

**Title of Article:** The Media and Cultism in Nigerian Higher Institutions of Learning: A Study of Coverage, Treatment and Relevance.

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### **Abstract**

This research is about Press Reportage of Cultism in Nigerian Tertiary Institutions: 2003 to 2005. It seeks to find out if and how the issue of cultism is reported in the Nigerian media. The research also aims at highlighting the origin of cultism and how it can be positively dealt with by the mass media. The researcher used content analysis to analyze data and collate data from the two selected national dailies, which served as the sample size. Through the simple percentage method the data gotten from the newspapers were properly analyzed and the five research questions raised earlier were adequately answered. As a solution to the menace of cultism in the society, the researcher recommends that the Nigerian press should not only report cultism-related issues objectively or regularly but also give such issues favourable coverage. The Nigerian government is also urged to stamp out the vice via adequate planning and implementation of useful policy measures. **Key words:** Coverage, Cultism, Mass Media, National Dailies, Press Reportage