

## The Role of Mass Media in the Democratic Dispensation of Nigeria

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### ABSTRACT

Mass media can play many roles in the democratic dispensation of a society. This is because mass media are powerful tools for socio-political engineering. They are as well described as the watchdog of the society, the fourth estate of the realm, the voice of the voiceless, gatekeeper of information, conscience of the society, the people's hope and strength among other things. Therefore, this project work specifically discusses the roles Nigerian mass media can play in the democratic dispensation of Nigeria. The work goes further to discuss whether the media are playing the roles up to the expectation or not. This is the main focus of this work. In the whole the project work is made up of five chapters. Being versatile in nature the chapter also examines previous studies done in the areas that are closely related to the area of current research concern. At the end of the literature review comes summary and references. Note the research population is zoned into 10 areas from which 20 streets were randomly selected for study. The findings of this research show that mass media as channels of communication and societal institution can play much role in the democratic dispensation of Nigeria. The study actually proves that mass media are powerful tools of politics. And that Nigerian democracy cannot survive without them.

Keywords: Mass Media, Democracy, Dispensation and Nigeria

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### INTRODUCTION

Of all the relationships or institutional linkages, the one between mass Communication and the political institution is one of the most noteworthy. Communication is a political instrument all over the world, and the relationship between politics and communication is an indissoluble one [1,2,3].....mass media are actually an integral part of political life, serving for most people as their major or only link with government, and providing for them the information which they require to make political judgments and on which they base their political attitude [4,5]. Mass media are channels of mass communication. In other words, they refer to tools for moving messages across distance or time to accomplish mass communication. Professionally, they are grouped into two major types: a. Print Media: Examples of these are newspapers, magazines, books, pamphlets, posters, billboards, handbills, skywriting and any other technical equipment that carries a message or information to the targeted audience by appealing to the sense of sight. b. Electronic media: Examples of

these are radio, audio recordings, TV, motion pictures, internets, satellites and any other communication device that appeals to both senses of sight and sound. Mass media are very important in any political or democratic process. This is because the three vital ingredients of democracy are a well-informed citizen, participation of the citizenry in the day-to-day governance and accountability. But it is normally difficult for citizens to contribute positively to political process unless they are adequately and properly communicated on all issues and problems confronting their society. And the channels of adequate and proper mass communication are the mass media. The great importance of media in political process is known in most parts of the world. This is why some world prominent politician opined that media are more necessary to the society than government [6,7,8]. To some extent, this logically is not overstatement. A president of America, Thomas Jefferson, is of this view when he said that it is better to keep newspaper without government than

government without newspaper. Perhaps, Jefferson was wise and realistic [9]. The success stories of popular political leaders like late Zik of Africa, Napoleon Bonapart of France, George Washington of America, Nelson Mandela of South Africa, Chamberlain of Great Britain, Lenin of Russia, Bismach of Germany, Attorturkey of Turkey etc directly or indirectly prove the political power of mass media in the human society. All the above stated politicians and more succeeded politically because they understood the positive roles of mass media in any political process. And that made them to use mass media as vital tools of politics. Media as political instruments have other vital roles to play in the society under democratic dispensation [10]. Giving adequate freedom to function, they are *"Potent instrument for social engineering, the watchdog of the public announcer, the fourth estate of the realm and the oasis of hope in a political desert of despair."* [11,12,13]. Now, it is worthy to know that the relationship between media, politics and their respective practitioners is so close and has lasted for a long time. This is why [14] stated that politics, media and their practitioners are bedfellows (friends) for good or for bad as powerful social institutions of the society. As such he classified them (politics, media and their respective practitioners) as *"quintessential quadruplets."* By this he meant that politics, politicians, media and their practitioners are the four major interrelated agents of societal development [15]. Being the developmental agents, media are expected to communicate the performances of politicians, parties and government to help them obtain necessary responses from the masses which will be useful in administrative decision or policy making at the government level for the general welfare of the democratic society [16]. Similarly, media are expected to bridge the gap of communication between the masses and the government in any democratic era of the society, All these show why no political process under democracy can go well without media which also cannot afford to be apolitical or do without

politics. The operational relationship between mass media and politics in the world has lasted many years. Specifically, in Nigeria the operational interrelationship between media and political institutions started before the colonial rule [17]. According to [18], the history of Nigeria's use of media in politics started earlier with trade-rural media (Oramedia) which later advanced to print media in 18th century. Then in 19th century electronic media were introduced into politics by the British colonial rulers. While the first print medium (Iwe Irohin newspaper) was introduced in the country in 1859 by Rev. Henry Townsend, the first broadcast medium (BBC Radio) was introduced in 1932 by the colonial government [19]. Now, in view of the modern world liberalization, globalization, constitutionalism, scientific and technological development, democracy, professionalism and socialization the operational interrelationship between the media and political institutions has gone deeper and inseparable. Now, together with Oramedia, print and electronic media, modern politicians have adopted the use of new information and communication technologies (I.C.T.) like internet, satellite, website, GSM etc. This is because we are in the era of information and communication technology which have positively affected every institution of the society. Now no modern political system will succeed fully without the help of the new Information and Communication Technologies (I.T.C), which collectively serve as super-highway of political information and communication across the world. In view of the on-going democratization of the global political system, mass media have a lot of roles to play in politics especially in the large, dynamic, developing and multi ethnic society like Nigeria. In Nigeria, we have about 250 different ethnic groups with Igbo, Hausa and Yoruba as the three major ones. We also have about 98 million hectares of land, about 120,000 autonomous communities with about 120,000,000 human population. And how can democratic politics attain maximum success in this type of country without

the positive political roles of mass media? Without media, no political process or institution will succeed fully in the country. We cannot enjoy full democracy in Nigeria without the helps of mass media which are demanded by section 22 of the 1999 constitution of the country to monitor the governance of the State on behalf of the masses. And then see that the government under democracy follow chapter II of 1979 constitution of the country which demands the government

to take oath of office and then *"strive to preserve the fundamental objectives and directives principles of State policy contained in the constitution of the Federal Republic of Nigeria."* This demands that media are expected to be *"watchdog of the society," "conscience of society," "guardian of the gulf,"* and of course *"gatekeeper" of information and communication.* [4], All these are roles the masses expect the media to properly play in any democratic dispensation and society.

#### OBJECTIVE/PURPOSE OF THE STUDY

The major objective or purpose of research is to work as the means of arriving at dependable solution to problems through the interpretation of data, or systematic explanation of phenomenon.

Therefore, the main objectives of this study are as follows:

- 1.To discuss mass media as a vital institution of Nigerian societal system.
- 2.To analyze the components of mass media and their various uses in the political process of Nigerian democracy.
- 3.To examine the operational relationship between Nigerian mass media institution and our political institution in the democratic society.
- 4.To discuss the impact of mass media in the democratic process of Nigerian society.
- 5.To examine the strength and weakness of Nigerian media system in playing their political roles in the present democratic era of Nigerian society.

6.To discuss how the operations of Nigerian mass media can be improved for the maximum success of Nigerian democracy.

7.To provide the Nigerian society with communication and political education that are necessary for the success of democracy in Nigeria.

8.To provide Nigerian communicators, media practitioners, politicians, governments, social marketers, political programmes managers, political advisers and similar others with better understanding of the mass media roles in the political process.

9.To discuss how political system of Nigerian society determines the nature of media operations in the society.

10.To discuss the golden principles of Nigerian democracy; laws and ethics of journalism; and how to follow them in the light of social responsibility theory of the press in Nigeria.

#### SIGNIFICANCE OF THE STUDY

As earlier discussed, mass media are powerful tools of societal democratization. They play a lot of political roles such as political information, education, socialization, advertising, PR, mobilization, surveillance, Status conferral, opinion moulding, agenda setting among other roles. These roles will be discussed in detail in this work. However, it is hoped

that this study will be of great academic significance because of the following reasons:

- i.It will reveal the roles Nigerian mass media are expected to play in the democratic dispensation of Nigeria.
- ii.Again, it will reveal whether the media have been playing the roles or not among other things.

#### RESEARCH QUESTIONS

- i.Among newspaper, magazine, radio, TV and billboard which one can be most effective as mass medium in Nigerian democratic politics?

ii.Under Nigerian democracy, can newspapers specifically serve as channels of political information?

iii. Can magazines help to socialize Nigerian society under democratic dispensation?

iv. Can radio encourage political mobilization under Nigerian democratic dispensation?

v. Can TV help in the promotion of democratic principles in Nigerian society?

#### THEORETICAL FRAMEWORK

According to [8], theoretical framework "is a research formulation which enables the research to describe, explain, analyze, predict and interpret phenomena." It is a tool or scheme for adopting or using the assumptions, postulation and principles

of a theory in the explanation and analysis of a research problem or issue. As such, it gives direction, focus, logic, relevance and legitimacy to research. Therefore, this research work is based on

#### The Social Responsibility Theory of the Media.

The theory states that the media especially under democracy should be free to carry out their societal functions but that the operational freedom should be exercised with social responsibility under the constitutional framework for the general welfare of the concerned society. And that if the media fail to be socially responsible to the society under the internal regulation of their professional ethics, the government may be forced to regulate them externally through various forms of external (aw.. Social responsibility theory is one of the modern classical media theories. It was established in 20th century and it has tested for many years now in the communication world. In 1947, it originated in United State of America from the Hutchins commission report on a free and responsible press. As a political theory of the media it states that the media operations should be properly guided internally by the established professional ethics of media operations or be subjected under the external legal control of government in order to reconcile operational freedom with social responsibility. In view of this [13] said, "The essence of the social responsibility theory is that the media have an obligation to behave in certain ways. If they meet that obligation voluntarily, fine; otherwise the government may be forced to make them meet it." Therefore, based on this theory the media should talk more of their professional duties to the society instead of constitutional rights which they will naturally enjoy if they properly play their social roles to the society. Nigeria media should understand this and remember that a duty is imposed on them to ensure that the political objectives of Nigeria are achieved in accordance with

its motto which is "Unity and Faith, Peace and Progress" [16,18]. Under democratic dispensation the media can either choose to be free and socially responsible or be irresponsible and be legally restricted for the welfare of the society. These are doctrines of social responsibility theory of the media.

The theory further makes the following requirements:

1. Voluntarily, the media should accept and perform some definite obligation to the society.

2. In performing the obligation, the media institution should internally set professional standards of truth, accuracy, objectivity, balance, informativeness, credibility and responsibility. Note "for the journalist, freedom and responsibility are indivisible. Freedom without responsibility invites distortion and other abuses. But in the absence of freedom there can be no exercise of responsibility. The concept of freedom with responsibility necessarily includes a concern for professional ethics, demanding an equitable approach to events, due attention to their diverse aspects [19].

3. The media should operate in accordance with the established laws and institutions of the society they operate.

4. In mass communication, the media should adopt multi-operational approach in order to carry every class of the society along.

5. The media in their social roles should be accountable and responsive to their owners, the government, and ultimately to the public.

6. And that the masses have the right to expect the media to work creditably, and a higher authority (or government) is right if it intervenes to make the media socially responsible and societal welfare oriented

institution base on the principles of the rule of law, [16,17,18,19]. All the above requirements among others will help one

to better understand the social responsibility theory of the media under which this research work is based.

#### RESEARCH METHODOLOGY

The purpose of this research is to state categorically the type of research

method that will be used here for data collection.

#### DESCRIPTION OF THE RESEARCH POPULATION

The researcher wishes to use Abakaliki town as his research population. The town, which is the capital territory of Ebonyi State is the major commercial and industrial centre of the State. The commercial and industrial activities coupled with the concentration of State capital in the town have attracted many people from other parts of the State such as Izzi, Ezza, Ezzamgbo, Ikwo, Afikpo, Ohaozara etc, to the town. Non-indigenes also form part of the population of the

town. And both the indigenes and non-indigenes who form the town population are living in a mixed form interacting socially with each other. Geographically, the population of the town is mainly distributed into Kpirikpiri, Rice-mi, Azuiyiokwu, Timber shade, Nkaliki, Abakaliki main market, Okpa-ugwu, Eke-Aba, New Layout Primary School and Nwokpo areas. All these areas have streets where various people are living with various life engagements.

#### SAMPLE AND SAMPLING TECHNIQUES

The researcher will use 200 respondents as his research population sample. To get the 200 respondents the researcher will go to the ten major areas of Abakaliki, which are earlier stated and then select two streets from each of the areas. Specifically, the following are how the researcher will make the selection:

- In Qkpa-Ugwu area, he will select Ugwore and Udemezie Streets.
- In Eke-Aba area, he will select Obiora and Udi Streets.
- In New Layout Primary School area, he will select Awolowo and Mberi Streets
- And in Nwokpo area, he will select Nsukka and Isuofia Streets. These streets will be picked using systematic random sampling method

- In Kpirikpiri area, he will select Mouneke and Nri Streets.
- In Rice Mil! area, he wilt select Onuora and Nnatu Streets.
- In Azuiyiokwu area, he will select Nisi and Edda Streets.
- In Timber Shade area, he witt select Okposi and Nteje Streets
- In Nkaiiki area, he will select Nzekwe and Umuobom Streets
- In Abakaliki Main Market area, he wilt select Brackenbury and Ezekwesiri Streets.

Then, after selecting 20 Streets in a whole the researcher will sample 10 respondents from each of the 20 streets using systematic random sampling technique as well. With this sampling method, the researcher will be able to select 200 respondents that will serve as population research sample.

#### INSTRUMENTS OF DATA COLLECTION;

During the research, the researcher will use structured questionnaires as instruments of data collection. Questionnaires will be 200 in number each containing 21 research questions. The researcher will randomly share 10 questionnaires in each of the 20 Streets

earlier mentioned where research population sample will be drawn. Note the researcher wish to use questionnaires as instruments of data collection because of their efficiency and reliability in data collection especially in this form of research.

#### TECHNIQUES OF DATA ANALYSIS AND PRESENTATION

After data collection the researcher will present the data in tables for detailed analysis, in the data analysis tables the researcher will present research variables,

frequencies of respondents and then their percentages. This will help the researcher to properly evaluate and compare research data that will be collected.

PRESENTATION AND INTERPRETATION OF DATA

The purpose of this chapter is to present and interpret the data gathered from the questionnaires distributed to the research population sample. 200 respondents were sampled; that is 100% of the respondents responded by filling the prepared research questionnaires. Therefore,

presentation and interpretation of research data will be based on 200 copies of questionnaires, which were filled and returned to the researcher. The following tables present and interpret the research data for easy comprehension:

Table One

Question one: Classification of respondents by sex

Variable	Frequency	Percentage
Male	98	49.0
Female	102	51.0
Total	200	100%

Table one above indicates that out of the total respondents 98, that is 49% were males and 102, that is 51% of the total respondents were females. This shows that females took higher majority of the research respondents.

Table Two

Question-two: Classification of respondents by age

Variable	Frequency	Percentage
16- 25 years	48	24.0
26 -35 years	53	26.5
36-45	37	18.5
46- 55 years	33	16.5
56- 65 years	21	10.5
66 and above	08	4.0
Total	200	100%

Table two above shows that out of the 200 total respondents 48 (24.0%) respondents fell within the bracket of 18 to 25 years; 53 respondents (26.5%) fell within 26 to 35 years; 37 (18.5%) respondents fell within 36 to 45 years; 33 (16.5%) respondents fell within 56 to 65

years; and then 8 (4.0%) respondents fell within 66 and above. This table shows that the research respondents are made up of young people; middle age people; and old people. However, youths take the greatest majority of the respondents.



Table Three

Question three: To determine the marital status of the respondents

Variable	Frequency	Percentage
Single	91	45.5
Married	109	54.5
Total	200	100%

Table three above shows that out of the 200 total respondents, 91 (45.5%) respondents were single while 109 (54.5%) respondents were married people. This

table shows that the research respondents are made up of single and married people but the married ones take greater majority.

Table Four

Question four: To determine the educational levels of the respondents?

Variable	Frequency	Percentage
Primary education	50	25
Secondary education	65	32.5
Higher education	85	42.5
Others	0	0
Total	200	100%

Table four above indicates that out of the 200 total respondents, 50 (25%) respondents received primary education; 65 (32.5%) respondents received secondary education; 85 (42.5%) respondents received higher education while none specified for any other form

of education. This table proves that the educational levels of the respondents include primary, secondary and higher education. However, greater number of the respondents received higher education.

Table Five

Question five: To determine the occupations of the respondents

Variable	Frequency	Percentage
Student	60	30
Civil servants	20	10
Politicians	70	35
Media practitioners	10	05
Farmers	40	20
Total	200	100%

Table five above indicates that out of the 200 total respondents, 60 (30%) respondents were students; 20 (10%) respondents were civil servants; 70 (35%) respondents were politicians; 10 (5%) respondents were media practitioners and then 40 (20%) respondents specified

themselves as farmers. This table proves that students, politicians, civil servants, media practitioners and farmers jointly form the research respondents. However, politicians take greatest number of the respondents.

Table Six: Research question 1

Question six: Which of the following mass media can be most effective in Nigerian democratic politics?

Variable	Frequency	Percentage
Newspaper	43	21.5
Magazine	33	16.5
Radio	62	31.0
TV	30	15.0
Billboard	32	16.0
Other	0	0
Total	200	100%

Table six above shows that out of the 200 total respondents, 43 (21.5%) respondents ticked newspaper as the most effective

mass medium in Nigerian democratic politics; 33 (16.5%) respondents ticked magazine; 62 (31.0%) respondents ticked



radio; 30 (15.0%) respondents ticked television; 32 (16.0%) respondents ticked billboard while none specified any other mass medium. This table proves that

newspaper, magazine, radio, TV and billboard can a(! be effective in Nigerian democratic politics but radio can be most effective.

Table Seven: Research question 2

Question seven: In Nigerian democracy can newspaper contribute positively to political information?

Variable	Frequency	Percentage
Yes	192	96
No	8	4
Total	200	100%

Table seven above shows that out of the 200 total respondents, 192 (96%) agreed that in Nigeria democracy, newspaper can contribute positively to political information. Meanwhile 8 (4%) respondents disagreed that newspaper

can contribute positively to political information in Nigerian democracy. Based on this table newspaper can contribute positively to political information under Nigerian democracy,

Table Eight: Research question 3

Question Eight: Can magazines enhance political socialization in the democratic dispensation of Nigeria?

Variable	Frequency	Percentage
Yes	183	91.5
No	17	8.5
Total	200	100%

Table eight above shows that out of 200 total respondents, 183 (91.5%) respondents believed that magazines could enhance political socialization in the democratic dispensation of Nigeria. Meanwhile, 17 (S.5%) respondents did not

believe that magazines could enhance political socialization in the democratic dispensation of Nigeria. Based on the above table magazines can enhance political socialization in the democratic dispensation of Nigeria.

Table Nine: Research question 4

Question Nine: Do you agree that under Nigerian democracy, radio can serve as tool of political mobilization?

Variable	Frequency	Percentage
Yes	198	99
No	2	1
Total	200	100%

Table nine above shows that out of 200 total respondents, 198 (99%) respondents agreed that radio could serve as tool of political mobilization under Nigerian democracy. Meanwhile, 2(1%) respondents

did not agree that radio could serve as tool of political mobilization under Nigerian democracy. Based on the above table radio can serve as tool of political mobilization under Nigerian democracy.

Table Ten: Research question 5

Question Ten: Under Nigerian democratic dispensation, can TV help to promote principles of democracy in the society?

Variable	Frequency	Percentage
Yes	170	85
No	30	15
Total	200	100%

Table ten above indicates that out of 200 total respondents, 170 (85%) respondents agreed that under Nigerian democratic dispensation, TV could help to promote principles of democracy in the society. However, 30 (15%) respondents did not

agree that TV could help to promote principles of democracy in the society under Nigerian democratic dispensation. Based on the above table TV can help to promote principles of democracy in the democratic dispensation of Nigeria.

Table Eleven

Question Eleven: Do you believe that billboard can be used for effective political campaign in Nigerian democratic society?

Variable	Frequency	Percentage
Yes	12	6
No	188	94
Total	200	100%

Table eleven above shows that out of 200 respondents, 12 (6%) respondents did not believe that billboard could be used for

effective political campaign in Nigerian democratic society. Meanwhile 188 (94%) respondents believed that billboards

could be used for effective political campaign in Nigerian democratic society. Based on the above table billboard can be

used for effective political campaign in Nigerian democratic society.

Table Twelve

Question Twelve: Do you think that book can serve as a medium of political education in Nigerian democratic dispensation?

Variable	Frequency	Percentage
Yes	193	96.5
No	7	3.5
Total	200	100%

Table twelve above shows that out of 200 total respondents, 193 (96.5%) respondents believed that book could serve as a medium of political education in Nigerian democratic dispensation. Meanwhile, 7 (3.5%) respondents did not

believe that books could serve as a medium of political education in Nigerian democratic dispensation. Based on the above table book can serve as a medium of political education in Nigerian democratic dispensation.

Table Thirteen

Question Thirteen: In Nigerian democracy which of the following mass medium can be most functional in the promotion of the nation's economy?

Variable	Frequency	Percentage
Radio	56	28
TV	42	21
Magazine	30	15
Newspaper	34	17
Billboard	38	19
Other	0	0
Total	200	100%

Table thirteen above indicates that out of 200 total respondents, 56 (28%) respondents ticked that in Nigerian democracy, radio as a mass medium can be most functional in the promotion of toe nation's economy. Then 42 (21%) respondents ticked TV; 30 (15%) ticked magazine; 34 (17%) respondents ticked

newspaper; 38 (19%) respondents ticked billboard while none specified any other mass medium. Based on the above table radio, TV, magazine, newspaper and billboard can all be functional in the promotion of the nation's economy under Nigerian democracy. However, radio can be most functional.

Table Fourteen

Question Fourteen: Which of the mass medium mention in question NO. 13 can be most effective in ensuring public accountability under Nigerian democracy?

Variable	Frequency	Percentage
Radio	43	21.5
TV	37	18.5
Magazine	50	25.0
Newspaper	55	27.5
Billboard	10	5
Other	5	2.5
Total	200	100%

Table fourteen above indicates that out of 200 total respondents, 43 (21.5%) marked that under Nigerian democracy, radio as a mass medium can be most effective in ensuring public accountability. Then 37 (18.5%) respondents ticked TV ; 50 (25.0%) ticked magazine; 55 (27.5%) ticked newspaper; 10 (5%) respondents ticked billboard while 5 (2.5%) respondents

specified other media such as books, computers and journals as most effective mass media in ensuring public accountability under Nigerian democracy. Based on tie above table all the stated mass media can be effective in ensuring public accountability under Nigerian democracy but newspaper can be most effective.

Table Fifteen

Question Fifteen: Among the mass media mentioned in question No 13 which one can be most efficient in promotion of Nigeria's diplomatic relations under democracy?

Variable	Frequency	Percentage
Radio	55	27.5
TV	56	28.0
Magazine	27	13.5
Newspaper	47	23.5
Billboard	05	2.5
Other	10	5
Total	200	100%

Table fifteen above shows that out of 200 total respondents, 55 (27.5%) respondents stated that under Nigerian democracy, radio as a mass medium could be most efficient in promotion of Nigeria's diplomatic relations. Then 56 (28.0%) respondents stated TV; 27 (13.5%) respondents stated magazine; 47 (23.5%) stated newspaper; 5 (2.5%) respondents

stated billboard while 10 (5%) specified satellite and internet as mass media that can be most efficient under Nigerian democracy in the promotion of Nigeria's diplomatic relations. Based on the above table all the mass media stated including satellite and internet can be efficient in promotion of Nigeria's diplomacy under democracy but TV can be most efficient.

Table Sixteen

Question Sixteen: Under Nigerian democracy, which of the mass medium mentioned in question NO, 13 could be most functional in cultural preservation?

Variable	Frequency -	Percentage
Radio	56	28.0
TV	45	22.5
Magazine	41	20.5
Newspaper	44	22.3
Billboard	14	7
Others	0	0
Total	200	100

Table sixteen above shows that out of 200 total respondents, 56 (28.0%) respondents stated that under Nigerian democracy, radio as a mass medium could be most functional in cultural preservation. Then 45 (22,5%) respondent stated TV; 41 (20.5%) stated magazine; 44 (22.0%) respondents stated newspaper; 14 (7%)

respondents stated billboard while none specified any other mass medium. Based on the above table all the stated mass media can be functional in cultural preservation but radio can be most functional in the role under Nigerian democracy.

Table Seventeen

Question Seventeen: Which of the following mass medium can serve best as tool of political mobilization under Nigerian democracy.

Variable	Frequency	Percentage
Radio	55	27.5
TV	31	15.5
Magazine	45	22,5
Newspaper	20	10.0
Billboard	38	19.0
Book	11	5.5
Total	200	100

Table seventeen above shows that out of 200 total respondents, 55 (27.5%) respondents ticked radio as a mass medium that can serve best as tool of political mobilization under Nigerian democracy. Then 31 (15.5%) respondents ticked newspaper; 45 (22,5%) ticked TV;

20 (10.0%) respondents ticked magazine; 38 (19.0%) ticked billboard while 11 (5.5%) ticked book. Based on the above table all the stated mass media can serve as tools of political mobilization under Nigerian democracy but radio as a mass medium can serve best.

Table Eighteen

Question Eighteen; Under Nigerian democracy, which of the mass medium mentioned in question NO. 17 could be most effective in public agenda setting?

Variable	Frequency	Percentage
Radio	63	31.5
TV	25	12.5
Magazine	48	24.0
Newspaper	25	12,5
Billboard	31	15.5
Book	8	4.0
Total	200	100

Table eighteen above shows that out of 200 total respondents, 63 (31.5%) respondents stated that under Nigerian democracy, radio as a mass medium could be most effective in public agenda setting. Meanwhile 25 (21.5%) respondents stated newspaper; 48 (24.0%)

respondents stated TV; 25 (t2.5%) stated magazine; 31 (15.5%) stated billboard and then 8 (4.0%) respondents stated book. Based on the above table all the above stated mass media can be effective in public agenda setting but radio can be most effective in playing the role,

Table Nineteen

Question Nineteen: In Nigerian democracy, which of the following mass medium can help best in the formation and organization of public opinion?

Variable	Frequency	Percentage
Radio	71	35.5
Newspaper	49	24.5
Magazine	37	18.5
TV	43	21,5
Others	0	0
Total	200	100

Table nineteen above shows that oat of 200 total respondents, 71 (35.5%) respondents ticked radio as a mass medium that can help best in the formation and organization of public opinion in Nigerian democracy. Then 49 (24.5%) respondents ticked newspaper; 37

(18.5%) ticked magazine, 43 (21.5%) ticked TV while no respondent specified any other mass medium. Based on the above table all the above stated mass media can help in the formation and organization of public opinion but radio can be best in playing the role.



Table Twenty

Question Twenty: Do you agree that mass media can generally play vital role in the sustenance of democracy in Nigeria?

Variable	Frequency	Percentage
Yes	193	98,5
No	3	1.5
Total	200	100%

Table twenty above indicates that out of the total of 200 respondents, 197 (98.5%) respondents agreed that mass media can generally play vital role in the sustenance of democracy in Nigeria. Meanwhile, 3

(1,5%) respondents disagreed. Based on the above table mass media can generally play vital role in the sustenance of democracy in Nigeria.

Table Twenty-one

Question Twenty-one: In your understanding, how do you rate the role Nigerian mass media have been playing towards the success of democracy in Nigeria.

Variable	Frequency	Percentage
Good	51	25.5
Very good	32	16.0
Poor	68	34.0
Very poor	49	24.5
Total	200	100%
Total	200	100

Table twenty one above indicates that out of the total of 200 respondents, 51 (25,5%) ticked that Nigerian mass media have been playing good role towards the success of democracy in Nigeria, 32 (16%) respondents ticked very good; 68 (34%) ticked poor while 49 (24.5%) respondents ticked that Nigerian mass media have

been playing very poor role towards the success of democracy in Nigeria. Based on the above table Nigerian mass media have been contributing to the success of democracy in Nigeria. But based on their power and public expectation their contributions are poor.

CONCLUSION AND SOME RECOMMENDATIONS

The findings of this research show that mass media as channels of communication and societal institution

can play much role in the democratic dispensation of Nigeria. The study actually proves that mass media are

powerful tools of politics. And that Nigerian democracy cannot survive without them. Furthermore, this research reveals some specific roles mass media can play in the democratic dispensation of Nigeria. It reveals that in the country's democratic political process, mass media can be used for political information, socialization, mobilization, campaign, education, promotion of the nation's economy and democratic principles, maintenance of public accountability and diplomatic relations, cultural preservation, public agenda setting, formation and organization of public opinion etc. Additionally, this research reveals that democracy unlike autocracy places the mass media on the better position to play their rightful roles in

Nigerian society. In the study it is also revealed that Nigerian mass media have been poor *in* their performances towards the success of democracy in Nigeria. And this has resulted some problems in the nation's nascent democracy. This research reveals that they are many societal roles mass media can play in the interest of the present democratic dispensation in Nigeria. However, the study shows that Nigerian mass media have been playing the roles though in a poor rate. The findings of this research show that the current democratic dispensation in Nigeria will be more successful if mass media in the country will properly understand their political roles and then better play them in the interest of everybody in Nigeria.

#### RECOMMENDATIONS

Based on the findings of this research, the researcher hereby makes the following

A. To Nigerian government and its organizations:

i. The researcher recommends Nigerian government and its organizations to give more financial support to Nigerian mass media institution to enable the institution contribute better towards the success of democracy in the country.

ii. Government and its organizations should also support the media institution with necessary mass communication equipment to enable the institution to be more efficient and effective in its democratic role in the nation.

iii. Government and its organizations should give the mass media institution more legal freedom and protection to enable the institution better operate in the interest of democracy in the country.

iv. Government and its organizations should help to improve the educational level of mass media practitioners in the country to enable the practitioners make better use of mass media to promote democracy in the society.

v. Nigerian government and its organizations should help to reduce the rates of commercialization, bureaucratization, monopolization and institutionalization in the nation's mass media system to enable the system give better support to the building of democracy in the country.

B. To Nigerian mass media institution:

i. Based on the findings of this research the researcher recommends Nigerian mass media

institution to make a better use of available mass media resources to sustain democracy in the country.

ii. Again, the institution should be more social and develop better relationship with Nigerian

government and society to enable it play greater democratic role in the country.

iii. The institution should be more ethical, educational, professional and patriotic oriented to contribute better to the success of Nigerian democracy.

iv. The institution should develop a better democratic communication policy in the interest of the nation's democracy.

v. Again, the institution should separate itself from partisan politics to enable it make a greater contribution to the general success of democracy in the society.

vi. The institution should properly work under the theoretical framework of the social responsibility theory of the press.

C. To Nigerian private organizations:

i. Based on the findings of this study, the researcher recommends private organizations in Nigeria to support Nigerian mass media institution financially and morally to enable the institution play greater role towards the success of democracy in the country.

ii. Private organizations in the country which have the resources should establish more mass

media stations and use the stations properly to champion real democracy in the country. However, those private organizations which have established mass media stations should make better use of them to promote democracy in the country.

iii. Private organizations should develop a better social relationship with mass media institution in the country to help the institution function better in the current Nigerian democracy.

iv. Private organizations should help to better democratize Nigerian mass media system so that the system will play greater role in the democratization of Nigerian society.

D. To individuals in Nigeria:

i. Based on the research findings, the researcher recommends individuals in

Nigeria to give financial and moral supports in whatever rate they can to the nation's mass media system. This will strengthen the system more to help in building the nation's democracy.

ii. Again, individuals who have established mass media stations in Nigeria should refocus them to play greater role towards the success of democracy in the country. And those who have the resources should establish more mass media stations to support democracy in Nigeria.

iii. Additionally, because of some limitations of this study tire researcher does not claim perfection in his research work. Therefore, he recommends individuate in Nigeria to conduct more research of this nature in order to gain more knowledge on the rote of mass media in the democratic dispensation of Nigeria.

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