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Effectiveness of Daily Sun and Vanguard Newspapers Coverage of Campaign Against Political Corruption in Nigerian Electoral Process^{*1}Anyadubalu, Oluchi Maryrose²Abugu, Nkemjika Edith³Ferdinand Obasi

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ABSTRACT

Corruption is a cancer that impedes any society from fair and equitable distribution of resources and it leads to lack of accountability, credible leadership, political and socio-economic development. The persistent effort by the press to fight political corruption in Nigeria electoral process requires concerted efforts by all to make it a success. Starting from the colonial rules in Nigeria politics, the Nigerian journalists had played a prominent role in not only setting the agenda for the citizens but also carrying out diverse campaigns which are geared towards curbing the menace of political corruption. The research method adopted for this study is the content analysis. The study revealed that the print media is not entirely effective in campaigning against political corruption in Nigeria electoral. It observed that media ownership influence still hinders effective reportage of corrupt practice in our polity, and so recommends that the print media owners who own newspapers should hand off control of their media organizations once they join partisan politics.

Introduction

Corruption is a cancer that impedes any society from fair and equitable distribution of resources and it leads to lack of accountability, credible leadership, political and socio-economic development (Ackerman, 2000; Nield, 2002; Hoffman, 2002; & Bailey, 2006). To this end, it has constituted a major threat to the social economic development of developed and developing countries in the world. Its manifestation, whether covertly or overtly, undermines any meaningful attempt towards sustainable development in societies.

Corruption means many things to different people depending on one's position and perception. Corruption is a widely known phenomenon and it has been defined by many authors in different ways. For instance, The Anti-Corruption Plain Guide (July, 2009) of Transparency International defines corruption as "the abuse of entrusted power for private gain." This entrusted power can be in the private or public sector. According to the United Nations Development Program's (UNDP) Anti-Corruption Practice defines corruption as "the misuse of public office for private gain. However, corruption encompasses abuse by government officials such as embezzlement and nepotism, as well as abuses linking public and private actors such as bribery, extortion, influence peddling, and fraud amongst others. Corruption arises in both political and bureaucratic offices and can be petty or grand, organized or unorganized."

Explaining what constitutes the phenomenon, Rotimi (2013) pointed out that "corruption includes bribery, smuggling, fraud, illegal payments, money laundering, drug trafficking, falsification of documents and records, window-dressing, false declaration, evasion, underpayment, deceit, forgery, concealment, aiding and abetting of any kind to the detriment of another person, community, society or nation".

However, corruption exists in various forms which range from petty corruption, grand corruption, systematic corruption, political corruption, judicial

corruption etc. Worthy of note is the fact that whatever form it exists, the society will be negatively affected. Although, Political corruption have been blamed for the continued underdevelopment of Nigeria. Despite the creation of two corruption agencies, corruption still strives in Nigeria (Awojobi, 2014). Political corruption is the abuse of political power by the government leaders to extract and accumulate private enrichment, and to use politically corrupt means to maintain their hold on power. These political individuals that were elected by the masses amass wealth for themselves and leave the electorates to suffer without fulfilling the promise which they made before they were elected into office. Political corruption also is a strategy adopted by politicians to cease power using the electoral process which they have bought over. Political corruption has played a role in stampeding the progress of a nation.

Also, Ogundiya and Olarinmoye, (2008) argued that "the major impediment behind free and fair elections in Nigeria is political corruption. The impacts of such corruption on the politics of the country include crisis of legitimacy; lack of party ideology, weak political institutions; economic underdevelopment and political violence (Ogundiya, 2010). Ejituwa (1997, p.37) discloses that political corruption came into Nigerian politics in 1922 when some Nigerian elite in Lagos brought themselves together to oust British colonialists in Nigeria. He links the high level of electoral fraud with ethnicity or tribalism, which crept into the political system during the struggle for political independence in Nigeria.

According to Olarinmoye, (2008), another aspect of political corruption is "Godfatherism". Some powerbrokers with sufficient financial muscles sponsored their "anointed political godsons" for political offices in return for lucrative contracts and public treasury looting. They sponsored thugs, bribed the electoral stakeholders, influenced voters through vote-buying and all sorts of electoral manipulation to ensure that their candidates scale through and control power at all levels (Human Rights Watch, 2007). Thus, Political corruption has hindered the

development of almost all the sectors in Nigeria, ranging from the political sector, educational sector, electoral sector and economic sector, etc. Its impact is hugely felt and the damages caused can never be redeemed. In fact, elections in Nigeria have become a menace.

Electoral corruption is mostly seen in Nigeria as a direct subversion of the electoral process by individuals, who are greedy for personal enrichment that electoral success underwrites in Nigeria. Electoral corruption is further entrenched by the political and social existential demands of the godfather, which can only be met by further exercises in electoral corruption, though this time in favor of the godfathers themselves. Electoral process in Nigeria is bedeviled with corruption and corrupt practices including vote buying, bribing of electoral officials and security personnel, buying of party agents for anti-party activities and rigging of elections (Adetula, 2008 & Human Rights Watch, 2007).

Thus, corruption has negative impacts on elections and electoral process in Nigeria. Corruption is even more detrimental in political arena as it produced a faulty process of elections and undesired leadership that has no national interest but rather self service and personal aggrandizement (Ogundiya, 2009). Electoral corruption has many negative impacts on Nigerian politics and governance. It leads to violence, ballot stuffing, ballot boxes snatching, alteration of elections results, rigging, intimidation, people are maimed and killed during elections and losers outwit the winners and imposed themselves on the electorates (Michael, 2013) and candidates are imposed on the electorates by the ruling elites or power brokers as against their wish (Abdulganiyyu, 2014).

Above all, the media as the fourth estate of the realm have assumed the position of eminence in the present world and this explains why the expectation of the media with regard to their contribution to curbing political corruption lies in their ability to put the government of the day under close monitoring. This

is made manifest in the media's watchdog's role in examining the conduct of public servants, especially the political class, which is a task that is germane to democracy. The role of the media in shaping public opinion and promoting accountability in the political process has been widely recognized as an essential component of democratic governance (Weiss, 2020). In many countries, the media serve as a watchdog, monitoring the actions of government officials and other political actors and holding them accountable for their actions. In this context, the media play a critical role in promoting transparency and accountability in the political process and reducing corruption.

In Nigeria, the media landscape is diverse and dynamic, with a large number of newspapers, radio stations, and television networks operating in the country. Two major newspapers, Daily Sun and Vanguard, have played a particularly significant role in covering the campaign against political corruption in the Nigerian electoral process. Through their reporting, these newspapers have helped to raise public awareness about the extent and consequences of corruption in the political process, and to mobilize public opinion against corruption (Yagboyaju&Akinola, 2019).

However, the effectiveness of media coverage in promoting transparency and accountability is not always straightforward or easy to measure. Factors such as the quality and impartiality of journalism, the tone and framing of the reporting, and the reach and influence of the media outlet all play a role in determining the impact of media coverage (Bachmann et al. 2021). This is why it is important to conduct a systematic evaluation of the effectiveness of media coverage in promoting transparency and accountability, such as this study.

The study aims to evaluate the effectiveness of Daily Sun and Vanguard's coverage of the campaign against political corruption in the Nigerian electoral process in promoting transparency and accountability. This will be done using a content analysis approach,

incorporating quantitative data. The quantitative data will be obtained through a content analysis of the newspapers' coverage of the campaign, including the frequency and prominence of coverage, the framing of the issue, and the presence of various elements such as quotes from key players and experts.

The results of this study will provide important insights into the role of the media in shaping public opinion and promoting transparency and accountability in the political process. By evaluating the effectiveness of Daily Sun and Vanguard's coverage of the campaign against political corruption, this study will contribute to our understanding of how media coverage can be used to promote greater transparency and accountability in the political process and reduce corruption. These findings will be useful for journalists, editors, and media organizations in other countries facing similar challenges in promoting transparency and accountability in the political process, and for researchers interested in the impact of media on public opinion and political behavior.

Statement of the Problem

Several studies have been carried out on the causes, prevention and control as well as the role of media campaigns on the awareness of political corruption in Nigerian electoral process. Unfortunately, there is no existing literature on the effectiveness of Daily sun and Vanguard Newspaper coverage on campaign against political corruption on Nigeria electoral process.

Basically, political corruption is a global menace. It is the abuse of political power by the government leaders to extract and accumulate wealth for private use, and to use politically corrupt means to maintain their hold on power. In Nigeria, political corruption has affected democratic process and has also affected the development of the nation. For instance, vote buying, bribing of electoral officials and security personnel, buying of party agents for anti-party activities and rigging of elections are some of the

issues affecting democracy and developmental strides in Nigeria.

Available evidence on the impacts of political corruption on Nigerian electoral process is scaring. For instance, during the 2019 general elections, there were cases of people being paid by political actors to disrupt the elections which led to the killings of many Nigerians. Thus, weak political institutions, underdevelopment and political violence are some of the adverse effects of political corruption.

Furthermore, the system of democracy in Nigeria is being threatened as a result of continual instances of political corruption in Nigeria political space, even as wrong political individuals continue to take up the mantle of leadership in Nigeria. In all these, there is limited availability of information and education from the media, especially print media that will help sensitize the public on right choice to make before, during and after election. The media, therefore, as the institution responsible for mass education and public enlightenment for social behavioral change in the society are expected to increase the awareness of political corruption through series of campaign. Despite several efforts to curtail political corruption in Nigeria, little studies have been conducted to find out specifically, how the print media, through its campaign, can be effectively used against political corruption in electoral process. Therefore, this study sought to investigate the effectiveness of Daily sun and Vanguard Newspaper on campaign against political corruption in Nigeria electoral process, since 2019 till date.

Research Objectives

The study was guided by the following objectives:

1. To find out frequency of coverage of the campaign against political corruption in the Nigerian electoral process
2. To determine the direction of coverage of the campaign against political corruption in the Nigerian electoral process
3. To ascertain the dominant news framing used in the coverage of the campaign against

political corruption in the Nigerian electoral process

Research Questions

1. What is the frequency of coverage of the campaign against political corruption in the Nigerian electoral process?
2. What is the direction of coverage of the campaign against political corruption in the Nigerian electoral process?
3. What is the dominant news frame used in the coverage of the campaign against political corruption in the Nigerian electoral process?

Literature Review

Empirical Review

In a bid to place this research work in its rightful place in history, relevant and related empirical works of scholars was reviewed, so as to enrich this study. In their study entitled, “Media Coverage of corruption in Nigeria: An analysis of the Sun and New Nigerian Newspapers,” Bello, Abubakar and Abba (2014) examined the coverage of corruption issues by the Nigerian Newspapers for the period of one year – June 2013 and May 2014. The study found out that the newspapers did not fulfill their statutory responsibility of being the watch dog of the society. The study also found that the coverage was not significant compared to stories like politics and economy, prominence was also not given to the stories. Also, stories are not in-depth as there was little investigation and follow –up enough for public discourse.

Olushola, Fadairo and Aminu (2014) conducted a study entitled, “Coverage of Corruption News in Major Newspapers in Nigeria”. The study sought to determine the newspaper coverage of political corruption news in the major sectors of the Nigerian economy over a period of 5years (2006-2010). Using three selected newspapers namely, Tribune, The Nation and Guardian, a total of nine hundred and thirteen (913) corruption articles generated from the 540 issues were analyzed in their study. Findings

from the study revealed that politics/Governance, Service oriented (i.e. telecommunications and banks), and sports sectors are perceived to be more corrupt sectors in Nigeria. The study also found that there is increase in the coverage of corruption articles by the media but articles are concentrated more on the inside pages of the newspapers and space allotment to corruption articles is small as majority of these articles occupied one- quarter page of the newspaper. The study recommended that it is necessary to place the reportage of political corruption on the front burner of Nigerian newspapers giving the pervasiveness of the problem in the country. Also, efforts should be intensified by journalists in the area of writing editorials on political corruption. This is required to raise a virile social movement against corruption.

According to investigative journalism online Resource Centre, the case of Dan Rosten kowksi in the United States, is an indication that good newspaper coverage of political corruption can stem the tide of the practice. In the report, it recall that Dan Rosten kowksi, a former member of the House of Representatives, lost his congressional seat after the Chicago Sun-Times published a series of investigative reports over the course of two and half years. The series showed how, as head of the House’s powerful Ways and Means Committee, Rosten kowksi had wrongfully taken hundreds of thousands of dollars from his campaign funds and congressional allowances. This reporting “helped lead to Rosten kowksi’s indictment in May 1994 and his subsequent defeat in November 1994,” according to Investigative Reporters and Editors, a U.S based journalists’ group, and Rosten kowksi pleaded guilty to corruption charges on April 9, 1996.

Salieg Luki Munestri. In his work “Watergate Scandal Reassessed: Mass Media’s Watchdog Role and its Impact on American Political System,” revealed that the media, especially newspapers, can unearth corrupt practices through investigative journalism. He pointed out that “the investigation done by two reporters of Washington Post, Bob

Woodward and Carl Bernstein, FBI and other corporations led to the discovery of President Richard Nixon's vast abuse of power and other scandals during the 1972 election."

Another study by Adeleke and Adeleke (2019) examined the role of the media in promoting good governance in Nigeria. The study found that the media's coverage of corruption in the Nigerian electoral process had a positive impact on public awareness and engagement. The study also suggested that the media could play a more significant role in promoting accountability and transparency in the electoral process by providing in-depth and balanced reporting on electoral issues.

However, a study by Osifeso and Ogunleye (2016) suggested that the Nigerian media's coverage of election-related issues was often influenced by political biases and partisan interests. The study found that some media organizations focused more on sensational stories and partisan interests, rather than promoting credible electoral processes. The study also revealed that some media organizations were influenced by political elites and lacked the independence to report on electoral issues objectively.

Overall, while there is limited empirical research on the effectiveness of Daily Sun and Vanguard newspaper coverage on the campaign against political corruption in the Nigerian electoral process, studies suggest that the media's role in promoting transparency and accountability in the electoral process is crucial. The media can play a more significant role in promoting credible elections by providing in-depth and balanced reporting on electoral issues, without being influenced by political biases or partisan interests.

With the above empirical studies it can be deduced that in as much as political corruption stories are been written on the subject matter yet it does not highlight itself on the electoral process. The electoral process has since been forgotten as a major sector in governance. The print media hasn't played much role in carrying out campaigns and stories which are

supposed to inform the public about the menace of political corruption in that sector.

Theoretical Framework

One theory that could be used to understand the effectiveness of Daily Sun and Vanguard newspaper coverage on the campaign against political corruption in the Nigerian electoral process is the agenda-setting theory.

The agenda-setting theory posits that the media has the power to influence public opinion by determining which issues receive prominence and attention in the news media (McCombs & Shaw, 1972). The theory suggests that the media's ability to frame and select issues can influence the public's perceptions and attitudes towards those issues.

In the context of the Nigerian electoral process, Daily Sun and Vanguard newspaper coverage can influence the public's perceptions of political corruption by framing and highlighting corruption-related issues. The media's coverage of electoral corruption can raise public awareness of the issue and create a sense of urgency for action to be taken against corruption.

Moreover, the theory of media effects (Bandura, 2001) can be used to understand how Daily Sun and Vanguard newspaper coverage can influence the behavior of political actors. The theory suggests that media exposure can influence an individual's attitudes and behaviors by providing information, shaping perceptions, and reinforcing social norms.

Therefore, the media's coverage of political corruption in the Nigerian electoral process can influence the behavior of political actors by shaping their attitudes towards corruption and reinforcing social norms that condemn corrupt practices. Daily Sun and Vanguard newspaper coverage can also serve as a watchdog to hold political actors accountable and highlight instances of corruption, which can deter future corrupt practices.

The agenda-setting theory has been widely studied in the field of communication and has inspired

numerous research works. Here are some examples of research works under agenda-setting theory:

McCombs and Shaw (1972) - "The Agenda-Setting Function of Mass Media" - This study is considered the foundational research work on agenda-setting theory. McCombs and Shaw conducted a content analysis of the 1968 presidential election campaign news coverage and found that the media's emphasis on certain issues had a significant impact on the public's perception of the most important issues in the election.

Iyengar and Kinder (1987) - "News that Matters: Television and American Opinion" - This study investigated the impact of television news on the public's political attitudes and beliefs. The researchers found that the media's selection and framing of political issues had a powerful effect on the public's perception of political reality.

McCombs et al. (1997) - "Candidate Images in the 1996 Presidential Campaign: Images in News and Advertising" - This study examined the media's coverage of the 1996 presidential campaign and its influence on the public's perception of the candidates. The study found that the media's portrayal of the candidates had a significant impact on the public's attitudes towards the candidates.

Kim and Cameron (2011) - "What's Next? Agenda-Setting Effects of News Coverage of the 2004 Presidential Election Campaign" - This study examined the agenda-setting effects of news coverage on the public's perception of the most important issues in the 2004 presidential election campaign. The study found that the media's emphasis on certain issues had a significant impact on the public's perception of the most important issues.

Shih and Wijaya (2017) - "The Agenda-Setting Power of Fake News: A Big Data Analysis of the Online Media Landscape from 2014 to 2016" - This study investigated the agenda-setting power of fake news on social media platforms. The researchers found that fake news had a significant impact on the

public's perception of political issues, particularly during the 2016 U.S. presidential election campaign.

Overall, research works under agenda-setting theory have explored the media's influence on public opinion, political attitudes, and behavior. These studies have helped to deepen our understanding of how the media's framing and selection of issues can shape the public's perception of political reality.

Research Methodology

This study employed content analysis as research design. According to Asemah, Gujbawu, Ekhaeafu and Okpanachi (2012) content analysis is defined as an analysis based on the manifest content of the mass media message. In the words of Berelson, (1952) cited in Asemah et al (2012) it is objective, systematic and qualitative description of the manifest content of communication. Out of all the national dailies published in Nigeria, Vanguard and Daily Sun newspapers were selected. The national dailies were selected because of their wide coverage of various issues, sustained publication, wider circulation and higher readership.

Sample sizes of 42 editions (21 editions per newspaper) out of 180 issues of the two selected newspapers were examined. This sample size is adequate for the study bearing in mind that Stample (1957) had argued that "a selection of 14 editions of newspapers, depending on the study is enough to study one year". This study employed the multi-stage sampling technique. First, the purposive sampling technique was used to select two newspapers (Vanguard, Daily Sun *newspapers*) out of the national dailies in Nigeria, due to the fact that it is impossible to cover all the national dailies within the period of study.

According to Obayi *et al* (2016), this procedure entails the use of constructed week to select sample size. In the composite week sampling technique, the days of the week in a month are constructed to have just one week in a whole month. This means that all days of the week are grouped in their likes. Wimmer

and Dominick (2011, p.163) explained that “a study might use a sample of one Monday (drawn from the four or five possible Mondays in a month), one Tuesday (drawn from the available Tuesdays), and so on, until all weekdays have been included. This technique is considered appropriate as, Wimmer and Dominick (2011, p.163) cited in Obayi, Anorue & Onyebuchi (2016, p.45) had argued that “a composite week sampling technique was superior to both random and consecutive day sample when dealing with newspaper or magazine contents”. The issues

studied for the two newspapers were selected using the simple random sampling technique. This method gives every edition equal opportunity of being selected

Discussion of Findings/Data Presentation and Analysis

A total number of forty (40) stories were coded and analysed in this study from the sample size of forty-two (42) issues obtained from the two selected national newspapers in Nigeria

Table 2: Frequency of coverage of political corruption in the Nigerian electoral process in the two selected newspapers

Newspapers	Frequency	Percentage
<i>Vanguard</i>	22	55%
<i>Daily Sun</i>	18	45%
Total	40	100%

Source: Field Work, 2023

The result in table 2 shows that had a total of 40 (95%) stories of the political corruption in the Nigerian electoral process in all the issues analyzed, Vanguard had 22 stories representing, (55%) whereas the Daily Sun had a total of 18 (45%) stories reported on political corruption in the Nigerian electoral process. In all, the two newspapers recorded a total of 42 stories.

Direction of frame

Table 3: Distribution of stories according to direction

Content Category	Vanguard	Daily Sun
Direction	Frequency (Percentage)	Frequency (Percentage)
Positive	4 (18%)	3 (17%)
Negative	15 (68%)	13 (72%)
Neutral	3 (14%)	2 (11%)
Total	22 (100%)	18 (100%)

Source: Field Work, 2023

The table above shows the distribution of stories according to the direction in which the selected newspapers reported political corruption in the Nigerian electoral process. Vanguard had a total of 4 (18) reported on positive direction, 15 (68) reported on negative direction and 3 stories representing (14) reported as neutral. Daily Sun had a total of 3 stories representing 17% reported in a positive direction, 13 (72%) stories in a negative direction, and 2 (11%) taking a neutral stand.

Dominant News Frame

Table 4: Distribution of Stories According to the Dominant News Frame

Content Category	Vanguard	Daily Sun
News Frame	Frequency (Percentage)	Frequency (Percentage)
Conflict frame	8 (37%)	6 (34%)
Corruption frame	2 (9%)	2 (11%)
Humanitarian angle frame,	2 (9%)	2 (11%)
Government response frame,	2 (9%)	1 (6%)
Individual response frame	2 (9%)	2 (11%)
Religion Frame	4 (18%)	3 (16%)
Ethnic Frame	2 (9%)	2(11%)
Total	22 (100%)	18 (100%)

Source: Field Work, 2023

The table above represents the news frame in which the selected newspapers reported the subject matter. It reveals that Vanguard had a total of 8 stories representing 37% reported with the conflict frame, 2 (9%) were reported as Corruption frame, government response, Humanitarian angle frame, Individual response frame, Ethnic Frame, 4 (18%) as religion frame.

For The Daily Sun, 6 stories representing 32% reported with the conflict frame, 2(11%) were reported as Corruption frame, government response, Humanitarian angle frame, Individual response frame, Ethnic Frame, 3 (16%) was reported as religion frame, 1 (6%) as government response.

Discussion of Findings

This study was conducted to ascertain effectiveness of Daily Sun and Vanguard Newspapers Coverage on Campaign against Political Corruption in Nigerian Electoral Process. The study found that the selected newspapers did not do well in their surveillance function, since they gave a poor coverage to Campaign against Political Corruption in Nigerian Electoral Process. The study found that the percentage of editorials and opinions on campaign against political corruption in Nigerian electoral process compared to the straight news stories is negligible. That did not allow the newspaper organizations to make known their positions on the issue adequately and allow individuals to also contribute what they think about the issue.

The result in table 2 shows that Vangaurd had a total of 22 (55%) stories of campaign against political corruption in Nigerian electoral process in all the issues analyzed, Daily Sun had 18 stories representing, (45%). This implies that the two newspapers, Vanguard, and Daily Sun did not give adequate coverage to campaign against political corruption in Nigerian electoral process. There is an implication that the society who the media ought to serve as the watchdog will be less informed about campaign against political corruption in Nigerian electoral process leading to the citizen's ignorance of such occurrences and also depriving them the opportunity of being informed. The study is in line with Osifeso and Ogunleye (2016) who suggested that the Nigerian media's coverage of election-related

issues was often influenced by political biases and partisan interests.

The study reveals that a greater number of stories reported were negative for both newspapers. Most of the stories were of tragic attacks that lead to injury, death and destruction of lives and properties. This is to show clearly that the issue of political clash is seen as a religious conflict in the country. Beyond the issue being a religious issue, the news framing also indicates that there is a negative effect on the economic of the country. The study is in disagreement with Olushola, Fadairo and Aminu (2014) who conducted a study entitled, "Coverage of Corruption News in Major Newspapers in Nigeria".

Conclusion

Across the world, the media are known for their time tested abilities of setting agenda, initiating social discourse, spearheading issues of national interest and generally advancing the well-being of the society. Therefore as the increase in the fight against political corruption continues to garner momentum in the world due to the scourge, it is expected of the media to be at the front burner of the campaign by giving in-depth, interpretations and navigating possible solutions to address the bane.

Unfortunately, this has not been the case in Nigeria as findings from this study has revealed. Despite several campaigns carried out by the print media in sensitizing the masses against political corruption in the electoral body there are still some acute factors which hinder their messages not to be effective. The Nigerian print media have not indicated the seriousness and intensity required to fight these factors. The media also has also failed to attach prominence and enough coverage expected to campaign against political corruption which has been the bane of Nigeria since time immemorial.

Therefore, this study concludes by calling on the media to wake up to its agenda setting and social responsibility role in Nigeria by fighting those factors which inhibit it from effectively campaigning against political corruption , it should the corruption

campaign in Nigeria electoral process, though where (print or broadcast) media owners who are active politicking with corruption allegations hanging on their necks , it will be difficult for such media to be effective in fighting political corruption.

Recommendations

Having explored the essence of the topic: Effectiveness of print media campaign against political corruption in Nigeria electoral process: A study of the 2023 general election, the following recommendations are proffered:

That the Nigerian newspapers should give more prominence to the campaigns and fight against corruption in the country. To this end, stories on campaign against corruption should be given more front page treatment to demonstrate the significance people should attach to such issues and its consequences.

As shown in the findings that one of the major hiccups to effective campaign against political corruption is bribery by politicians, political interest of publishers, government pressure, there should be stringent rules and regulations which media houses must follow and they fall short of them, those involved should be sanctioned. The public should collaborate with the media in the campaign against political corruption in Nigeria electoral process by providing them with useful tip-offs on corrupt practices. The media should live above boards in the discharge of their professional duties even if such media organisation is owned and controlled by partisan politicians.

Civil society organistaions and Non-governmental organisationns should be encouraged to venture into media ownership in order to effectively fight corruption in our policy and political processes.

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