

Title of Article: Reportage of Global Economic-Meltdown Issues in Selected Nigerian Newspapers.

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Abstract

The media has been described by Marshall McLuhan as "extensions of man" meaning that the media is capable of extending the ability of individuals to communicate, to speak to distant relations, to hear messages, and to *view images made available only with the media*. They also facilitate various effects- short-term, intermediate-term, and long-term effects- on audiences. The short-term objectives include the exposure of audiences to global economic meltdown issues, the creation of knowledge and awareness, etc. The aforementioned plus attitude and behaviour changes as well as social norm perceptions fall under intermediate-term objectives. All of the tasks above including the concentrated restructuring of perceived social norms and maintenance of behaviour change are incorporated into long-term objectives. Journalists can only report financial crisis issues from an informed perspective when there is a connection between them and financial institutions/establishments, where complex meltdown issues are broken down. Nigerians, in the absence of accurate theoretical framings resulting from insufficient economic research by the print media, may have their understanding/knowledge of economic issues constrained (and thereby distorted). It has become a necessity to study financial reports in the media critically because of the double-edged sword form the media take, disseminating both harmless and harmful messages. This paper highlights the reportage of global economic meltdown issues in selected Nigerian newspapers. Global economic meltdown issues were 16.8% (i.e. 162) of the 967 news items analyzed in the Guardian while they were 22.1% (i.e. 274) of the 1242 news items analyzed in the Punch. Global economic meltdown issues were least reported as at May (9.9%) and June (6.9%) in the Guardian and the Punch respectively whereas both newspapers had the highest coverage of financial crisis issues in January (22.2%) and March (24.5%) respectively. Most of the reports in the Guardian came from unidentified sources (56.2%) whereas majority of the reports in the Punch came from in-house sources (58.4%). News agencies were the least sources used by the Guardian (1.2%) and the Punch (4.4%).

Keywords: Coverage, Global Economic Recession, Nigerian Print Media.