations. A typical example of this is a report by a journalist working with one of the Nigerian newspapers, Sunday Punch, Oyegbile (2000, p.132) who narrates his encounter with a fellow reporter during one of the Kaduna State crises thus:

A reporter phoned and said that a dusk-to-dawn curfew has been imposed on the town, which was true in a way. I now asked him, ‘where were you calling?’ He said he is in a friend’s house and that about two thousand people had been killed in Kaduna among them 1000 Yoruba and 500 Igbo. I then said for goodness sake, you just told me that a dusk-to-dawn curfew had been imposed on the town, so where did you get your figures? How did you identify those who were killed? In all this, he did not mention that one Hausa person was killed. So, I now begin to wonder where did he get his own information? He claimed that earlier in the day the army came, organized a patrol and took all journalists around the town and they saw dead people. The question I then asked was if the dead bodies had tribal marks for him to know where they came from. But surprisingly, the next day, two particular newspapers published something to that effect.

Fortunately some conscientious and patriotic pressmen and women have started questioning the current role of the press and are bold enough to challenge the status quo. For example, commenting on a paper presented by former Chairman of the Nigerian Press Council Odunnedu, a journalist working with Ray Power, Ekwo (2000, p.11) admits that the Nigerian press pays a lot of attention to the negative and the sensational, concluding that in general the media trivialize issues to the detriment of the public’s right to know. In the same vein, Abbas (2000, p.12) opines that, the performance of Nigerian press is less encouraging and concludes that, “journalists’ responses to issues have been largely partisan, thus providing avenues for unpatriotic elements to thwart democracy”

The scenarios and positions taken above imply that not all Nigerian journalists/newspapers are irresponsible or partisan while reporting issues. Perhaps if the Nigerian Press Council, the Nigerian Union of Journalists, Nigerian Guild of Editors and other such bodies could fully assert their control on journalism practice, hiring and firing of journalists, fixing remunerations, etc, more responsible, objective, and progressive media practice in Nigeria could be made by the Nigerian journalists. After all, the Nigerian media and journalists are part of the society and they may merely be reflecting the larger society.

However, one thing is certain- the Nigerian media and by extension, the press could not be accused of being gutless. They sacrifice a lot as they are always among the first causalities of both military and civilian regimes. Their sacrifices should not be in vein. They should be more prepared in confronting their old, new and not so new challenges
facing them. This calls for more new tactics and strategies geared towards overcoming them and winning the confidence of Nigerians across the divide.

**Some of the challenges facing the press in Nigeria.**

It is pertinent to mention here that almost all the challenges facing the Nigerian press are general challenges facing the Nigerian media and their practitioners. One of such challenges comes from the introduction of internet and social media. For example, up to 1995 when internet was introduced in the country, the only major source of information dissemination to the general public was the mass media to which the press belongs. Ojo and Adebayo (2013, p.99) put the total circulation figures of all the Nigerian newspapers at not more than half a million, and if added to those of the magazines and other publications, the total figures were put at barely a million. In terms of reaching the Nigerian audience, these figures are minimal, if compared to those reached by the social media. For example, the number of current facebook users alone, is 3.3million, reached through over 90 million devices, about 40 millions of which are owned by youths in the country. (Idiahi 2011, p.15).

One of the major implications for the above, is that even though the total circulation figures of the print media may be small vis-à-vis those of the social media, the news, information, analyses and others coming from the former are presented by trained journalists as compared to the latter which is open to all and sundry. Also, it may be difficult especially for most of the Nigerian youths to purchase newspapers due to high level of unemployment, the relatively high cost of the papers’ cover price and the transient nature of their contents. On the other hand, they may find it cheaper and more attractive to connect with different sites through internet through their mobile phones at the cost of purchasing just two copies of newspapers, or even less. This may expose them to all sorts of information, many of which may not necessarily be correct or desirable. To the uncritical public whatever negative attitudes the audience members may imbibe, may come from their exposure to the media without distinction.

Equally, some array of highly credible national and international media establish strong presence in cyber space to, among other things, provide news and information about events, happenings, and other endeavours at home and across the world. However, there are many other sites which are not manned by trained and professional journalists. Many of these sites often disseminate unsubstantiated, subjective, unbalanced and biased news and information on issues, events, and these perspectives may have negative consequences on individuals, societies or even nations. To compound all these problems, not everyone who patronizes the sites can differentiate between credible and quack journalists. Unfortunately, in line with Nworah’s (2014) observation, the current national and/or international laws to check-mate infringements on the individual or collective rights at these sites in particular and the social media in general, are either cumbersome or absent.

Further, recurrent challenges this time to many Nigerian journalists come in terms of the condition they operate in most media houses in the country. They lack even the most basic equipment necessary for practice, and sadly a good number of journalists are owed
several months’ salaries by their respective organizations according to Kalu of *Post Express* (2000, p.27) and Olafade of *Vanguard* (2000, p.28). In fact, Olukotun cited in Ojo and Adebayo (2013, p.100) laments that, by 2008, a large number of both private and public newspaper organizations owed their staff salaries running through several months ‘ranging from three to 12 months’. Eight years after this observation, the condition is not only still tenable but perhaps worse. The Nigerian journalists still lack “laptop computers with mobile internet access, digital recording devices, open access mobile phones, salaries that take into consideration global trends, market prices, national inflation rates...”. (Nworah, 2014). Under this condition, they have to work and compete with their well-motivated foreign colleagues who are equipped with sophisticated state of the art gadgets for ease of communication.

A research conducted by Arogundade, Gaber, and Oakeshott (2001), under the auspices of International Press Institute (IPC) and Institute for War and Peace Reporting, identifies 14 of such key challenges when professional journalists attending training on reporting at election time from different media organizations across the country were administered pre-training questionnaires. A graph drawn indicates the challenges and their percentages in the following slightly re-arranged descending order in terms of their magnitude: threats to safety/life 49%; political bias of/censorship by media owners 38%; poor remuneration 30%; bribery/gifts by politicians 18%; no freedom of information/access to information 16%; logistics/lack of modern tools 10%; other 8%; to report objectively and equitably 6%; having to report political stories that may cause disaffection 6%; politicians lying/unfriendly 4%; lack of education of electorate/hostility from public 4%; lack of insurance 3% and self-censorship 3%. The first three major challenges above speak volumes at the time of the research and also today. For the Nigerian journalists to perform their functions effectively they need to be addressed. To think otherwise may result in merely wishful thinking.

**Some suggestions on the way forward.**

In general, media in Nigeria like many other institutions, are governed by laws and regulations which thrive under democracy. A government based on public assent (emphasis on choice and public consent), and active participation of the public in the day to-day running of their affairs (ethos) may provide better chances of confronting and solving the challenges above and on a wider scale. Guttman cited in Durel (1997, p.84) states that "the ability to deliberate and, hence to participate in conscious social reproduction," (democratic virtue) and participation in decision making by the great majority in political, cultural and economic affairs of their country will bring about any desired change. This implies that for the Nigerian media in general and the journalists who operate them to conquer their challenges, they must necessarily encourage, promote and embrace genuine democratic practices both within their organizations and in the country at large so as to attain a high level of fairness and equality. If objectively done, this will prevent any individual, group or state from denying others of their right to ‘join political processes and such rational debate “structure choice among good lives,” according to Guttman in Durel (1997).
According to the above principle, the freedom of choice of one group should be guaranteed but must not be unlimited for the full maximization of that group at the expense of the other groups. This is because a democratic society should be built on rationality, which allows for current and future individual members to participate fully in deliberations affecting them and their society. Thus, issues bordering on political parties, nationhood, minorities, religion, economy, resource control, electoral practices, wealth distribution, conflict, crisis, individual and human right, and others, should be fairly and objectively presented by the press in particular and media in general. Conflicting, contrary and opposing views held by others must be encouraged.

Also, at the same time, participation and interpretation of events, ideas, etc. by the current and future groups must be continuously tolerated and presented within acceptable legal, political and democratic frameworks. Once this is in place, it may render as immaterial such persistent fears as stated by Kawu (2001, p.16) that majority of Nigerians who are "media disadvantaged" would” continue to believe that no genuine national dialogue can take place when only one side monopolizes the microphone.”

It is also desirable that the Nigerian press regulatory bodies such as the Nigerian Union of Journalists (NUJ), the Nigeria Guild of Editors (NGE) and others divest their regulatory function of professionalism from that of unionism and concentrate on only one. They seem to be poorly performing in both. Coupled with this problem, is the fact that as at now, there is no recognized body which is solely responsible for regulating journalism training and practice in this country. Sanctioned rules and regulations guiding the operations of publishers should be introduced together with enforceable compulsory qualification required for journalism practice in the country. As at now what seems to be the major yardstick is proficiency in language and one’s ability to get the job. Where one has enough financial resources, one can simply be a publisher or a publisher-cum-journalist. Of course, democracy comes with a lot of responsibility some of which require an organized, strong and authoritative regulatory body such as that found in some professions like medicine, engineering, accounting and the like.

**Conclusion**

Whatever can be said about the Nigerian press, it is only fair to admit the fact that it is an institution that plays important roles in the political, social, cultural, and economic development of this country. In democratic dispensations, its views are among the most sought and relied upon. It has its fair share of blames but then it should also have its fair share of praises. It often performs its function as the voice of the oppressed with credible success. In addition, the Nigerian press in particular and the media in general, seem to perform what Gamble (1989, p.11) refers to as the function of connecting various groups in the society, assisting individuals to connect with others to socialize, and persuading us to benefit from the originators of messages, among other things.

No matter its spectacular performance from its introduction in 1859 to date, the Nigerian press is also seen to be performing negative functions when it clearly takes side on negative, sensational, divisive, and trivial issues. Some of their roles threaten the basic foundation of this country through misrepresentation, rather than on those which unite the
different ethnic groups, interests, nationalities (Uchenna, 2000, p.11 and also, Abba, p.12). Of course, these issues may not be divorced from those of ownership, control and challenges, personal and collective which border on personal safety/threat to life, political bias, remuneration, lack of modern tools and the prevalence of new media. These and many others like them must be addressed for the performance of the Nigerian press to achieve the desired goal.

References


