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IMPACT OF ADVOCACY JOURNALISM IN COMBATING THE SPREAD OF FAKE NEWS IN ENUGU STATE

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ABSTRACT

The stability and advancement of Nigeria are now seriously threatened by the proliferation of fake news. In recent times, fake news has contributed greatly to sparkling unrest in different corners of Nigerian society. The goal of this study is to examine the impact of advocacy journalism in combating fake news in Enugu, to determine the effectiveness of advocacy journalism in fighting the spread of fake news in Enugu State, to analyse the roles of advocacy journalism on combating the spread of fake news in Enugu State? And to identify the challenges affecting the usage of advocacy journalism in combating fake news in Enugu? A mixed method of research design which entails collection of both quantitative and qualitative data was adopted. The sample size of 384 at 95% confidence level was used. The instruments for data collection were questionnaire and interview guide. The results of the distributed questionnaire were presented in tables using simple frequency, percentage and mean analysis. The explanation building technique was used to present the interview data. Findings from the data analysis revealed that the impact of advocacy journalism on combating the spread of fake news is rated high. The researcher suggests that effective tactics have to be developed to halt the spread of fake news, restore public trust in the media, and alert people to the dangers of misinformation and fake news.

Introduction

There is a wider lack of understanding of the concept of fake news despite many scandals and chaos it has caused. The current breed of 'yellow journalism' known as 'fake news' is largely modern technology-dependent (e.g., social media platforms and the internet) than traditional technologies such as radio, Tv, newspaper or magazine (Okoro, Abara, Umagba, Ajonye, & Isa, 2018; Wasserman & Madrid-Morales, 2018). Peddle fake news in broadcasting media is worsening because of the media's strategic position and influential status in the lives of ordinary Nigerians. Broadcasting/publishing fake news can confer legitimacy, credibility and provide unquantifiable reach to such fakery" (Pate, 2018). This has led to growing waves of concern about the shape of and any gaps in the current technology use regulatory regime vis-à-vis the rising tides of online fake news bedevilling political democratic processes even in mighty nations such as the United Sates (US), especially regarding technology developers such as Facebook and Google companies because large chunks of fake news are peddled online. (Sadiku, Eze, & Musa, 2018).

In the other hand, advocacy journalism is a genre of journalism that, unlike propaganda, is usually not intended to mislead, but supports a specific point of view on an issue. Advocacy journalists might be expected to focus on stories dealing with corporate business practices, government policies, political corruption, and social issues. It is arguable that advocacy journalists serve the public interest in a way similar to muckrakers or whistle-blowers. Most advocacy journalists reject the supposed objectivity of the mainstream press as a practical impossibility, and some others take the position that the economic censorship exerted by corporate sponsors is no different than political censorship. Advocacy journalism is practiced by alternative media and special interest publications and programs, but might also apply to a single article in an otherwise-neutral publication, such as political stories in Rolling Stone; there are also "advocacy journals", or "alternative publications", which are marketed to target groups based on their interests or biases.

Fake news, which is often accompanied with hate speech not only has the capability to generate specific items of misleading information (Pate, 2018), it also has the capacity to undermine faith and sincerity in socio-political messaging in general thus, leading to hiccups in Nigeria's socio-development and sustainability (Verjee, Kwaja, & Onubogu, 2018). While fake news and, e.g., the use of personal (online) data to target remains overly involved with speculation, with technology developers and regulators rushing to find answers for how political organizations' data hacked online was used in our society recently, the Nigerian citizens may lose confidence in the capacity of the media, the regulatory agencies and the integrity of the democratic process itself (Ogola, 2017). This problem may not go away; as a matter of fact, it can only be worsened by the continued pace of technological and people's behavioural changes. Such is the pace of change that awareness of technological developments and their consequences often occur only after the event, while the intervention landscape and the government are barely able to keep pace (Hankey et al., 2018).

Traditionally, advocacy and criticism are restricted to editorial and op-ed pages: a fire wall exists between the editorial section and the newsroom. The Wall Street Journal, for example, has a policy of strict separation between the news desk and the editorial board; most major print and electronic news outlets do as well. In contrast, advocacy journalism takes a position on the issues of the day, and one is likely to observe subtle or obvious editorializing in reports. A television news presenter's facial expressions, a radio broadcaster's tone of voice, and the adjectives selected by print journalists, will indicate a discernable opinion regarding what is being reported.

This study seeks to offer new insights into the definitions of the concept of fake news. The study also provided further understanding about the impacts of advocacy journalism in combating fake news in Enugu State democratic terrain, while offering some recommendations for curbing the negative effects of fake news to preserve the state's hard-earned peace values and processes and societal unity.

Objectives of the study

The main objective of the study is to seek the impact of advocacy journalism on combating the spread of fake news in Enugu State. The specific objectives is to;

- Determine the effectiveness of advocacy journalism in fighting the spread of fake news in Enugu State.

- To analyse the roles of advocacy journalism on combating the spread of fake news in Enugu State.

- To identify the challenges affecting the usage of advocacy journalism in combating fake news in Enugu.

Research Questions

The paper is guided by the following questions:

- What is the effectiveness of advocacy journalism in fighting the spread of fake news in Enugu State?

- What is the roles of advocacy journalism on combating the spread of fake news in Enugu State?

- What are the challenges affecting the usage of advocacy journalism in combating fake news in Enugu?

Literature Review

Advocacy Journalism

Broadly defined, advocacy journalism is a label applied to any journalistic genre or output that advocates; that is, journalism that explicitly takes a point of view. This is in contrast to journalism that is studiously neutral. Advocacy journalism thus derives its meaning and its potency from this contrast. Because of the broad way it has been defined, and the variety of journalistic specialisms it consequently encompasses, the term has some conceptual elasticity. At the level of the media system, there are many press systems where the mainstream press is characterized by adherence to an advocacy-driven style of reporting, as demonstrated by journalism in many Latin American contexts. This is unlike press systems where advocacy is sectioned away into specific genres or outputs and where "objective" reporting is the defining characteristic of the journalistic mainstream, of which the United States of America is the likely exemplar. At the level of journalistic output, one can identify a variety of journalistic "products" that operate from a presumption of advocacy, namely, newspaper opinion sections, letters pages, partisan political magazines, and the activist and radical press. The dominance of objectivity as a journalistic norm means that insufficient attention has been given to the contribution of advocacy journalism (and opinion-driven journalism more generally) to democracy and public life. By piecing together disparate literatures and taking a holistic view of both "advocacy" and "journalism," one can start to get an understanding of the unique functions of advocacy journalism as a genre of journalism within a democracy.

Advocacy journalism is, as noted, an extremely broad and diverse field anchored by its orientation toward opinion rather than "neutral" reporting. As a consequence of this conceptual elasticity, relatively few works address advocacy journalism in its totality. Rather, a multitude of works address specific manifestations of advocacy journalism, as shall be summarized shortly. The genre is summarized in Thomas 2018, which distinguishes between "segmented" and "woven" advocacy, and opinion in journalism generally is addressed in Rystrom, (2004), which provides a comprehensive overview of the different areas of journalism where opinion appears. The diversity of the genre is vividly illustrated in Applegate (2009), a biographical dictionary of advocacy journalists that encompasses the conservative writer and founder of the National Review William F. Buckley Jr., the feminist writer and founder of Ms. Gloria Steinem, and the satirist and pamphleteer Jonathan Swift. Jacobs and Townsley, (2011) is a helpful introduction to "the space of opinion" within US journalism, examining how it has expanded and contracted over time and making a spirited defense of opinion-driven journalism and its place in democracy.

Fake News in Nigeria

Fake news is gaining ground in the Nigerian polity, especially in the social media and broadcast media spheres. Fake news in Nigerian context, is often poised in misinformation and insightful media

content contexts. Fake news garnered expressive support in two critical factors "that nurture and sustain [their] continuous existence, namely politics and ethno-societal conflicts." (Lucas &Targema, 2018,). To further understand fake news in Enugu polity, one must understand that ethno-societal conflicts can be so pervasive and widespread across or within groups or communities. Most importantly, most ethno-societal conflicts have political undertone (Takwa, 2017). Hence, politics, which in Nigerian context refers to democratic pro-cesses (such as societal dominance, election, political campaigns, etc.) is seen as the crossroad that brings terms (fake news) to its peak.

Additionally, no societal game can be devoid of propaganda, which characteristically embodies deliberate and strategic manipulation of untruth and hateful comments (Malaolu, 2012). Therefore, the outcome of the convergence of these three 'undesirable elements' namely ethno-societal conflicts, violent political culture and propaganda is a compound terminology – fake news - that is capable of disseminating disinformation virally and inciting wide-scale misunderstanding that often lead to destruction of values, displacement of people, destruction of property and robbing the society of the peace and harmony necessary for informed democratic participation by the citizenry. As Lucas and Targema (2018) note, the eruptions "of these chaos often open the window for dissemination of injurious, hate, dangerous and vituperative news that have the capacity of accelerating the negative scene.", thus, creating a 'domino effect' of a crescendo of fake news. Fake news are due to be made punishable offenses in the Nigerian law.

Although Nigerians have always had to slug it out with agenda-driven news and fake comments since independence (in 1960) (Obi, 2019), the current genre of fake news and fake comments is significantly increased because of the explosion of social media (Jubril&Targema, 2017; Omilusi, 2017). The Guardian, cited in All Africa reported in 2018 that Cambridge Analytica, the embattled data analysis firm that allegedly used the personal data of 50 million Facebook users to create fake news to influence the US election in 2016 was also involved in the Nigerian 2015 elections. Since then, elections in the country have had few bouts of fake

news and fake comments where a party would share an old picture of some money in an envelope or strapped on packs of food items and accuse the opposition of attempting to buy votes, or the opposition party is described as a party of 'ethnic bigotry' etc. (Obi, 2019).

Fake news is as old as the hill. However, regarding the current wave of fake news. This new version of fake news ('neo-fake news' or 'cyber fake news') gained global recognition from November 11 to 20, 2016; and it has stayed in the global limelight since then. Whilst people grapple with what modern technology has enabled them to do, they "also face a new wave of change, which [they] have only started to understand the ramifications of" (Hankey et al., 2018, p. 6). For example, the concerns around evolving more recent, or newer technology such as 'artificial intelligence' and 'machine learning' show that any regulatory response to stem fake news and hate speech peddled via new technologies, whether by state actors or technology developers, needs to be as "dynamic as the technological mischief it seeks to contain" (Hankey et al., 2018, p. 6). Now, the critical question to ask in this landscape is, how can politics and regulations to spur the development and sustainability of Nigeria's democratic system and preserve its legitimacy to embrace technological developments of using both the internet-based and mainstream media to promote its democratic values whilst maintaining the integrity of the democratic system or process and cohesion of the democratic climate.

New Media and advocacy
Advocacy is perhaps what all individuals do every day consciously or unconsciously to push specific agendas. Advocacy is fundamental in building support for public policies. Effective communication is necessary for the success of advocacy and advocates need to collaborate with the media to publicize their activities so that there can be access to thousands/millions of concerned voices sharing information widely. Advocates now have better interaction chances because of technological improvements. Advocates can now reach a wider audience thanks to social media, which also "provides a platform for developing two-way, communication with publics; and facilitates participation in advocacy campaigns

more than ever" (Guo& Saxton, 2013). Successful social media campaigns will demonstrate to supporters (netizens) that there are more opportunities to take part in the process of transforming lives. This is due to the fact that people would be able to post their works to YouTube and share information about their activities on social media sites like Twitter and Facebook. Furthermore, by disseminating pertinent campaign information at the right moment, advocates can maintainably improve their relationships with their communities. (Guo& Saxton, 2013; Obar, Zube, & Lampe, 2012). The Arab Spring (in Tunisia, Egypt, Libya, Algeria, Bahrain, and Syria) established social media as a global medium and gave rise to a number of movements that used its platforms to disseminate pertinent information and advance revolutionary causes. Social media has been utilized locally to mobilize people by disseminating information and requesting involvement, as shown in the #OccupyNigeria campaign in 2012, the #SaveBagega campaign in 2013, and most recently, the #BringBackOurGirls campaign in 2014. In order to communicate political problems during the general elections in April 2011 and 2015, Nigerians used social media (Ojo, 2014). Influencers on social media were used by politicians and political parties to solicit votes. Social media platforms were used by the electorate to report on their experiences and to get election-related information.

Chukuebuka (2013) claims that social media "have also provided social critics with a platform to monitor, critique, and expose illegitimate activities of government officials." Social media also brings societal evils to light. For example, in 2013, the Aluu killing of some University of Port Harcourt students was brought to light through social media platforms. The adolescents sufficiently rely on social media platforms, as Ogbe (2014), cited by Ojo (2014), to address societal issues. The ability of social media to raise knowledge of social, political, and economic policies has also been demonstrated. Social media and politics According to studies (Morah, Udeze&Ekwenchi, 2019), people are increasingly using media technologies like the Internet and social media to follow the news, learn about political campaigns, and get involved in politics by volunteering, donating money, or researching potential public policy options. Political parties are becoming more conscious of these new developments, and politicians are using social media more and more for political campaigns, announcements for campaigns, and outreach to potential voters. Twitter is utilized for personal thoughts and ideas regarding politicians, political parties, and their beliefs, while YouTube and Facebook's potentialities provide updates on voter registration, political campaigns, and debates. A minimum of one social media account is now held in high regard by every politician in Nigeria, who uses it as their public face and point of differentiation.

Social media companies offer real live political rallies and party conventions online during political campaigns, allowing supporters who cannot physically attend to participate at a discounted rate. Even the media sector recognizes the electoral potential of social media, as citizen journalism and blogging by amateur journalists and news commentators have transformed them into alternative commentators and opinion leaders (Bruns, Saunders, Wilson, 2007). Numerous presidential candidates have offered noteworthy examples of how new media has been used in election campaigns. One of the first campaigns to use the Internet on a large scale was the 1996 US presidential race between President Bill Clinton and Bob Dole. The 2004 Democratic presidential primary campaign of Howard Dean provided a preview of the results that online campaigning could achieve. His ascent to popularity is a result of his use of the Internet. Again, both candidates heavily employed the Internet during the 2008 United States Presidential election between John McCain and Barack Obama. Barack Obama was dubbed the King of Social Networking by the Washington Post due to his prolific usage of the Internet during his campaigns.

Evans (2008) provides a clear illustration of the level of political participation on social media during the 2008 US presidential campaign. He contends that both Hilary Clinton and Barack Obama made extensive use of social networking sites during the US primary elections. Instead of utilizing the main platforms to the fullest and

interacting with her audience, Clinton mainly used Facebook, Twitter, and YouTube to communicate to communities. Obama, on the other hand, used social media platforms like Facebook, Twitter, a YouTube profile, and specialized community websites like Faith-based and Glee to function at this engaged level. Obama targeted out to specific societal groups, such as Latino, Asian, African American, and religious communities. He was able to effectively engage these groups because they were frequently more fervently committed to certain causes (Evans, 2008).

The Internet and other new media platforms like social media seems to be significantly influencing the political climate in Nigeria. As the first head of state to formally announce his candidacy for office on Facebook, President Goodluck Jonathan created history. The president's choice shifted the political dynamic in the nation's election-related issues. In a similar spirit, several national politicians made serious efforts to increase their electoral viability using the Internet, Facebook, and Twitter. A large number of people used internet cafés and increasingly more mobile phones to browse online and acquire political updates, even though only a small portion of the Nigerian voters at the time had personal computers. Additionally, the politicians tapped into the younger population through social networking sites and capitalized on new stages of the nation's online revolution.

Empirical Review

Udeze and Akpan (2013) in their study of the influence of advocacy journalism on the choice of people in Imo State, revealed that majority of the Imo citizen in the State were exposed to media advertising, mainly on radio which to a large extent influenced their choice. However, the above studies do not examine the influence of advocacy journalism on combating the Spread of Fake news and what fake news dose in the life of the citizen hence both study used the same theory.

Olufemi, O. (2004) in his research the watchdog of journalist in an a nascent democracy. Using survey research method. He looked at various obstacle that militate against the Nigeria journalist, which pose as a challenge in caring their duty as it suppose to be. He is of the view that the people are the consumer of press product. if the media is associated with lies and fraud, it will die because the people will lose faith. Olufemi centred on the on the hindrances or handicaps of journalist in fighting fake news. This work is considered the efforts of the journalist in fighting fake news. This work and Olumfemi are trying to portray fake news as inimical to the society.

Lawal and Muhammed's (2018) work entitled "The role of journalism in political socialization which focus on the 2015 general election in Nigeria" demonstrated that the mass media has done a lot in its role as a watchdog and public opinion shaper. The study, however, unravelled that ethnicity, ownership structure, sensationalism, and corruption are some of the fundamental factors that have compromised the efficiency of the media in fostering effective political socialization in Nigeria. In view of this, the study recommends that the media in Nigeria must assist in building and maintaining an environment conducive for effective political socialization in the country. However, Lawal and Muhammed (2018) did not examine the influence of advocacy journalism on combating the spread of fake news in Enugu State.

In another related research conducted by Auger (2013) critically investigated fostering social orderliness through social media and evaluated the usage of Twitter, Facebook and You Tube among the non profit advocacy organizations and they were ethically motivated people to their point of view. The study also found that Facebook, Twitter and You Tube were facilitated organizations for different purposes in two-way communication. Unfortunately Auger, accentuate the gap and impact for which the youth on social can make for their communities. In view of the above the above the journalist can enhance the work through the use of social networks for clearer message and clean and clear pictures. This is true because it will attract the youth hence it will help them to make impact in their various communities.

Nnanyelugo, et al.,(2013) in their work titled: Using the unfettered media in Africa' fragile democracy: Issues, dangers and the way forward. They are of the opinion that the advent of the social media is a welcome development and great impetus to human

communication. Citing McLuham in his prediction in 1964,that the world would one day become a "global village" where what happens in one part of the world would be known instantly and simultaneously worldwide. The social networking theory and gate keeping theory was used in their work. The two theories are very important to this work because they explains the mechanism by social interaction can promote or inhibit individuals and collective behaviour. My work also recognised the power of social interaction and the theory of global village. Am also saying that the unfiltered news and fake news are being spread fast by social media or networking. Adibe, Odoemelam and Chinwe (2012:10) said that social media are technology with double edges, quick and sharp, with positive and negative values. The above statement supports my work in a way that fake news are also spreading like wildfire and it generate problems in the society.

Looking at James, C., (2017) work titled; Article of NUJ Code of Ethics and Journalism Practices in Akwa Ibom State, Nigeria. she opined that Journalists are the engineer of public opinions and the public depend on them for information affecting their lives. This therefore make it imperative for journalist to perform it functions in such a way that the public would trust and place confidence in them. James having recommended in her paper that media professional bodies should maintain ethics in the media industry sanctioning defaulting journalist and by so doing insure highest professional conduct. Am in support of the opinion of Charity James hence the work is taking of balancing and also urging journalist to be objective in their report. James is in the same line with this research the two works are trying to bring to stop fake news reporting because of the problem it causes to the masses.

Theoretical Framework

Some theories that explain the concepts in this work were reviewed in the researcher's effort to adequately reflect the issues involved in this study.

Uses and Gratification theory

The theory was propounded by Michael Gurevitch, Jay Blumter, and Elihu Katz's publications in 1974.

This idea holds that by selecting and presenting news items that achieve this, the media can influence how people view the world. The notion contends that people have some influence over the perceptions that the media hold of them. The assumption is that viewers actively engage in media interpretation and integration into their own life. The media may set the agenda when it comes to fake news and disinformation by highlighting the presence and risk of misinformation as well as by exposing inaccurate information.

Social Responsibility Theory

Siebert, Peterson, and Schrann introduced the social responsibility theory in 1956. According to this idea, the media has a responsibility to serve the public interest by offering truthful and unbiased information, fostering free speech, and acting as a watchdog over the government and other institutions. Media organizations have a societal responsibility to fight misinformation in the context of false news and disinformation by putting an emphasis on accuracy and integrity in the communication of information. The agenda-setting idea was first presented in 1972 by Maxwell McCombs and Donald Shaw. This idea places a strong emphasis on the media's ability to form agendas and influence how people view the world. The notion emphasizes the obligation of the media to protect the public's interests and dispel false information. It also emphasizes how critical it is to provide the people with accurate and impartial information.

Methodology
Research Design
The researcher adopts a mixed method of design which entails collection of both quantitative and qualitative data.

Population of Study
The population of the study consists of respondents in Enugu which is made up of seventeen (17) Local Government Area namely: Aninri, Awgu, Enugu East, Enugu North, Enugu South. Ezeagu, Igbo Etiti, Igbo Eze North, Igbo Eze South, Isi Uzo, Nkanu East, Nkanu West, Nsukka, Oji River, Udenu, Udi, Uzo-Uwani. The total population, according to National Bureau of Statistics 2006 to 2024 using

united nation development program (UNDP) formula. The UNDP projection formula states that\

pp =GpxPi/100

Pp = PixT

pp = Pix6p

where Pp = projected population

Gp = Given population

Pi = population index (3.2)

T = period between the giving population and year of study

Pp = 3,267837x3.2/100 = 104.571

P x T =104,571x17 = 1,777.707

Pi x Gp = 1.777,707 + 3,267,837

Pp = 5,045,544

The above projection of Enugu state increased 5,045,544

where:

n =desired sample size

N = population under study

I = at unity (always constant)

e =level of significant or error margin taken (5% or 0.05)

Therefore:

n =5,045,544/1+5,045,544(0.05)2

n =5,045,544/1+5,045,544(0.0025)

n =5,045,544/12615

n =399.0

n = Approximately is 400

Sample Size

The sample size of 400 at 95% confidence level was used based on the Wimmer and Dominick online sample size calculator.

Discussions of the major findings

Findings from the data analysis revealed that the impact of advocacy journalism on combating the spread of fake news is rated high. The qualitative finding equally revealed that the extent to which advocacy journalism are being used in combating the spread of fake news is high. This is in line with Nagi (2018) study which revealed that the use of media has made it easy to produce and disseminate news, and as such has become a fertile ground for societal normalcy and peace. Supporting the finding of this study, Boulianne, (2015) noted that the use of objectivity in media for influence has birthed new ideological dimensions that motivate an individual or a forum to access channels for diverse views and for societal wellbeing.

Communicating findings from mean analysis revealed that advocacy journalism have not been effective in societal sensitization in Enugu State. On the other hand, the qualitative finding is also in line with the quantitative finding. Corroborating this finding, Adeyanju and Haruna, (2012) in their study revealed a two-way channel between the citizens and the government. In the study of Auger (2013); Abbott (2014) on effectiveness of combating fake news on social media with source ratings revealed that among the expert rating, user article rating, and user source rating, source ratings influenced social media users' beliefs in the articles and that source rating is a viable measure against fake news. From the theoretical perspective, the public sphere theory explains that there is a "space" which provides open 17 for a public discussion and accessing it is usually free. Given that anyone can access them and use them, they could give the opportunity for fake news to be spread, and by implication dampen the effectiveness of advocacy journalism in combating fake news.

Findings also revealed that some of the challenges affecting the usage of advocacy journalism in combating fake news, as confirmed by the respondents, were that since fake news bill has not been passed, it posed a challenge to the use of social media platforms in combating fake news, because everyone will be at liberty to do anything without regulation as the case may be. Also, the free access to

social media platforms that encourages anyone to use the platforms constitutes a challenge too. Furthermore, the lack of respect for the federal character prevents the use of social media platforms in combating fake news, as confirmed by the respondents. Government's attitude and some of its policies pose a challenge to the use of advocacy journalism in combating fake news. The qualitative findings were no different from the quantitative findings, as the participants expressed similar concerns as identified in the quantitative findings. In line with these findings, Ajayi and Adesote (2015) in their study, revealed that authorities of many countries today are rapidly recognizing fake news as a grave challenge, because it is difficult to create obstacles on the internet to prevent the spread of hate across countries. In the study of Ross, Jung, Heisel and Stieglitz (2018) it was revealed that media have made it easy for fake news to thrive because of the free access to them.

Summary

Since fake news bill has not been passed, it posed a challenge to the use of social media platforms in combating fake news, because everyone will be at liberty to do anything without regulation as the case may be. Also, the free access to social media platforms that encourages anyone to use the platforms constitutes a challenge too. Findings from the data analysis revealed that the impact of advocacy journalism on combating the spread of fake news is rated high and show be encouraged by people with good conscience.

Conclusion

The role of the advocacy journalism in the battle against false information cannot be overstated. Effective tactics have to be developed to halt the spread of fake news, restore public trust in the media, and alert people to the dangers of misinformation and fake news. More must be done to address the serious threat that the spread of false information continues to pose to Nigeria's stability and prosperity. As a result, the media should continue to contribute to the fight against false information by coming up with new strategies, collaborating with relevant parties, and utilizing technology to reach a wider audience. The public, the press, the government, civil servants, and everyone else involved must work together to combat false and misleading information because it is a never-ending process. The media should continue to play a proactive role in promoting accuracy and sincerity in reporting and urging the public to independently confirm all information before accepting it at face value. By doing this, we can all contribute to the development of a society that is better educated, more accountable, and less susceptible to the risks posed by false information.

Recomendations:

*Media organisations should collaborate with the Government to ensure that there is control in news gathering and dissemination.

*Government should make law or laws that will attract penalty to anybody, organisation or group that is responsible for the spread of fake news.

*The advocate of fake news should be encourage by the government or media organisation because of the negative effect of fake news in the society The encouragement can come by supporting them through free internet services, good equipment, money, security etc.

* Agencies that are responsible for news gathering and control should wake to their responsibilities, knowing full well the effect of fake news in Enugu State.

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