

Media Imperialism and News

Coverage in Nigeria:

(A Survey of Selected Newspapers in Nigeria)

By

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Matric. No: ND/MASS/20/185

A project report submitted to the Bayelsa State Polytechnic, Aleibiri in partial fulfilment of the requirement for the award of National Diploma in

Mass Communication.

November, 2022

CERTIFICATION PAGE

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Dedication

This research report is dedicated to God Almighty for being faithful.

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ACKNOWLEDGEMENT

I give thanks to my creator for his wisdom and knowledge through out this great work.

I wish to express my profound gratitude to my loving and caring husband Mr. Williams Adiobalnaru Ebiriga and to my parents Mr & Mrs C.K. BOBSON for their prayers, financial support, encouragement and assistance in my study.

My sincere thanks goes to my H.O.D Mr. Tonprebofa .A Nemine who is also my supervisor and also to Mr Tupere Sese our deputy rector and all the lecturers for their assistance will remain ever green in my memory.

I also appreciate my siblings and the Whyte Family for their support, may God bless them for everything they did for me.

ABSTRACT

This work critically analyzed the impact of media imperialism on news coverage by selected print media outfits in Nigeria. Information is power and he who has information wields power. In line with the saying, the reliance of any nation on external influence in the aspect of information dissemination indicates dependence which is not supposed to be a characteristic of a sovereign nation. Thus three national dailies were selected to determine the level of dependence of media outfits in Nigeria on foreign media and news agencies in the area of news coverage. The selected newspapers were content analyzed and the period of study was the editions of newspapers from September to December 2021. On analysis, it was discovered that the newspapers content analyzed were dependent on foreign media and news agencies in the coverage of events and news from Africa and other parts of the world. It was thus recommended that the government should better finance the national news agency and invest money in setting up and establishing the necessary technology that would encourage the local media to be more independent in the coverage of local and international news events.

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Like the beam of a searchlight that moves restlessly about bringing one episode and another out of darkness into vision, scholars of international communication have closely followed the influence of the international news flow on the functioning of the mass media in some developing countries. This situation of unevenness in the flow of information is attributed to the gap between the “haves” and the “have-nots”.

The continent of Africa is paid very little attention by the world media; scholars have come up with various explanations of the origin and causes of this lopsidedness in world news flow. Ostgaard (1965) argued that “news at the global level is determined by political and economic considerations.” This view is now widely accepted. It is generally observed that world attention, as indicated by the international news flow, is focused on, and directed at a few countries and regions of the world because they exert strong political and economic influence on the international arena.

One other explanation of the cause of the imbalance in international news flow was given by Robinson and Sparkes (1976). In their view, four (4) somewhat related factors were identified as determinants of international news flow. These they said were technical-economic, political, historical, editorial weighing, and audience definition or market place factors. The first two sets, according to Robinson and Sparkes (1976), are boundaries on the availability of foreign news.

The imbalance in the flow of news and information globally has given rise to the call for a new world information and communication order (NWICO). The Third World countries including Nigeria are advocating for a balance in the flow of information, while the Western countries are also defending the status quo. Perhaps, it is based on the foregoing that Atwood (1982) described the NWICO debate as “a dialogue of the deaf.” This implies that both sides are out to defend their position without listening to the reasoning of the other.

In line with the above, it has been observed that the giant and industrialized countries of the world like USA, Britain, France, Germany and others exert a considerable level of media influence on the less developed countries in the Third World region. This situation has given rise to the concept of “media imperialism”. In the words of Barrett (1977), he defined “media imperialism” as “the process where the ownership, structure, distribution and content of the media in any one country are subject to substantial external pressures from the media interests of other countries without proportionate reciprocation of influence by the country so affected.”

This situation is disturbing and thus there is a need to redress it, if a country like Nigeria is also having their mass media influenced in its coverage of news by the pressures from external quarters. This research work would assess and evaluate the influence of media imperialism on the coverage of news by the Nigerian mass media especially foreign news, and proffer solutions where necessary.

1.2 Statement of the Problem

No country can claim true independence and sovereignty if any sphere of its society is influenced by foreign pressures. These could be political, social, economic or otherwise. A situation where the mass media in a country is being influenced by the pressures from another country, such a country cannot claim to be truly independent or sovereign. There is a popular adage that says, "information is power, and he that has information, wields power." This adage is apt, in that if a country cannot be fully in charge of the way information is gathered, managed and disseminated within its borders, than such a nation faces a serious disadvantage as it is at the mercy of the external pressures that influence its media. Thus, this research work would attempt to x-ray the level of influence that media imperialism has on the coverage of news by the Nigerian mass media, and suggest possible solutions to probable problems that would be identified.

1.3 Objective of the Study

The main motive behind this research work is to verify and make possible suggestions and recommendations on the problem of the influence of media imperialism on news coverage by the Nigerian mass media.

In order to equitably arrive at objective answers to the questions underlying this study, the following objectives are itemized:

1. To determine if the coverage of news both local and international are influenced by external pressures.
2. To uncover the possible areas in which the Nigerian mass media has been influenced in their coverage of news by media imperialism.

3. To make recommendations and suggestions so as to cope with the problems of media imperialism on the coverage of news by the Nigerian mass media if any, and bring an appreciable level of independence to the functioning of the Nigerian mass media.

1.4 Research Questions

These fundamental questions are addressed in this study:

1. Is the coverage of news by the Nigerian mass media influenced or affected in any way by the foreign media of the advanced countries?
2. Is this influence(s), if any, good for the Nigerian mass media in the discharge of its functions and responsibilities to the society?
3. How has media imperialism impacted on the coverage of news both local and international by the Nigerian mass media?

1.5 Significance of the Study

The press in Nigeria has always fought for its constitutional right to be free to express themselves; there is also the need for the Nigerian press to free themselves from the shackles of depending on foreign media and news agencies for foreign news and information on African countries. Therefore, the government of this country and publishers shall benefit from the result of this study, since it would provide them with the basic information on how to tackle media imperialism and its resultant negative effects on our culture and other fabrics of our society. This project work would also contribute knowledge to the field of international communication, and would thus be an asset to scholars of international

communication. It would act as an interesting material for reading to students of mass communication.

1.6 Scope of the Study

This research work will focus on the coverage of local and international news by selected newspapers in Nigeria.

The selected newspapers are the Punch, the Vanguard and the Guardian newspapers. These newspapers were selected because they can boast of circulation nationwide and their coverage of news is quite extensive. However, because of limited time at the disposal of the researcher, the period of September to December 2021 editions of these newspapers' contents were analyzed. The result of this content analysis will now form the basis for generalization. The essential focus is on how these newspapers depend on external media and news agencies for their news coverage.

1.7 Limitations of the Study

In the course of carrying out this study, the researcher faced a lot of constraints and limitations.

Unavailability of funds and insufficient time did not help matters, as the researcher found it hard, if not impossible to access libraries in other institutions around the country for books and other relevant materials. Even the few libraries visited did not have enough books and materials on the subject area under study.

Although these problems were encountered by the researcher in carrying out this research work, the validity and authenticity of the results obtained are

not affected, as the researcher put in great efforts to source for books and relevant materials from lecturers, others in the field and libraries.

1.8 Definition of Terms

A term if not properly defined can acquire various meanings for different things

and to different people which probably may lead to ambiguity.

In addition, it may lead to issues discussed being misinterpreted and misunderstood. Meanings are in people, not in words and so also do messages get their meanings from the source.

The following terms have been defined as they have been used in the study.

Media Imperialism: This is the process whereby the ownership, structure, distribution and content of the media in any one country are subject to substantial external pressures from the media interests of other countries without proportionate reciprocation of influence by the country so affected. It is also the idea that rich and powerful countries dominate poorer countries through control of international media industries.

News: This is defined as any detailed, objective and timely account of unusual happenings that would interest readers.

Coverage: This refers to the reporting of news, events, etc.

Mass Media: These are the technological devices used in the dissemination of public messages to large, heterogeneous and scattered audiences.

Newspaper: This is a printed publication appearing daily or weekly and containing news, advertisements and articles on various subjects.

imperialism: This is a process of structural and economic dominance of the super powers over the less developed nations.

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CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

This chapter takes a survey of related documented work of different authors. Reference is therefore made to certain statements made by experts in their academically researched works that will facilitate the accomplishment of the objectives of the study. The review of related texts also provides a basis on which the whole study stands and also puts the researcher in a better standing to interpret the study perfectly.

An extensive body of literature related to this study does exist, but were not within the immediate reach of the researcher. However, efforts have been made to gain access and to make optimal use of available literature and materials.

This review is presented in such a systematic manner as it relates to the study in sections. An attempt was made to show what is known and what is to be investigated in the course of the review.

The review is organized under the following headings:

- (i) International Communication
- (ii) Background of the New World Information and Communication Order (NWICO)
- (iii) Media Imperialism
- (iv) Press Freedom and News Definition

(v) Imbalance of Coverage of Events and Third World Bias

(vi) Media Imperialism: The Nigerian Experience

(vii) Media Imperialism and News Coverage in Nigeria

(viii) Theoretical Framework

2.2 Conceptual Review

2.2.1 International Communication

International communication is an increasingly interesting aspect of study within the field of mass communication. International communication describes a process of information gathering, management and dissemination across international borders. In other words, it simply means the flow of information from one country to another, one region to another or one continent to another.

This flow of information or news from one country to another has led to a situation of dominance by some countries over others. This dominance of some countries in determining the direction of information flow has led to a unidirectional flow of information, and has thus led to a cry for a more balanced flow of information. This more balanced flow of information has been termed by those fighting for it as the New World Information and Communication Order (NWICO). The agitators for this New World Information and Communication Order (NWICO) are mainly the countries in the Third World, who believe that they are being sidelined in the scheme of things as it relates to news coverage and information flow.

The next section of this review would throw light on the merits and demerits, as well as how the whole saga of the call for NWICO originated.

2.2.2 Background of New World Information And Communication Order (NWICO)

The call for a New World Information and Communication Order presupposes the existence of an already existing World Information and Communication Order.

In the view of McBride (1980), the need for a new information order is in recognition of the “conviction that information and communication are an essential factor of international relations in all fields and particularly in the establishment of a new system founded on the principles of equality of rights and the independence and unfettered development of countries and people.” International relations is a field that greatly relies on the exchange of information, it is through “the exchange of information that a nation can adjust itself to counteract or to compromise with changes in the outside world.” In other words, information exchange is very essential in the adaptation of a country to prevailing global changes and development. The history of NWICO could be traced back to the United Nations Geneva Convention of 1948, the UN Declaration on Freedom of Information states that “all states should proclaim policies under which the free flow of information within countries and across frontiers will be protected. The right to seek and transmit information should be insured to enable the public to ascertain fact and appraise events.” (Konkwo, 2004).

So at the Geneva Convention, Russia and many Third World countries disagreed with the idea of freedom on information on the ground that “global information flow was western dominated.” Further meetings in Bangkok (1960), Santiago (1961), and Addis Ababa (1962) however did nothing to correct this discrepancy.

Nevertheless, the then Soviet Union was not satisfied with the point of view. At the 10 Biennial General Conference of the United Nations Educational, Scientific and Cultural Organization (UNESCO) in 1970, a resolution was adopted authorizing the Director General to help the member states to fashion out their communication policies. Thus, the 1972 Biennial Conference saw the emergence of a resolution governing the use of the mass media under their jurisdiction.

Meanwhile, the opposition further gathered momentum in the 1960s and 1970s to graduate into a full-blown global issue to get the attention of UNESCO, International Telecommunications Union (ITU), International Press Institute and the Non-Aligned Movement. Today, the Third World nations are now collectively in the forefront of the opposition because they, according to Nwosu (1983), feel “the pinch of the global information imbalance the most.”

The Arab oil embargo of 1973-74 added a new twist to the controversy leading to the call for a new world economic order. “Due to their newly realized economic power, the developing countries started to ask for changes in the world economic order to make for more equity in international trade. They soon realized to their chagrin that economic independence was impossible without adequate control of the information and communication structures

and consequently, new demand for change were made to accommodate a restructuring of world information structures.” (Konkwo, 2004).

The NWICO has generated more controversies, heat and emotion than it has generated solutions to the problems concerning its birth. There are two broad parties to this controversy. They are:

1. The industrialized and developed nations of the Western World and;
 2. The less industrialized and developing nations of the Third World.
- The West have the five (5) major media conglomerates — the Associated Press (AP), Agence France Presse (AFP), United Press International (UPI), Reuters and TASS — that report the world. Since they owned the channels, it is believed that they (the West) could always influence their products. The Western countries concerned here are the United States of America (USA), France, Britain, Germany, Russia, Italy and Japan.
2. America is of primary importance as a media imperialist, not only did she advocate for free flow of information policies but her news agencies have as Idemili (1985) points out “are ready to break the international grip of the European news cartels, namely Reuters, Havas and Wolff.”

The less developed countries are the nations of Africa, Asia and Latin America. They form the greater bulk of the world population. It is contended that they receive smaller news coverage for themselves and their activities. They even have less of the media facilities to correct this deficiency. The NWICO debate is borne out of the perceived imbalance in information and communication flow between the developing and developed countries. The developing countries see themselves as perceived receivers of the information

flow. They see the information flow as unrepresentative, distasteful and uncomplimentary of them. They see an incipient and sensationalization of news by the Western media. They are demanding change in the status quo. On the other hand, the developed world see imbalance as a reflection of the general imbalance in other aspects of life, namely the economic, political and cultural. The arguments by these two protagonists form the debate and controversies surrounding the NWICO.

2.2.3 Media Imperialism

Oliver Boyd-Barrett (1977) sees media imperialism as “the process whereby the ownership, structure, distribution or content of the media in any one country are singly or together subject to substantial pressures from the media interests of any other country or countries, without a proportionate reciprocation of influence by the country so affected.” Such is transmitted, according to Masmoudi (1978), and is indeed practically “imposed on them despite the fact that these countries have no interest in them.” Since there is a disproportionate flow of information, it follows that he who receives more would be influenced the more. By implication, such a country’s authentic traditional culture retreats in the face of imported media fare. This explains why some mass communication scholars contend that the youths of Nigeria and other African countries strive to catch up with and ape the dress fads, and mannerisms of the Americans.

Thus, Richstaad (1981) notes that out of frustration, the Third World clearly and vehemently demanded the urgent reordering of rules and assumptions governing news. The Third World kicked against imperialist information

practices based on the doctrine of the free flow of information that has not only harmed considerably their national interest but represent substantial obstacle to achieving political and economic independence and to maintaining their own cultural identity (Geilded, 1982).

The advanced countries of the world, by virtue of their early advancement in industrialization and the development of sophisticated modes of communication, which serve to link distantly located people together for development of national consciousness, the crucial decision in the formulation of media system. Through export and dissemination activities, which are characteristics of media flow, weaker nations are forced to adopt existing models rather than engage in the development of their own media system.

Several factors have been identified as responsible for media imperialism. The poor state of the economy and lack of technology to support the development of the mass media and its activities is one factor largely responsible for the dominance of the mass media of advanced countries over those of developing countries. The export of industrial models also helped to perpetuate media imperialism.

2.2.4 Press Freedom and News Definition

Press freedom is an integral and important part of any democratic society. In the advanced countries, journalists reason that any attempt to tell them what to publish, how, when, about whom, where, is an infringement of the concept

of the freedom of the press. They use this freedom as a defence to publish whatever they like (Konkwo, 2004).

This is however not the case in the developing countries of the Third World, where though it is purported that there is freedom of the press enshrined in the constitution, this freedom is not allowed to be practiced freely. Western countries do not only have freedom of the press enshrined in the constitution but the journalists are allowed to a reasonable extent to fully exercise it.

Furthermore, they see news as anything unusual. To them "...news defined as the exceptional event, so coups and catastrophes are newsworthy whenever they occur," (Konkwo, 2004). For them and in the words of Rosengren (1980), "news reporting in a country must be partial in a way reflecting the basic values and actual sympathies of the population. The reason for this is simply that otherwise the credibility of the media will disappear."

From the foregoing, it is obvious that news is any unusual event whose report will interest readers. It is also expected that journalists are to make expert decisions freely on what should be news, and what is not. However, if these journalists are influenced in any way in their coverage of news, then freedom of the press is breached.

2.2.5 Imbalance in Coverage of Events and the Third World Bias

In practical terms, nothing is ever distributed equally among people and countries.

Some would be more endowed than others. In the words of Konkwo (2004), "there was, is and will continue to be imbalance." Using global imbalance as

a defence, the Western Bloc says “unevenness of flow is a basic characteristics of news and not only of news flow but of water flow, oil flow, money flow, population flow and food flow.” (Merrill, 1981). They stretch this line of argument further by adding, “the indictment can be extended to global journalism without exception, because much global coverage can be shown to contain bias.”

The Western press has also accused the Third World press of underreporting events in the Western societies. Studies like the one done by Charles Okigbo in 1986 show that the West are truly under-reported by the Nigerian media. The West thus queries how they can over-report those who are underreporting them.

According to Richstaad and Anderson (1981), the Western press further asked, “how can Western journalists permit the news flow to be free when the Third World nations themselves do not have free societies with press systems which are free.” The interpretation of this is that the Third World media are megaphones of and part of their governments. They therefore cannot be expected to carry objective news nor criticize the system of which they are a part. They also charge the developing nations’ media of emphasizing hard and localized news like politics, too.

It is evident from the above, that both sides are guilty of the same offence. That is, the underreport of stories or events involving the other part. This may not be too strange, as there is a news determinant “proximity” that indicates that events that occur close to the readers is what will interest them more than what happens farther off. However, the problem here is that the Western press is too dominant, and thus influences to a large extent how the Third

World

press

functions.

2.2.6 Media Imperialism: The Nigerian Experience

The term “imperialism” is typically used to explain a “general, political, economic, social and cultural relationship between the developed or industrialized nations and the under-developed Third World nations.” (Konkwo, 2004).

Imperialism suggests a process of structural and economic dominance of the super powers over the less developed nations and this provides a framework for undertaking all international media influence from one nation to another. According to Barrett (1977), media imperialism refers to “the process whereby the ownership, structure, distribution and content of the media in any one country are subject to substantial external pressures from the media interests of other countries without proportionate reciprocation of influence by the country so affected.”

Barrett (1977) also observes that the absence of reciprocation of media influence by the potentially “receiver” nations, combines the elements of “cultural invasion” and imbalance of power, resources to justify the use of the term “imperialism” to describe the unidirectional nature of international media and news flow. The giant countries of the world which exert superior media influence on others mainly include USA, Britain, France, Germany, Russia, Japan and Italy.

According to Konkwo (2004), “by virtue of their early advancement in industrialization and the development of sophisticated modes of communication which serve to link distantly located people together for

development of national consciousness, the industrialized nations have become responsible for the crucial decisions in the formulation of media systems. Through export and dissemination activities, which are characteristics of media flow, weaker nations are forced to adopt existing models rather than engage in the development of their own media systems. From the above, it is evident that the poor state of the economy and lack of technology to support the development of mass media activities among Third World countries like Nigeria have contributed to their being dominated by the Western press.

2.2.7 Media Imperialism and News Coverage in Nigeria

Aside from information on local events, the Nigerian press are expected to inform Nigerians of undistorted account of events on the foreign scene. The ways the Nigerian media obtain news about other countries are the concern of this research work. Konkwo (2004) observed that “the external dependence on foreign media for the above purpose is remarkably significant.” This is because the Nigerian media system can hardly support foreign correspondents in most powerful capitals of the world. Barrett observes that in 1975 for instance, “here was not one full-time correspondent in America from a black African country, while a vast majority of foreign correspondents in any country of the world are American, British, French, Japanese, German and Russian.”

Most of the correspondents are employed by powerful news agencies. This goes a long way in indicating that many media systems outside the major powers are dependent on two major sources for their foreign news — the news

agencies and the active interest national broadcasting stations such as the British Broadcasting Corporation (BBC) and Voice of America (VOA). Most media houses in Nigeria according to Konkwo (2004), “subscribe to the News Agency of Nigeria (NAN) which in turn is a subscriber of major news agencies such as AP, UPI, Reuters, TASS and AFP.” In addition, there is also abundant evidence from the news format that most Nigerian media organizations religiously monitor the BBC and VOA radio stations. However, it is an ugly development and a dangerous tendency to gather reports of major events in Nigeria as well as her closest African neighbours solely from the foreign media. This is because the agencies derive a substantial part of their revenues from western markets and they attend more to the news interests of these markets than those of other countries. The Third World nations including Nigeria have complained bitterly about the “heavy flow of information from the north comprising Europe and America to the south made up of Asia and Africa and just a trickle from the South to the North.” (Nwosu and Nweke, 1990). Righter (1981), in her three-dimensional summary has represented the criticisms by the Third World of the developed countries’ media by saying that:

1. The media (in the industrialized countries) are too powerful;
2. Their services are not truly international; news is selected to suit western attitudes or interests;

3. They lack the virtues of accuracy and objectivity,

In an apparent argument of the case of the industrialized nations, Smith (1978) says, “they (the industrialized nations) use the technology and professional advancement at their disposal to gather important items from

their own perspective and select what space compels them to accommodate.”

2.3 Theoretical Framework

There is the need for every research work to be guided by a theory, in order to put it in a proper focus. Thus, this research work would adopt the use of the Development Media Theory as the theoretical framework to guide the collection and analysis of data.

The development media theory arose from concern for events in developing nations. The need for a separate mass media theory for them became compelling because they lacked communication facilities and because of poor resources which hindered the success of previous theories suitable only for advanced nations. This new theory discourages the negative use of the mass media. It favours democratic grassroots involvement rather than repression and exclusion and endorses the subordination of certain freedoms to the collective needs of a society struggling to develop.

Its major thrusts, as given by Dennis McQuail, are:

- The media should accept and carry out positive development tasks in line with nationally-established policy.
- Freedom of the media should be open to restriction according to economic priorities and development needs of society.
- Media should give priority to national culture and language.
- Media should give priority to news and information links with other developing countries, which are close geographically, culturally or politically.
- Journalists and other media workers have responsibilities and freedoms in

their information gathering and dissemination duties. The state has the right to intervene in, or restrict media operations and devices of censorship, subsidy and direct control can be justified.

Some proposals for developmental journalism given by Galtung and Vincent (1992) and cited in Gunaratne (1998) and Ama (2003) are:

- It must relate development to people by discussing human needs for survival, well being, identity and freedom.
- It must broaden its focus to include the military, political and cultural aspects of life, and not just economies of development.
- It must allow the people run the media through contributions to newspaper content, or broadcast programmes' production, and not just through "letters to editor" and "op-ed page" due to "space constraints".
- People should be allowed to talk through the media to generate enormous range of visions.
- Development should possibly be reported not critically in terms of problems, but constructively in terms of positive programmes. Success stories will contribute to the feeling of optimism and give momentum to democracy and development.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter is an exposition on the methodology, procedures and techniques used for the study. It includes research design, population, sample and sampling method, methods of data collection and analysis. This chapter focuses on the method and procedure used in examining the coverage of news especially foreign news in the Nigerian mass media. The study design will centre on the content analysis of three (3) daily newspapers — The Punch, The Vanguard and The Guardian newspapers. The study design will further centre on: the sample area, sampling technique, instrument used, administration of instrument, content validity and statistical analysis.

3.2 Research Design

The study focuses on the impact of media imperialism on news coverage by Nigerian newspapers, especially foreign news during the period spanning September to December 2005. To accurately achieve this, a content analysis method will be adopted. The choice of the three (3) newspapers is on the basis that they can boast of circulation nationwide and their coverage is quite extensive. This will therefore help in getting balanced and unbiased information, bearing in mind that the newspapers chosen are national dailies

with supposed wide network of correspondents, which should reflect an appreciable level of independence in the area of news coverage.

3.3 Sample Area

This clearly defines the area of news content to be studied. The total content area to be analyzed will be the entire page of the newspapers in focus, and the categories would be pictures accompanying foreign news stories, African news stories and news stories from other parts of the world.

3.4 Sample Size

To achieve the desired result, the content analysis will be restricted to the following news areas.

- i. Number of news stories on foreign events in The Punch, The Vanguard and The Guardian respectively gotten from the foreign press.
- ii. Number of news stories on African events gotten from the foreign media.
- iii. Number of pictures accompanying foreign stories gotten from the foreign media.

By this, the researcher hopes to generalize with a fair degree of certainty, the findings. It is hoped that the analysis of the newspapers will lead to a proper understanding of the impact of media imperialism on news coverage by the Nigerian mass media.

ii.

3.5 Sampling Technique

iii. The sampling technique adopted for the purpose of this research is the 'stratified sampling method'. This will enable the researcher to select the appropriate number of stories from the given newspapers. This is expected to give a more reliable result, as misrepresentation and under-representation will be reduced to the barest minimum or totally avoided.

3.6 Instrument Used

iv. The instrument employed for the research is the content analysis method, which was personally undertaken by the researcher. The data to be analyzed are assigned codes for easy identification, which will then minimize duplication. The areas to be analyzed were chosen by the researcher after a careful review of the statement of the problem, the research questions and the related literature reviewed.

3.7 Administration of Instrument

The data were personally analyzed by the researcher in libraries. The newspapers were divided into four (4) subsets of one month each, with the first two (2) weeks editions of each subset chosen as a fair representation of the rest of the month.

3.8 Content Validity

A number of books written by renowned and reckoned scholars in international communication were consulted for the review questions and terminologies used. The questions are also tailored towards those of earlier researchers in this area of study. These findings from the books formed the basis for the drawing up and construction of the content questions.

3.9 Method of Data Analysis

The news content of the three (3) newspapers — The Punch, The Vanguard and The Guardian were analyzed in view of the research questions formulated for this study. Since content analysis enables the researcher to obtain information suitable for describing and explaining social phenomena, the content to be analyzed will therefore help to assess the level of influence of the Nigerian media by media imperialism in their coverage of news especially foreign news. The data were analyzed using simple percentage and were presented in titled tables.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

The presentation and analysis of data is to give a detailed picture of the research findings especially as portrayed by the researcher involved. The research design is content analysis. In this chapter, the analysis of news content of the three (3) selected newspapers would be presented in titled tables and analyzed according to the months under study.

4.2 Data Presentation and Analysis

The analysis of news content of the three (3) newspapers for the first two weeks of each month for the period would be presented and analyzed.

TABLE 4.1

Punch Newspaper for the month of September 2021

Source	Pictures	African stories	Rest of the world	Total	Percentage
Newspaper's correspondents	0	0	0	0	0%
Foreign media and news agencies	20	54	52	126	100%

Source: Content Analysis 2022

In the table above, it was observed that the content analysis of news content and pictures that accompanied foreign news stories were culled or adapted from foreign media and agencies. All the twenty (20) pictures that accompanied foreign news stories were all gotten from the major agencies in

the world, while all of the 106 foreign news stories (54 African stories and 52 stories from the rest of the world).

TABLE 4.2

Vanguard Newspaper for the month of September 2021

Source	Pictures	African stories	Rest of the world	Total	Percentage
Newspaper's correspondents	0	0	0	0	0%
Foreign media and news agencies	20	54	52	126	100%

Source: Content Analysis 2022

Table 4.2 shows that of the twenty three (23) pictures by Vanguard newspaper that accompanied news stories during the period under study, all were gotten from foreign news agencies. While all 106 foreign news stories (54 African stories and 52 stories from the rest of the world) were gotten from foreign press and news agencies.

Guardian newspaper for the month of September 2021

Source	Pictures	African stories	Rest of the world	Total	Percentage
Newspaper's correspondents	0	0	0	0	0%
Foreign media and news agencies	24	50	42	116	100%

Source: content Analysis 2021

Table 4.3 indicates that of the twenty four (24) pictures in The Guardian that accompanied foreign stories were all gotten from foreign sources. Also, all 92

foreign news stories (50 African stories and 42 stories from the rest of the world) were all gotten from the foreign press or news agencies.

TABLE 4.4
Punch Newspaper for the month of October 2021

Source	Pictures	African stories	Rest of the world	Total	Percentage
Newspaper's correspondents	0	0	0	0	0%
Foreign media and news agencies	21	52	57	130	100%

Source: Content Analysis 2022

Table 4.4 shows that all twenty one (21) pictures in The Punch that accompanied foreign news stories during the period under study were all gotten from foreign sources. In the same vein, all 109 foreign news stories (52 African stories and 57 stories from the rest of the world) were gotten from foreign media or news agencies.

TABLE 4.5
Vanguard Newspaper for the month of October 2012

Source	Pictures	African stories	Rest of the world	Total	Percentage
Newspaper's correspondents	0	0	0	0	0%
Foreign media and news agencies	22	54	51	127	100%

Source: Content Analysis 2022

In the above table, it was observed that all twenty two (22) pictures in The Vanguard that accompanied foreign news stories were gotten from foreign sources.

In addition, the 105 foreign news stories (54 African stories and 51 stories from the rest of the world) were gotten from foreign sources.

TABLE 4.6
Guardian newspaper for the month of October 2021

Source	Pictures	African stories	Rest of the world	Total	Percentage
Newspaper's correspondents	0	0	0	0	0%
Foreign media and news agencies	20	54	52	126	100%

Source: Content Analysis 2022

In the above table, it was observed that all twenty (20) pictures in The Guardian that accompanied foreign news stories were gotten from foreign sources. Also, the 106 foreign news stories (54 African stories and 52 stories from the rest of the world) were gotten from foreign sources.

TABLE 4.7
Punch Newspaper for the month of November 2021

Source	Pictures	African stories	Rest of the world	Total	Percentage
Newspaper's correspondents	0	0	0	0	0%
Foreign media and news agencies	20	54	52	126	100%

Source: Content Analysis 2022

In Table 4.7, it was observed that all twenty two (22) pictures in The Punch that accompanied foreign news stories were gotten from foreign sources. In addition, the 105 foreign news stories (54 African stories and 51 stories from the rest of the world) were gotten from foreign sources.

TABLE 4.8
Vanguard Newspaper for the month of September 2021

Source	Pictures	African stories	Rest of the world	Total	Percentage
Newspaper's correspondents	0	0	0	0	0%
Foreign media and news agencies	19	50	51	126	100%

Source: Content Analysis 2022

In the above table, it shows that all nineteen (19) pictures in The Vanguard that accompanied foreign stories were gotten from foreign sources. In addition, the 101 foreign news stories (50 African stories and 51 stories from the rest of the world) were gotten from foreign sources.

TABLE 4.9
Guardian newspaper for the month of November 2021

Source	Pictures	African stories	Rest of the world	Total	Percentage
Newspaper's correspondents	0	0	0	0	0%
Foreign media and news agencies	23	50	54	127	100%

Source: Content Analysis 2022

In the table above, it was observed that all twenty three (23) pictures in The Guardian that accompanied foreign stories were gotten from foreign sources. In addition, the 104 foreign news stories (50 African stories and 54 stories from the rest of the world) were gotten from foreign sources.

TABLE 4.10
Punch Newspaper For The Month Of December 2021

Source	Pictures	African stories	Rest of the world	Total	Percentage
Newspaper's correspondents	0	0	0	0	0%
Foreign media and news agencies	24	51	47	122	100%

Source: Content Analysis 2022

In the table above, it was observed that all twenty four (24) pictures in The Punch that accompanied foreign news stories were gotten from foreign sources. Also, the 98 foreign news stories (51 African stories and 47 stories from the rest of the world) were gotten from foreign sources.

TABLE 4.11
Vanguard Newspaper For The Month Of December 2021

Source	Pictures	African stories	Rest of the world	Total	Percentage
Newspaper's correspondents	0	0	0	0	0%
Foreign media and news agencies	20	52	52	124	100%

Source: Content Analysis 2022

In Table 4.11 above, it was observed that all twenty (20) pictures in The Vanguard that accompanied foreign news stories were gotten from foreign sources. In addition, the 104 foreign news stories (52 African stories and 52 stories from the rest of the world) were gotten from foreign sources.

TABLE 4.12
Guardian Newspaper for the month of December 2021

Source	Pictures	African stories	Rest of the world	Total	Percentage
Newspaper's correspondents	0	0	0	0	0%
Foreign media and news agencies	20	52	52	124	100%

Source: Content analysis 2022

In the table above, it was observed that all twenty one (21) pictures in The Guardian that accompanied foreign news stories were gotten from foreign sources.

In addition, the 103 foreign news stories (51 African stories and 52 stories from the rest of the world) were gotten from foreign sources.

4.3 Discussion of Findings

Going by the findings of the study based on the content analysis of the

newspapers selected. It was generally observed that the foreign news stories and pictures in the selected newspapers were all gotten from foreign news sources.

These findings indicate that there is a general dependence on foreign mass media and news agencies by the newspapers that were studied for stories on foreign events. In all the stories on foreign events, there were credits to correspondents from the newspapers, which indicated that the stories did not originate from their own correspondents, but were gotten from other foreign sources.

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CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The researcher of this study endeavored to determine the level of influence of media imperialism on news coverage by the Nigerian media, especially the coverage of foreign news stories. To this end, three (3) national daily newspapers were selected and content analyzed, to determine the level to which they were influenced in their reporting of foreign news stories by the foreign mass media and news agencies. The data collected during the content analysis were presented in titled tables and analyzed with simple percentage. After a critical analysis of data presented, it was observed that all foreign news stories were gotten from foreign news sources, including the pictures that accompany such stories. This trend was observed in all the three (3) newspapers that were selected for the study.

5.2 Conclusion

After a critical analysis of data, it was observed that the coverage of foreign news by the Nigerian mass media is greatly influenced by the foreign mass media and news agencies. The study showed that the foreign stories as well as the pictures that accompanied them were gotten from foreign sources. This reflects a general dependence of the Nigerian mass media on the foreign mass media and news agencies for stories on events outside the shores of this nation.

5.3 Recommendations

After a critical study and analysis, the researcher recommends the following:

- The over-dependence on foreign mass media and news agencies should be discouraged.
- The government should properly fund and manage the Federal Government owned News Agency of Nigeria (NAN), so that it can effectively function the way it should.
- Newspapers, magazines, radio and television stations in Nigeria should consider pooling their resources together to have correspondents in major cities of the world in order to monitor newsworthy global events, rather than depend on the foreign mass media and/or news agencies.
- The government should invest money in setting up and establishing the necessary technology that would create the enabling environment for our mass media to be more independent in their coverage of news both local and foreign.
- The Nigerian government and the governments of other Third World countries should come together to ensure that can counter the information power that is being wielded by the advanced countries by pooling their resources to make for a more even flow of news.

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