Trends and Societal Implications of Nigerian Newspapers' Reportage of Metro-Page Stories

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Abstract

Communication scholars across the globe have stressed the critical role played by the mass media which is vital for the effective functioning of a society. Functioning as the communicative link between political and social actors, the mass media not only serve as a source of information for members of the public but also possesses the capacity to influence the perception of pressing issues and the depiction of such issues; the people and their institutions in particular ways, which ultimately, may shape individuals' political consciousness and participation within the society. The aim of this study therefore, is to examine the patterns of Nigeria's newspapers coverage of news stories on the metropolitan page and its social implications in the society. Through the use of content analysis, a total of nine dailies- *The Punch*, *Daily Sun*, *The Guardian*, *Vanguard*, *Nigerian Pilot*, *Nigerian Tribune*, *Daily Trust*, *New Telegraph* and the *National Mirror* were examined for the study in order to ascertain trends on the metro-page as reported by the selected newspapers. The paper discusses findings from the study which found that reportage about murders dominated news items on the metro-page, and its attendant implications for the society while advocating a more positive media impact.

Key Words: Metro-Page, News Stories, Trends, Newspapers, Nigeria

Introduction

Nigeria is a country blessed with many a great newspapers and broadcast media outlets which cover every aspect of the nation's socio-political and socio-economic landscape and often serves as the mirror of their readers and audience's The indisputable role of the Nigerian media as an important social tool for shaping and sustaining the shared experiences of citizens of the nation is not in doubt, as the mass media in the country has served not only as powerful modes of communication but also instruments for the propagation of valuable information among members of the various socio-ethnic groups within the society. The undeniable role played by media institutions as well as journalists in the enthronement of the nation's democracy and promoting good governance also attests to this realism. Okoro (2012, p.11) observed that the "reason for the rapid development of the mass media in Nigeria is rooted in the fact that the country has a modest degree of media independence, coupled with a high degree of media pluralism." In essence, the socio-political disposition of the Nigerian society is closely related to and interwoven with the quality and variety of media content provided by the mass media and to which Nigerians are exposed to.

Accordingly, Bagdikian (1997) submits that the mass media has "become the authority at any given moment for what is true and what is false. what is reality and what is fantasy, what is important and what is trivial. There is no greater force in shaping the public mind; even brute force triumphs only by creating an accepting attitude toward the brutes." No matter how ambitious cub-journalists may be, most of them do not get to launch their career with immediately writing influential political news stories for a newspaper but rather, beginning journalists are enjoined to write for metro-page news items that cover a wide variety of topics ranging from crime and courts to auto-accidents, anniversaries and obituaries. It is in this light that the present study attempts to review trends in newspapers reportage of metropolitan or 'metropage news stories' and its implications for the Nigerian society. Using nine Nigerian dailies-The Punch, Daily Sun, The Guardian, Vanguard, Nigerian Pilot, Nigerian Tribune, Daily Trust,

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New Telegraph and the National Mirror, the present study will attempt to answer the question of how Nigerian newspapers portray and draw attention to issues on the metro-page, which will to a large extent, determine how the public and the policy makers understand and engage with it.

Literature Review

Research studies in mass communication have focused essentially on effects of mass media on the society albeit in varying degrees. McQuail (2005, p. 454) submits that "the entire study of mass communication is based on the assumption that the media have significant effects" nevertheless, there is a dissonance in literature as regards the nature and the extent of effects of mass media which has led to the development of different paradigm shifts beginning with the magic bullet or hypodermic needle paradigm in the 1920s and 1930s, followed by the efforts of Lazars field and Berelson in 1948 with their People's Choice study; Katz and Lazarsfield's (1955) two step flow of communication; Gerbner and his colleagues on the theory of cultivation and the return of the powerful mass media (Noelle-Neumann) in 1973, the efforts of McCombs and Shaw (1972) with their theory of agenda-setting of mass media, and the current attitudinal effects paradigm of the mass media in which the role media framing is quite significant (Baran and Davis, 2012).

The major role of the news media is to render information or provide news on various topics and issues. McQuail (2005, p.4) underscored the important features of the mass media, by highlighting 'their capacity to reach entire populations rapidly and with much the same information, opinions and entertainment; the universal fascination they hold; their stimulation of hopes and fears in equal measure' as well as, 'the assumption of great impact and influence.' The cultural context wherein the media operate, can allow for an effective understanding of the critical role significance of the media on our lives. Generally, media content may include issues on politics, sports, economy, health, entertainment, amongst others, which has general, political, social, cultural and economic implications on the communication process among members in the Nigerian society.

In a way, a newspaper can only represent so many views simultaneously; hence, the classification of its contents. Many Nigerian newspapers tend to organise news on a geographical/geo-political basis in order to ensure and preserve the relevance of such news stories to particular audiences. Thus, they organise the content along measures of 'Southwest news; Southsouth news; Southeast news; Northeast news; Northwest news; and North central news.' Nevertheless, the content of the metro-page cannot be divorced from the concept of news and news selection in the genre of the print media as well as its classification.

Communication scholars in Nigeria in particular and globally in general, have taken different dimensions to the classification of news. One of such popular definitions of news often rendered by popular media pundit in the country, Bamidele Sobowale (2007), delivered by John Bogart (1845-1921), a former city editor of the New York Sun, wherein Bogart was quoted as saying: 'when a dog bites a man that is not news... but if a man bites a dog, that is news.' Okoye (2006, p.3) defines news as 'the timely and factual account of an interesting event which the public must know because it is important, as it helps them to live their lives meaningfully.' Ganiyu (2010, p.58) described news as 'information that is new. An information you have not heard before.' Galtung and Ruge (1981) in (Fleming, et al, 2006, p.4), identified characteristics which were consistently evident in news stories. The highlighted characteristics identified were: relevance, timeliness. simplification, predictability, unexpectedness, continuity, composition, elite people, elite nations, negativity. Harcup and O'Neill (2016, p.13) also advanced an updated set of requirements that news stories generally satisfy in order to be selected and included among published stories of the day. These are:

- Exclusivity: Stories generated by or available first to, the news organization as a result of interviews, letters, investigations, surveys, polls and so on.
- Bad news: Stories with particularly negative overtones such as death, injury, defeat and loss.
- Conflict: Stories concerning conflict such as controversies, arguments, splits, strikes, fights, insurrections and warfare.
- Surprise: Stories that have an element of surprise, contrast and/or the unusual about them.
- Audio-visuals: Stories that have arresting photographs, video, audio

- and/or which can be illustrated with infographics.
- Shareability: Stories that are thought likely to generate sharing and comments via Facebook, Twitter and other forms of social media.
- Entertainment: Soft stories concerning sex, show business, sport, lighter human interest, animals, or offering opportunities for humorous treatment, witty headlines or lists.
- Drama: Stories concerning an unfolding drama such as escapes, accidents, searches, sieges, rescues, battles or court cases.
- Follow-up: Stories about subjects already in the news.
- The power elite: Stories about powerful individuals, organizations, institutions or corporations.
- Relevance: Stories about groups or nations perceived to be influential with, or culturally or historically familiar to, the audience.
- Magnitude: Stories perceived as sufficiently significant in the large numbers of people involved or in potential impact, or involving a degree of extreme behaviour or extreme occurrence.
- Celebrity: Stories concerning people who are already famous.
- Good news: Stories with particularly positive overtones such as recoveries, breakthroughs, cures, wins and celebrations.
- News organisation's agenda: Stories that set or fit the news organisation's own agenda, whether ideological, commercial or as part of a specific campaign.

Ngwu (2008, p.38) also underscored the importance of timeliness as a major determinant in news selection, when he held that news is regarded as a "perishable commodity" and "As such, it must be timely in order to have value." It is imperative to mention here that, the classifications by Harcup and O'Neill, (2001) are reflected on the metro-pages of many newspapers in Nigeria. On the basis that Nigerians want to be kept aware of contemporary events as they occur, which of course, necessitates reliance and trust on news and news

media outlets, this study becomes apposite. Nonetheless, Harrison (2006, p.4) while emphasizing the importance of core values of truthfulness, sincerity and accuracy in news reportage, averred that: 'the development of trust between the news (mediated by the news organizations and news journalists) and the audience is dependent upon the extent to which the news is perceived to have the quality of accuracy.'

Oftentimes, selection of the news may not necessarily reflect the type of information citizens want or need and as a result of media ownership, some media houses may decide not to publish or air particular stories by choosing to ignore or choose to remain simply silent over some crucial issues where the population is thirsting for information about such matters. Furthermore, media organisations often tend to draw off the people's attention away from very important issues and concerns by loading up media content with trivialities. The internet has also added a unique dimension to the selection of news for the metro-pages. Some media houses in the country do not bother to even source directly for news, instead, they just surf the web, online, through Facebook, Twitter and other social media platforms seeking for the latest breaking news which are collated, monitored and are then published or broadcast on the 'news on the hour' as the case may be, thus making it appear to their potential readers and the audience as if they (media houses) were originally directly responsible for the gathering of such news stories ab initio.

Theoretical Framework

This study is anchored on the Social Responsibility Media theory and the Agenda Setting theory.

The Social Responsibility Media theory owes its origin to the Hutchins Commission on Freedom of the Press set up in the United States of America in 1947 to reexamine the concept of press freedom (Folarin 1998). The theory says in part that whoever enjoys freedom also has an obligation to that same society. McQuail (2005) highlighted some functions of the press among which is to serve the political system by making information, discussion and consideration of public affairs generally accessible and to inform the public to enable it take self-determined action. To be responsible to the society, the mass media are supposed to provide information about events and conditions in a society, facilitating

innovation, adaptation and progress. According to Akinfeleye (2008) the requirements that the society expect of the mass media are a common carrier of ideas, a representative picture of the society; truth and the meaning of news; full access to developmental information and clarification of goals of the society. Nonetheless, the media serves as a filtering structure for propagating information to the citizenry and this is why Walter Lippmann in his 1922 book, Public Opinion, asserted that the news as provided by the mass media is not synonymous with the "truth." According to him, people in the society acquire their political knowledge not through their own personal experiences but rather, through information from the media and the elites the media portray. With specific reference to news stories on the metro-page which also include stories about crime and violence in the Nigerian media, Soola (2007, p.2) opined that,

...the media serve to facilitate discussion of crime and violence and its solutions, while encouraging the inclusion of views outside the dominant ideology which perceive crime and violence as being individually-located and its solution in terms of punishment rather than prevention.

Also relevant to this study is the Agenda-setting media theory which has been found to be highly relevant and compatible with other mass communication theories. Characteristic of the mass media is the agenda setting function which is the ability to give salience, or ascribe prominence and importance to a given issue while simultaneously ignoring or deemphasizing others in the process of communication (Ghanem, 1996; Grossberg, Wartella & Whitney, 1998; Griffin 2006). Mustapha and Wok (2015) submit that issue salience is equally represented in the online news version. The frequent reportage of the news items on the metro-page will ultimately lead the readers to perceive such as stories as important. The agenda setting function of the media refers to the ability of the media outlets of print, electronic and online mass media to bring to prominence topics on the public agenda through frequent reportage and to which members of the public will perceive as important (Baran and Davis, 2012). McCombs (2004) who is one of the proponents of the

agenda setting media theory had also observed that a large number of news sites on the internet are also subsidiaries of the traditional media. The relationship between agenda setting, framing and priming in communication studies is quite significant here as they are concerned with the attitudinal effects paradigm of the mass media. Weaver, McCombs, and Shaw (2004)nonetheless held that there was a similarity between second-level agenda setting theory and framing even though they are of distinct processes and in the words of Daramola (2003, p.61), "when the press seizes a great issue to thrust unto the agenda of talk, it moves action on it."

Method of Study

In order to examine the pattern and the trend of coverage of the metro-page in Nigerian newspapers, the study employed a quantitative content analysis of nine Nigerian national dailies which comprises: The Punch, Daily Sun, The Guardian, Vanguard, Nigerian Pilot, Nigerian Tribune, Daily Trust, New Telegraph and National Mirror. In order to ensure that results obtained are not skewed through the repetition of news stories dominating coverage across the nine dailies, the titles were evenly spread over four weeks to cover the entire month of June 2016. The scope of this research covered all editions of the newspapers published for the month of June, 2016, totaling 270 editions. To obtain a fair representation of the population of study, fifteen editions of each newspaper was randomly selected in the sample selection process. Cumulatively, the sampling process produced a total sample of 135 editions out of the total population of study (270) editions of all the nine national dailies The 135 editions were then content analyzed for the study. The units of analysis of the study were all articles published on the metro-page. Only stories published on the metro-page and similar variations in accordance with the house-style of each newspaper were considered for this study.

Table 1:Computation of data from content analysis of the Punch, Daily Sun, Guardian, Vanguard, Nigerian Pilot, Nigerian Tribune, Daily Trust, New Telegraph and National Mirror

Table 1 shows the pattern of coverage of the metro-page in nine selected Nigerian newspapers of the *Punch*, *Daily Sun*, *Guardian*, *Vanguard*, *Nigerian Pilot*, *Nigerian Tribune*, *Daily Trust*, *New Telegraph and National Mirror* for the month of June 2016. Findings show that the *Guardian* maintained a robust metro-page in its newspaper in terms of having the highest number of news items (21.0%) published on the page. Next in this regard, were the *Vanguard* (17.0%); the *Punch* (15.4%); *New Telegraph* (14.5%);

Daily Sun (13.9%); Nigerian Tribune (9.2%) and Daily Trust (8.1%). The National Mirror and the Nigerian Pilot recorded the least number of news items on the metro-page with 0.5% and 0.4% respectively, as the content analysis of both newspapers content, reveal that, the papers had a near zero pages dedicated for metro-stories.

A pie chart is used to further illustrate trends in the reportage of news items on the metro-page of selected Nigerian newspapers used in the study.

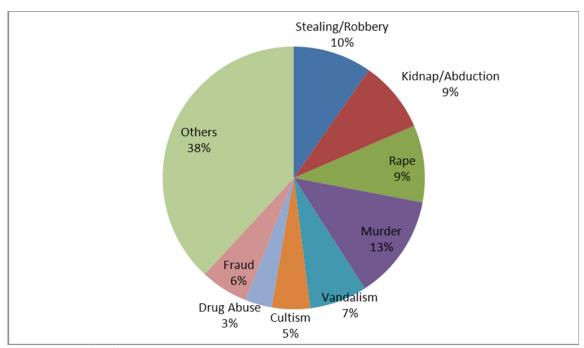


Fig. 1: Reportage of metro-page news stories in selected Nigerian newspapers

Figure I shows that news stories about murders was the most widely reported issue on the metro-page of Nigerian newspapers with 13% coverage. Next was stealing/robbery with 10% coverage. Kidnapping/abductions and rape recorded 9% coverage respectively while vandalism had 7% coverage. Fraud recorded 6% coverage; cultism with 5% coverage and drug abuse had 3% coverage. Aside the foregoing, other news stories covered were news about disasters such as floods, fire outbreak, accidents, incidences of negligence, announcements, protests, strikes and industrial actions, religious programmes, courtesy visits, meetings, infrastructural developments, obituaries, retirements amongst others, which comprises 38% of the study.

Discussion

For the *Punch*, the metro-page which is simply designated as 'Punch metro' is usually found on

pages 4 and 5 of the newspaper on weekdays except for its weekend titles (Saturday Punch and Sunday Punch), in which metro-stories are usually more in-depth in coverage and are often treated as features. Stories reported on the metrowere mostly about murder, page stealing/robbery, rape, kidnapping/abduction, fraud and cultism to drug abuse and vandalism. Aside the aforementioned, other stories which are also given attention on the metro-page of the *Punch* includes the torture of young children; stories about missing people (both young and old); disasters such as floods and fire outbreak; as well as deaths in auto-crashes and incidences of assault and negligence. The overtone of news stories on the metro-page of *The Punch* were mostly negative, characterized by conflicts and tragedies. It was also observed that pictures, to a large extent, complemented most of the news items published on the metro-page of the *Punch*, and this is commendable.

The metro-page in the *Daily Sun* is designated as 'News around the city' and it is located on pages 4 and 5 of the paper. The widely reported issue on the metro page of the newspaper was usually about murders. This is attested to as it recorded the highest number of entries on the reportage of murder among the newspapers selected for the study as shown in the Table. Next this to was kidnappings/abductions, cultism, rape, stealing/robbery, fraud. drug abuse and vandalism. Both the *Daily Sun* and the *Vanguard* also recorded the highest reportage on news stories about cultism. For Nigeria's acclaimed 'King of Tabloid', the use of pictures on its metro-page was rather limited. Again, it was observed that the overtone of news items on the metro-page of the Daily Sun was largely negative.

The metro-page in the Guardian newspaper is designated simply as 'Metro section' which in most cases cover pages 12 and 13 of the newspaper. Sometimes, it may appear between pages 13 and 15. Of all the papers examined for the study, the Guardian has the highest number of entries on metro-page news items. Stories published in the metro-section are more widely diverse. As indicated on the Table, the paper also recorded the highest number of entries in the column designated as 'others' which comprised mostly of briefs about announcements of church programmes, birthdays, meetings, workshops, dates of vigils, skill acquisitions, obituaries and more. Nonetheless, the Guardian showed a significant bent on the reportage of stories about vandalism. Both the Guardian and the Nigerian Tribune recorded less coverage about incidences of cultism. The usage of pictures to complement the stories published in the metro-section was moderate. Overall, it was observed that the overtone of news items on the metro-page of the Guardian appeared to be mildly negative. The negativism was tempered possibly because of and as a result of the diversity of news items published on the metropages which catered for the information needs of diverse readers.

The *Vanguard* newspaper did not designate a 'metro-page' but pages 6 and 7 of the newspaper appeared distinct from the other pages in the sense that, two telephone numbers (08023019505 & 08034073107) were printed on the top-right corner of the pages, perhaps, to encourage readers to send in their stories for publication on both pages. Findings from an

analysis of the Vanguard newspapers sample show that the paper was strong on coverage of kidnappings/abductions news stories. The paper also had the highest reportage on rape. Next to this were: murder, stealing/robbery, cultism, drug abuse and fraud. Incidences about vandalism received the least coverage. There were diverse news reports and the usage of pictures to complement the stories published in the metro-section appeared fair. Negativism in the overtone of news items published by the *Vanguard* appeared to be moderate.

Among the sampled newspapers, the *Nigerian Pilot* had the feeblest reportage of the metro-page news stories as it recorded the least entries for the study. Although the newspaper on certain occasions, designated pages 27 and 28 as 'metro' it is inconsistent and it is evident that the medium lacks a well developed metro-page and its coverage could be likened to a 'flash in the pan'. It is noteworthy to mention here that, features were sometimes used, perhaps, as a replacement for the metro-page stories. This too, however, is infrequent.

The highest point of coverage by the Nigerian Tribune aside reports about incidences of stealing/robbery is the reportage of fraud and forgery related news stories on the metro-page which is usually designated as 'Lagos metro.' Stories on the Lagos metro page were usually about crime reports with a minimum of three and a maximum of six news items published on week days. Exceptions to this are for the weekend titles where more news items are covered indepth. When compared with news about crime, divorce cases are a dominant staple of news items published on the weekends in the Nigerian *Tribune.* Other stories covered by the paper were cases of abandoned children, extortions, assault and more. Again, these stories are treated more comprehensively on weekends. The usage of pictures on the metro-page was also limited. It was observed that the overtone of news items on the metro-page of the *Nigerian Tribune* appeared to be somewhat balance possibly as a result of the variety of news items published on the metro-page.

The metro-page in the *Daily Trust* newspaper is designated as 'City News' which is mostly news about activities of councils within the Federal Capital Territory (FCT), Abuja. The paper also publishes 'Eko Trust' a special weekly about Lagos, Nigeria's economy nerve and its environs. Although metro-page can be found sometimes on page 19, this is highly

inconsistent because the page often gives way for advertisement placements and where it does, the page may range from anywhere between pages 18 and 35. The highest point of coverage by the Daily Trust is reports about incidences of stealing/robbery. When compared with other newspapers selected for the study, the Daily Trust which is an authoritative newspaper in the Northern geopolitical zone of Nigeria covered metro-news items less on weekends. However, the frequent use of features in the paper is commendable. Nonetheless, there is a rather limited use of pictures on the metro-page of the paper.

The New Telegraph newspaper appears to have a nearly similar pattern of coverage of the metro-page just like *The Punch*. The page which is designated as 'metro' is located on pages 8 and 9 of the newspaper. Like in the *Punch*, stories published in the metro-section of the New Telegraph are more about murder, stealing/robbery, rape, kidnapping/abduction, fraud, drug abuse, cultism and vandalism. Other stories on the metro-page of the paper include incidences of disasters such as fire outbreaks, floods and accidents. There was also reportage on assaults, protests and strikes. The usage of pictures to complement the stories published in the metro-section was moderate. As a result of the diversity of published news items on the page, the overtone of reportage can be described as mildly negative.

There is no designated page for metro stories in the *National Mirror*. Apart from organising the news content along geographical lines of 'Southwest; Southsouth; Southeast and the North, the *National Mirror* publishes what it termed as 'Community Mirror' on page 40 of the paper which however, displays a lack of consistency in the type news items published on the page.

Implications

With the pervasive reportage about murders, stealing /robbery, rape and vandalism in Nigerian newspapers, it will not be out of place to submit here that members of the society will have a sense of insecurity about them. It is portrayed that the Nigerian society appears to no longer have respect and or value for the sanctity of human life. This is because news stories on the metro-page are more or less like a school where the stories teach and the people learn lessons about life's experiences. Members of the society gather experiences on how somebody has fallen

into the trap of an armed robber, a kidnapper or a murderer or a rapist. Governments at all levels also take these stories into cognizance in the formulation of relevant policies for governance; agencies and enforcement relevant institutions also learn and react to these stories. Results from the study conducted by (Arendt & Northup, 2015, p.2370-2390) on the effects of long term exposure to news stereotypes on implicit and explicit attitudes, suggested that, "regular exposure to stereotypical news coverage creates negative implicit attitudes, which, in turn, alter explicit attitudes." Therefore, we have more cynical and pessimistic Nigerians who view the present state of the socio-political and socioeconomic landscape of the country in particular and the world in general, from the lens of an overly negative perspective and hopelessness, which, in turn and unfortunately, breeds a greater majority of the citizenry to ignoring the many things that are working just well in the country.

Trends in Nigeria's newspapers reportage of the metro-page also give the impression that the government, in spite of the expenses incurred on security, lacks the ability to follow up to ensure that those saddled with the responsibility of maintaining peace carry out their assignments dutifully. It also suggests that social security machinery is not in place which would have made many people to be engaged or taken care of which would make them not to consider to taking to criminal ways of living. Soola (2007, p.3) nonetheless opined that,

By giving only episodic information in crime and violence reporting, the media are indirectly suggesting that there is nothing citizens or the community can do about the situation; thus serving to create a state of societal fearfulness and helplessness.

This is why the call made by the Chairman, Senate Committee on Police Affairs, Senator Abu Ibrahim on the Crime and Criminal Tracking System Bill is significant. The Bill seeks to provide for the design, development, installation and management of a robust crime and criminal tracking system for the police to enhance national security (*The Nation*, June 8, 2016, p.32). While making a case for a more positive media impact on the society, Sean Dagan Wood, editor of Positive News, submitted in a TEDx talk (2014), that "a more positive form of journalism will not only benefit our well being; it will help catalyze potential solutions to the problems we face." According to Wood, this "good for journalism as well" as it "strengthens journalism's commitment to truth by giving a fuller picture of reality and it commits journalism to its fundamental ethics, such as minimizing harm."

Conclusion

The job of the media is to reflect the lives of members of the society. Another story that needs to be told on the metro-pages is stories about the hardworking Nigerians who are committed to their families and the Nigerian society. Regrettably, they are never portrayed as such in the media. Nonetheless, stories on the metropages have to be vital to the immediate environment and to the newspaper advertisers. In reporting murder, stealing/robbery, kidnappings/abductions, rape, vandalism, fraud, cultism and drug abuse not excluding the coverage of other news events on the metropage, the media has the responsibility and owes the public a duty to accurately and adequately report such events, for in the words of Caldas-Coulthard (2003, p.274), "People watch or read news because they think the news is about reality." Wood (2014) nonetheless submitted that:

> this isn't to deny the many complex problems of the world...and I firmly believe in acknowledging the problems and looking face on at the pain and suffering that's in the world so that it can be healed: but as well as looking at what we want to move away from, we also need to look at what we want to move towards. So we need stories that will inspire...our readers tell us that the stories that we publish have a profound impact on them-on how they feel, on how they look at the world and how they go about their lives...we have a choice as to which lens we take to look at the world and a choice as to what kinds of stories we create and bring our attention to; so my vision is for a news media that increasingly waters the seeds of transformation by reporting in a way that, rather than triggering fear instead triggers the human spirit. We can bring our attention to those stories that make us come alive, because if we change the story, we change the world.

The present study therefore enjoins the Nigerian media to seek to actively ensure that their surveillance function becomes more potent through increased investigative journalism in order to contribute effectively to the nation's national security by setting agenda on such matters of concern. Stories on the metro-page should be well complemented with illustrative pictures as this will enable readers to not only make informed decisions but also to appreciate the reportage of the published news.

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Selected Newspapers

All selected newspapers for the study - The Punch, Daily Sun, The Guardian, Vanguard, Nigerian Pilot, Nigerian Tribune, Daily Trust, New Telegraph and National Mirror Newspapers editions, published in Nigeria from June 1, 2016 to June 30, 2016.