The Mass Media and Post Election Peace Building Issues in Nigeria

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Abstract

This work was designed to study the mass media and post election peace building in Nigeria and the problems encountered by the mass media in discharging their duties or services to the general public. The methodology used in the collection of data is secondary data, e.g. magazines, textbooks, and journals. The review literature on the above topic will be centred on the meaning of media, mass media, and types of mass media. In the part of Mass Media and Democracy, it also discussed the roles of mass media in Post Election peace building issues in Nigeria. Finally, the conclusion, recommendations and references are used to wrap up the mass media and post election peace building in a more coherent and comprehensive manner in order to give the entire paper an academic taste in terms of research and analysis.

Subject Areas

Politics

Keywords

Mass Media, Democracy, Election, Media, Media Selection, Task Vector, Media Vector, Cost Vector and the Roles

1. Introduction

1.1. What Is Media?

Media can be defined broadly as a channel of communication. It is considered in terms of its software and hardware [1] as discussed by Ogunmilade. The mass media is a widely accepted concept in journalism [2] as discussed by Osullivan and Jewkes. It is used to describe every mode or method of disseminating information, or every mode of communication to a wide range of people, cutting

across regions and boundaries.

Webster's Dictionary defines mass as a large quantity or number, a large quantity of things, while media is a plural of medium [3] as discussed by Cayne. On the contrary, mass can be looked at from three angles: (a) As political or social guttering; (b) As the concentration of population in an industrial set up in towns or cities, physical massing of people concentration of workers into factories, etc.; (c) As always the others, whom we do not know and cannot know.

These three definitions above fit into the situation in the mass media and a post election peace building where people of various backgrounds come together to receive a democratic system of government through the use of mass media.

1.2. The Objectives of the Study

Nigeria is a nation yearning for industrial development to meet the challenges of globalization in the mass media and post election peace building issue in Nigeria. The mass media and post election peace building hold the key to this development. The world is dynamic and a lot of innovations are creeping into the information world. These must be assessed into our mass media post election building in Nigeria if we want to remain relevant and in competition.

The arrival of modern communication media such as telephone, tape records radio projectors, computers, television, internet, etc. increased the variety that could be used in instruction, which later gave rise to what is now called "mass media", "instructional medial", "technological media" and "news media".

These mass media have a positive impact on the mass media and post election building in Nigeria. Their proper usage, availability, quality, quantity and maintenance, and the ability to produce alternatives or improvisations are the key to their successful usage. This work is therefore aimed at surveying the types, availability of media and peace building in Nigeria.

2. Mass Media

Mass media refers to types of communication or means of giving news information, opinions to others. It is vital in the diffusion of knowledge and helps in developing individual academically, morally and socially [4]. On the contrary, mass media refers to books, magazines, newspapers, radio, television, cinemas, tapes and videos, Internet, protectors, computer, audio record player and mobile phones. Moreover, mass media refers to various means of communication to a large number of people for purpose of enlightening them.

It is the means through which opinions are gathered ideas, information or news are disseminated to a large group of people in the society.

The world is fast becoming a global village through the use of mass media is form of information and communication technology (ICT). Information reaches the remotest part of the world within seconds or minutes, if connected to the internet, through the world-wide web. Thus mass media has got the potentials of giving a wide spread of information to a considerable number of people which cuts across regions, boundaries and nations. No one learns in vacuum. Mass

media is vital in the diffusion of knowledge.

The arrival of communication media such as telephone, tape recorders, radios, television etc. increased the variety that could be used in instruction, which latter gave rise to what is now called "Educational media", "instructional media" and "news media" [5] as discussed by Agun and Imogie. Some of these instructional media that are used in universities of technologies are chalkboard, cameras, videotapes [6] etc. as discussed by Fadamiro. These materials are used in the faculty of environmental science.

In technical College such instructional materials as audio and videotapes record player, projectors, computers, monitors, radio, television, etc. are used [7] as discussed by Yusuf. These instructional media have positive impact on the mass media and post election peace building in the Nigeria society today.

2.1. The Problems of Mass Media

The problems encountered by the mass media in discharging their duties or services to the general public. The mass media which determine the extent to which the instructional media informs of information and communication technology (ICT) are used in the society.

The mass media which is meant to produce the needed knowledge and skills necessary for skilled and semi skilled industrial workforce most of the equipments or tools used nowadays in the workshops, laboratories, and studio is now outdated which resulted in poor quality production or services rendered to the general public.

2.2. Types of Mass Media

As discussed elsewhere, Ogunmilade defines media as "forms of communication through which teaching and learning can take place" [1]. He opined that "what is important to teachers and learners is how and for what purpose, a particular form of media is used". Has it been used to the best advantage in terms of the audience needs, characteristics, stage of development and priorities?

As discussed by Akanbi classified instructional materials [8] as course wares. He divided it into locally produced and commercially produced. The locally produced are also divided into expensive and inexpensive. The inexpensive are chalkboard, flannel board, magnetic board, flipe chart, easel pad, mounted display, models, regalia and diorama. The expensive ones are films, slides and transparency. On the other hand commercially produced ones are also divided into software and hardware. The software's are films, film slips, slides and transparency programme instructional texts, television programmes, audio, programmes, video programmes and computer programmes. The hardwares are 16 mm movie projector, 8 mm projector, and film strip projector, slid projector, opaque projector, overhead projector, computer, television, mobile phone, gram, radio and video recorders. Akanbi went further to say that the mass media can be classified into the printing media and electronic media. The print media in-

clude newspapers magazines, books direct mail, circulars billboards, skywriting pamphlets and technical device that carries a message to the masses by appealing to their sense of sight in the case of electronic media it include the e-mail, internet, radio and audio recordings that appeal to the sense of sound as well as television which is described as motion pictures and video recording that appeal to both the sense of sound and the sense of sight.

The media used for teaching environmental science include all the above with some additions. These are cameras, computerized training devices, duplicating machine and electronic blackboard. Messages written on electronic blackboards generate digital signals that are clearly, reliably and quickly transmitted over telephone or other communication lines as discussed elsewhere Fadamiro [6]. An instructor/manager can write on a pressure sensitive surface and thousands of miles away, employees will not only be able to hear the lecture, but also see what is written in the blackboard via a video-screen.

Media Selection: The main purpose of using mass media in education, political, is to have learning to take place, and more effectively. Media use should be chosen according to the level of class in the society. Whichever class of people involved, factors that can affect mass media selection are type of audience, their culture, and environment, goals and objectives in learning [1] as discussed by Ogunmilade.

As discussed elsewhere, Ogunmilade [1] quoting Fadamiro said there are three things to consider in media selection. They are called task, media and cost vectors.

Task Vector: This deals with the needs and benefits of the educational task to be accomplished needs and abilities of people, and other certain priorities of actions.

Media Vector: This is concerned with the "triangular process" of effectiveness, availability and media evaluation.

Cost Vector: This deals with money, technology and personnel to use or manipulate the media.

These three factors considerably determine the choice of media for use in any given society.

3. Mass Media and Democracy

The mass media and democracy have been established to be twine of the same coins. They can not be separated from each other. To govern is to communicate, to democratize is to ensure freedom unhindered flow of communication. The five major function of the mass media and post election peace building in the Nigeria society that is: 1) to report news, 2) to interpret it, 3) to setting agenda for government's office, 4) to serve as watchdog over government and other powerful institutions in the society, 5) To take more active role in public debate have clearly demonstrated their potency in a democratic setting.

The five (5) major functions of the mass media:

1) **To report news:** The mass media can be seen as the paths ways or means through which the messages are disseminated. It is channel through which information are passed across to the general public and at the same time make provision for feedback between the encoder and decoder of the message. The report news educate the general public on state affairs disseminate information on the activities of the government.

2) **To interpret:** Through the helps of mass media. It enable both the government and the general public to digest any policies made and interpret the policies whether it is good or bad policies. Take for instance if the policy is on democracy. It is ensure that citizens are kept well informed about the policy so as to remove the wide gap between the government and the governed. It is only when the general public is kept adequately informed on government policy that they can perfectly understand government actions or decisions. This will enable the general public to take active participation in government activities which will broaden their minds on certain government policies or decisions that can affect their lives either directly or indirectly. The mass media educate the general public and interpret the government actions or decision.

3) **To setting agenda for government office:** The mass media also serve as the intermediary between the government and the general public. It is a veritable tool by which information and communication are channeled between the government and the general public. Take for instance while government policies or decisions is on national issues which are conveyed to the general public the mass media will in turn tell or inform the authorities the people's perception of such policies or decisions at the ends. It enables both the government and general public to have the feedback on the policies or decisions to be taken. Similarly the mass media set agenda by this they set the tone for discussion on important national issues collate the thinking and opinion of the people on national issues to the government authority.

4) **To serve as watchdog over government and other powerful institutions in the society:** The mass media has the responsibility to serve as the watchdog of the three organs of government that is the executive the legislature and the judiciary all in good attempt to establish a better policy. The legislatures watch the activities of the executives and it policies. The judiciary tries to interpret the laws made by the legislators if the laws are not in lines to the constitution. The judiciary can declare it as null and void that is not workable in the society.

5) **To take active roles in public debate:** Through the helps of the mass media they can expose the anti social activities such as the corruption, waste, ineffectiveness inefficiency and negligence of duty on the part of the government authorities. The mass media can act as public complains and ombudsman on behalf of the general public in every today activities.

3.1. Democracy

Democracy as rightly observed[1] as discussed by Patrick is about communication, people talking to one another about their common problems and forging a

common destiny. Before people can govern themselves, they must be free to express themselves.

Besides, in any democratic polity, there must be a two-way communication flow that is from the government to the general public and from the general public to the government. The main essence of this is to ensure the responsiveness of the government to the yearning of the governed and for the governed to put their views across to the government without fear of victimization, molestation, harassment; The channel of communication must also be highly effective to guide against whatever can constitute "noise" that will hinder free flow of information and thus prevent the target audience from deciphering the message to achieve its purpose. This is a time tested postulation, without which democracy cannot be established let alone consolidated.

In developing states like Nigeria, the mass media have even got greater role to play in their match towards establishing a lasting democracy. This is not unconnected with the fact that the polity has been militarized, thus necessitating the needs for the mass media to be employed as instruments of establishing a democratic political culture. In Nigeria for example, the military incursion into politics between 1966 and 1979 and from 1983 to 1999 has not only militarized the system, it has also polarized the masses of the people, thus, consequently leaving the press to the pawn in the chess board of those in authorities and the agencies of the government. The media were therefore subjected to various forms of manipulations by the military junta to buy legitimacy and to portray themselves as doing the wish of the citizenry.

At these periods widely regarded as the darkest in the analysis of Nigeria's history national interest was reduced to individual's selfish interest and the mass media were compelled to fall in line in view of the mode of ownership of the mass communication media, obnoxious laws were made to gag their freedom and to be adequately informed.

But democracy, as rightly observed [9] as discussed by Obafemi "demands … that the truth should be told always and that charlatans and saints should be called by their proper names". The elder states man and nationalist posited further that:

Any newspaper that values its freedom and believed sincerely in the liberty of the citizens of this country must wield the cudgel heavily, fearlessly and relentlessly against the oppressor and the building dictators in our midst. Obafemi Awolowo (1981).

Indeed, for the media practitioners to be professionally attuned to their onerous responsibility days [10]. As discussed by Dayo of the view that: the bullets from the artillery fire of their pen must be aimed at the eradication of the Nigerian and economic evils.

Since the mass media have got the "cudgel" and the "bullets" [11] as discussed

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[1]Patrick Wilson (1979) cited in "*What is Democracy*?"
https://web-archive-2017.ait.org.tw/infousa/zhtw/DOCS/whatsdem/whatdm3.htm.

by Emmanuel is therefore of the view that:

To all intents and purposes, the mass media needs to be much determined in this nascent democracy if they want to be reckoned with a potent force of socio, political, cultural and economic transformation cum development of the state Emanuel O. Ojo (2003).

The concept of democracy defines a universally acceptable definition. Hence while the conceptualization are dependent on individual perceptions of scholars who have at one time or the other written on it, the practice of democracy however varies from one country to another and it is a function of values, beliefs, orientations idiosyncrasies and more that are held sacrosanct by state. In spite of all these, there is a consensus of opinion among scholars [12] as discussed by Osaghae, is "how to govern the society in such a way that power actually belongs to all the people". For the purpose of this mass media and post election peace building, it may not serve any useful purpose going into the origin of democracy. What is important here is to put the concept its proper perspective for better comprehension. Democracy [13] as discussed by Schumpeter is that political institutional arrangement for arriving at decisions in which individuals acquire the people vote, independent judiciary, bill of fundamental human rights, a free market economy and a two or multiparty system also called plural party system in which every party has a chance of coming to power through periodic elections.

This conceptualization represent the liberalist view of democracy with the belief that there should be public contestation for power involving competitive politics, which are free and fair as well as the institutionalization of opposition. This is aptly [14] as discussed by Dudley who argues that for the institutionalization of democracy to be achieved there should be participation by the citizens in deciding who rules and how decisions are made equally of all citizens as implied in the rule of law, accountability and responsiveness of the citizens, freedom of speech and association and social justice which involves treating, individual and groups fairly and justly. Dudley explained further, for the socialists and Marxist school of thought, democracy is tantamount to all power belonging to the people, which can only be ensured if they collectively own and control the means of production, thereby disallowed the bourgeoisie of all power. Maxrsist scholars argue further that the minority capitalists who own the means of production in capitalist democracies actually rule, while creating erroneous impression that they can do a great deal, whereas, in actual fact, it is nothing more than a deceit. In fact, the masses can do nothing because all the wealth, all the power of capital is already in the hands of the bourgeoisie[2]. As discussed by Burkharin termed this Bourgeoisie democracy as capitalist. As discussed by Lenin [15] this bourgeoisie democracy means the institutionalized suppression of the working class

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[2]Burkharin, N. (2000) The ABC of Communism. Cited in Emmanuel O. Ojo "The Mass Media and the Challenges of Democratic Consolidation: A Comparative Study of Nigeria". Association (ASAN) held at Precious Palm Royal Hotel, Benin City, Edo-State between 26 & 29 September 2000, p. 7.

by the bourgeoisie, with the conclusion that democracy is possible only if class domination is eliminated. As discussed by Chafe [16] views democracy as the involvement of the people in the running of the political, socio-economic and cultural affairs of their society. The degree of involvement of the citizenry in the total affairs of their polity, within the standard of natural justice, determines the degree of democratic substance of a political system. As discussed Jackman [17] observed that the three features of the liberal democracies promote the egalitarian impulse: the first is their emphasis on universal suffrage; the second is their protection of the rights of organised political opposition; and the third is their extension to the disadvantaged groups of the right to organize and engage in collective action in their own behalf.

3.2. Nexus between Mass Media and Post Election Peace Building in Nigeria

Mass media is the umbrella cover in post election peace building in Nigeria. Media is basically to communicate intentions, ideas, opinions, etc. from a source to a recipient.

From the contrary given so far, the question is how people can live without media, they asked, is it conceivable, living without television, cinema, newspaper, magazines book, dvds, cds, internet, mobile phones, radio and the recorders? What would such a world be? How would everyday life be?

Moreover there is need to identify three forms of media, consumptions. These are, primary, secondary and tertiary forms of mass media consumption.

Primary consumption occurs when the television programmes, magazine, books, newspapers, video radio, broadcast is the exclusive and focused activity.

Secondary consumptions are those forms of media use which accompany other activities for example listening to a radio programme or music while at work.

Tertiary consumption is the weakest and least intensive of consumption. For example, the television or radio in the sitting room and the recipient is in another room doing other work. This literally mean that the person listens to the sound of the television only and possibly waits for time when on inviting programme will be aired.

3.3. The Roles of Mass Media in Post Election Peace Building

From the contrary above, there is a need to identify and highlight the roles performed by the mass media in post election peace building issues in Nigeria thus:

1) The mass media provides a forum for making constructive criticisms on government policies concerning any issues of government which affect the citizens in the society negatively.

2) If offers a good avenue for expression of opinion by the pubic on both national and international issues.

3) The mass media played well roles in enlighten the people on government's

programmes and policies.

4) The mass media equally mobilizes the people towards national development in the society.

5) The mass media make an effort to mobilize people to participate in political affairs through the political education.

6) The mass media provides employment opportunities to a large number of people such as press men, press women, script writers, editors, counselors the journalist etc.

7) The mass media serves as a good source to generate revenue for the state through the payment of taxes by individual groups, companies, local, state and federal government.

8) The mass media provides feedback to government on its policies.

9) The mass media informs the people on the important national issues.

10) The mass media educates the people about their rights, duties, and obligation towards the state.

11) The mass media serves as an instrument for change in a society e.g. fighting, corruption and preaching morality.

12) The mass media serves as an instrument for protecting or promoting the fundamental human rights of the people e.g. right of speech right of association, etc.

13) The mass media serves as a medium through which important national issues can be raised discussed and debate and to provide solutions and suggestions.

14) Documentation: Recording of events, realism

15) Situation external situation, driving, mock-ups role playing, management techniques etc.

16) Source of human beings involvement: motivation expression, participation production of material for use.

17) Dramatization: Film, video production, phenomena behaviour of animals, diseases scientific, experiments, dvds, etc.

18) Instruction for specific learning e.g. programmed instruction identified and tested.

Media also has moderating effect on the society. Mass media post election peace building is inclusive. Judicious use of media can be used to moderate the activities and the behaviour of the people in the society in Nigeria. The use of television entertainment programmes has been identified as having a profound influence on the mode of post election peacebuilding in Nigeria.

4. Conclusions

The mass media is a means by which messages are disseminated. They served as a channel through which information is passed. The mass media served as devices for moving messages across distances to accomplish mass communication. These devices include newspapers, magazines, radio, television, internet, com-

puter and tape recorder.

The use of mass media has positively improved the standard of living of the people in society. The following is recommended that: 1) Mass media particularly the press should be allowed to operate freely; 2) To the rural areas to enable the people to enjoy the mass media; 3) The mass media can be extended to other areas of higher institutions in the higher institutions of learning; 4) The mass media reporters who carry out wrong information to the society should be dealt with in the court of law.

The mass media in Nigeria has played a great role in exposing corruption in Nigeria. Corruption has increased tremendously in the world. There is no continent, region, society, tribe, and organization without some levels of corruption. More also in the advance developed countries like the USA, Italy, France, etc. where corruption have been the normal features of all level of the state. The facts remained that most of the leading political leaders, administrators, military, police pare-military, judiciary, executive, legislatures, businessmen and women, youths and adults media leaders, Pastor, Imam, etc. ran a secret or parallel state to involve in widespread of corruption in the society. Corruption has become a way of life in Nigeria which the government in power cannot ignore. The first and second republics failed essentially due to corruption in Nigerian society. In short, corruption in Nigerian society is affecting our democracy. The government in power and the mass media can only expose those that engaged in it. The only good God can touch the minds, souls and spirits of the individual to leave life without corruption in any given state or nation.

Conflicts of Interest

The author declares no conflicts of interest.

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