

THE MEDIA IN NIGERIAN POLITICS

Analysis of Issues and Patterns of News Coverage

A research project presented as one of the
requirements for the award of M.Sc. degree
in Public Relations, University of Nigeria

By

OJIEGBE, Chukwuemeka Leo

PG – M.Sc. – 99 – 30884

Department of Marketing
Faculty of Business Administration
University of Nigeria, Enugu Campus

September 2004

Abstract

This project work makes an assessment of the part the Media, especially the press, plays in the political struggles of Nigeria since pre-independence till date. The data for this study was gathered mostly from secondary sources (news publications, journals...), and discussions with well informed individuals. The position of the project is that the press has operated more as an interested player than as impartial observers or commentators on politics – often propagating and protecting the ideas and interests of their owners/publishers. Various reasons have been adduced for this pattern of Media performance that has persisted till date; the historical evolution of the pattern has also been traced. The work has outlined certain lessons to be learned. Clinical ways of reporting political issues and the peculiar attributes of Nigerian politicians have been identified so as to enable the press report political stories correctly.