



UNDERSTANDING THE MEDIA SPACE IN NIGERIA

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28th May, 2021

Forms of Media

Traditional

Broadcast	Prints
<ul style="list-style-type: none">• Television• Radio• Music• Movies	<ul style="list-style-type: none">• Newspapers• Journals• Magazines• Billboards• Books



Modern

- Social media platforms
- Blogs
- Websites
- Podcasts
- Email
- Digital streaming platforms

ROLE OF MEDIA IN NIGERIA

- Communication
- Adversarial role
- Entertainment
- Creation of awareness and sensitization
- Socialization and networking

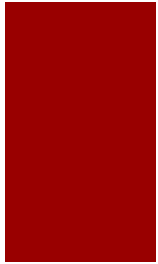


ROLE OF MEDIA IN NIGERIA

- **COMMUNICATION:** The primary role of media is **communication**. It allows the relay of information from one person to another, using mobile phones, radio and televisions for news updates, the newspaper, the internet and email.
- **ADVERSARIAL ROLE:** Media acts as a watchdog for accountability of democracy and implementation of manifestos of government, creating awareness to the public against malpractice. Its **adversarial role** to monitor and evaluate the government to make it transparent and accountable.
- **ENTERTAINMENT:** from the movies shown on the television, the different reality and talent search shows, music, magazines, social media (Facebook, Twitter, snap chat, Instagram, Pinterest)
- **CREATION OF AWARENESS AND SENSITIZATION:** The local radio reaches out to the rural and the vulnerable groups. Creating awareness on different programs that can benefit them. It enlightens the public on their rights, the different policies and how they affect them either directly or indirectly.
- **SOCIALIZATION:** televisions have shaped the attitude and behaviour of people. The portrayal of different characters in the movies and shows have greatly affected the behaviour and culture of people that affect family and societal relations.

UNDERSTANDING THE MEDIA SPACE IN NIGERIA

- The way people communicate, no doubt is, a vital part of their culture since all communication do not mean the same thing to different people or to even the same people. This is because communication operates differently with different people even in the same family or community. For instance, couples may relate with each other differently from how they relate with their children. Elders from a given village or members of a certain age grade may read the same message/communication differently.
- This shows that the socialization process differs with individuals and groups. Also, Nigeria's media serve both as the window for other people to see us and appreciate our culture, as well as for them to see other people and their culture, too. Inevitably, then, the media serve as agents of international exchange and again as intermediaries between one culture and another. This way, the media make it possible for people to access cultures they could not have come across otherwise. The media most involved in this exchange are the electronic media comprising the conventional media of radio and television, the new media and the print. On the other hand, the movie or film, even though it is not a news medium per se is, however, one of the greatest media prone to cultural manipulation. Indeed, the film more than any other medium, is a force to be reckoned with in international cultural exchange



MEDIA PRACTICES IN NIGERIA



- The Freedom of Information Bill (FOI) - the law of the Federal Republic of Nigeria concerning media practice
- The Freedom of Information Bill (FOI) - the law of the Federal Republic of Nigeria concerning media practice which snowballed into a full blown Act on 28, May 2011 under President Goodluck Jonathan gives journalists the leverage to go about their legitimate business of reportage without fear of intimidation.
- Sadly media in Nigeria especially traditional forms of media sometimes do not have freedom of information , they are rather plagued with practices of **BROWN ENVELOPE SYNDROME** and **NEWS COMMERCIALIZATION**.



BROWN ENVELOPE

- **Brown envelope** journalism (BEJ) is a practice whereby monetary inducement is given to journalists/media outlets to make them write a positive story or kill a negative story. The name is derived from cash inducements hidden in **brown envelopes** and given to journalists during press briefings.



NEWS COMMERCIALIZATION

- **News commercialisation** means that news has become a commodity, which can be bought by those who have the money so that their voices can be heard.
- News has automatically become a commercial product to the detriment of important developments in the country as they are pushed away by, in some cases, trivial news items, concerning urban events as the activities of personalities.

HOW DOES THIS AFFECT NIGERIA AND ITS CITIZENS?

- The effect of this form of journalism is that there is a shift in journalism from being a fourth estate* to a publicity seeking outlet available to the highest bidder; integrity, objectivity and balance is weakened as a result and news is commercialized.
- It also creates an avenue for publicity seeking journalists to write commentaries that is intended to address personalities and not sensitive issues. Hence the Nigerian media is weakened and inefficient and cannot function independently of politicians and businessmen.

*The term **Fourth Estate** or **fourth power** refers to the press and news media both in explicit capacity of advocacy and implicit ability to frame political issues.



SOLUTIONS AND RECOMMENDATION



- it is important that media returns to the traditional values of truthfulness, neutrality and impartiality so as to return to its lost glory.
- We must understand that compromising their moral and ethical principles can be a greater threat to press freedom than anybody of oppressive press laws under the new democratic formation.
- We must debunk financial enticements that can compromise their professional and ethical principles.
- Owners of media outlets must ensure adequate funding for sustainability. No organisation survives without funding. With a robust economy or funding, media outlets will be able to fund their organisations in a way that they will not be liable to the corrupting influence of manipulation and control of both the rich and government.