Issues in Mass Media, Communication Studies & Research in Nigeria

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Framing Issues in Mass Media, Communication Studies and Research in Nigeria
The diversity of issues and themes treated in this book and the diversity of approaches and the perspectives of the contributors to the contents could be indicative of what and how Nigerian scholars can deploy new perspectives to enrich scholarship on mass media and communication for teaching, learning, research and professional practices.

The contributions could be better appreciated when considered against the background and context in which the mass media and communication scholars and media professionals are forced to perform their duties respectively. The rapid changes which are manifesting very seriously in the wake of the 21st century are not only tremendous but are also threatening. Therefore, human beings must change attitudes in order to adapt appropriately to the changes occurring in the 21st century.

The desire by human beings to live and come to absolute terms, if possible, with their environments in different communities, societies and countries of the world has brought with it unprecedented innovative developments in almost all the facets of life. This is particularly obvious in the 21st century when Information and Communications Technology and Globalisation have become the predominant existential ethos of mankind.

Thus, as innovations are made, tried and put into use, human beings, the true software of development, are forced to adjust to the rate, level and direction of development which itself is in a state of restless flux. Therefore, the implications of innovation for development are many and influence human existence with unqualified means and in unquantifiable ways; in various communication settings with an almost immeasurable impact. For instance, human beings are made to effect mental and physical adjustments at different levels, dimensions and states of being. These, in turn, affect the structural organisational aspects of the society and the value and attitudinal orientations of individuals and consequently affect the physical environment which could lead to modern social order. This
situation calls for new thoughts that must be reflected in new curricula and textbooks particularly in communication disciplines in a fast developing nation.

Communication is an essential vehicle of rapid social change. Without efficient channels of communication, the complexity that results from the enormous change – from the structural differentiation and complex role relations – will lead to the disintegration of the society. McQuail (2000), Boadu (1997) and Chu (1973) noted:

.... When we consider national development, not just in terms of increase of gross national product, but as an ongoing process of social transformation, involving change in its economic and social structure, then communication development should be a major concern.

In the 21st century, national development has become a globally competitive must for all nations, developed and developing. Even, in the presence of modern technologies, communication remains central to national development agendas of nations. The concept that a positive relationship exists between mass communication and national development is based on the consideration of the society as a social system, so that a change in the communication component tends to directly affect the social and economic component. This is particularly true of Nigeria, a developing nation. The development of the television, radio and Internet media of communication has resulted in rapid and steady economic, social, political and national development of Nigeria. Thus, it is true to say:

As nations move from the patterns of traditional society towards the pattern of modern industrial society, spectacular developments take place in their communication. From one point of view, developments in communication are brought about by economic, social and political evolution which is part of the national growth. From another viewpoints, however, they are among the Chief makers and movers of that evolution (Schramm, 1973).

In the 21st century in which data, information, knowledge and wisdom determine the manner, depth and pace of development of nations, the cognitive, technical and socio-economic skills development of nations has...
become paramount in the development strides. This publication aims, exactly, at developing these skills in the citizenry of nations particularly Nigeria.

The contributors to the content of this publication were enthused and provoked by the expansive, in-depth, dramatic and far-reaching developments in nations of the world, particularly in Nigeria, pertaining to economic, social, industrial, ICT and political developments vis-à-vis developments in the mass media disciplines. The development in the mass media, mass communication and the overall developments in theory and practice in the disciplines call for new research foci and approaches into the role of mass communication in development in the 21st century.

In view of the developments in the world communication system, these scholars, the contributors to this publication, like many other worldwide scholars of mass media and communication studies and research, firmly believe in the role of mass communication in modernisation. To them:

Mass media is responsible for characterological changes [providing people with new role and development models which help promote a more active participant orientation in the populace] and help in the development of skills needed for success in a fast changing society (McQuail, 2000; Boadu, 1997; Whiting, 1970).

This book is intended to serve as a teachers’, students’ and researchers’ ‘guide’. It is a practical overview of both well established and newly proposed conceptual frameworks that may be used to study, teach and research different aspects of mass media and mass communication.

The book is structured into eleven chapters of conceptual, theoretical and professional practices, postulations and analyses. It covers various current issues and perspectives worked into great details and presented in simple and readable English. It is aimed at meeting the information, knowledge and skills needs of the professionals right on the field of action and the researchers and students in the institutions using current and various curricula for teaching and learning.
Overview of the Chapters in *Issues in Mass Media, Communication Studies and Research in Nigeria*

**Chapter One: Basic Principles and Techniques of Photographic Camera and Photojournalism** dealt with practical introduction to news photography. It classified photography into broad group and dealt with photojournalists’ sensitivity to people’s circumstances and events in which they are expected to take pictures that communicate and how they can recognise newsworthy events that can be captured with their cameras. It concluded that the enduring and necessary elements in photographic experiences are based on the objectivity of the photojournalists.

**Chapter Two: Concepts of Artistic Designs in Visual Communication** discussed the basic and formal elements of designs and principles of artistic design in communication as well as the principles of composition in visual communication. The study also discussed the meaning, characteristics and classification of type and textually elaborated the rudiments of typography, lay-out and make-up and visual concepts used to articulate printed messages in political advertising.

**Chapter Three: Effectiveness of the Internet as an Aid to the Mass Media** reviewed the contributions of the Internet to the mass media, with particular emphasis on newspaper. The paper examined how Internet technology has helped the mass media in newspaper production and cyber challenges confronting the print journalist. It also examined the factors responsible for those challenges, with a view to finding solutions to them.

**Chapter Four: Significance of Health Communication in Human Development** discussed the important role that health communication plays in human society. The study concluded that health communication has been a contentious field that has not utilised the import of the development media theory because health issues or information about health-related matters are supposed to galvanise the interest of the people so as to give them a better life.

**Chapter Five Social Media and Democracy in Nigeria** postulated that history is littered with stories of how technologies are changing cultures and how cultures are changing technologies. It was also discovered that the rise of social media is a cultural revolution that touches all aspects of human lives. The study concluded that Nigeria is experiencing
the mighty waves of social media, which played a key role in “Occupy Nigeria” protest in January 2012, which forms one of the greatest milestones that social media history has recorded in Nigeria.

Chapter Six: Sociology of Communication and Human Society focused on sociology of human communication. The study noted that every society requires a very sound network of interaction and defined patterns of behaviour for its continued existence. The study revealed that communication is one of the major forms of human interaction in human race and postulated that the modern world depends on continuous communication/interaction.

Chapter Seven: Teaching Approach to Graphics of Mass Communication and Editing Module presented the graphics of mass communication and editing symbols. The study discussed copy editing as the process of the art of eliminating unwanted materials or details from a copy. The study stated that the editor, deputy editor, news editor, assistant news editor, line editor or desk editor could also handle the editing of the news stories. The study revealed that good editing aims at making the copies not only clear and interesting, but also right.

Chapter Eight: The Development of Human Communication Resources from Traditional to Modern Technology: The Internet and Telephone Example discussed the importance of the Internet in today’s world. The study explored the development and influence of the Internet. The study stated that in organisational communication, business arrangements can be made promptly and internal communication can be enhanced. This paper examined the use of the Internet, particularly the use of the e-mail and online materials for research and business purposes.

Chapter Nine: The Indispensability of Investigative Journalism to Nigeria’s Socio-Economic and Political Development examined the state of investigative reporting in Nigeria with a view to analysing the concept and probing into why it is not occupying an enviable position among journalists. In the study, workable methods that can be used to improve the adoption and application of investigative journalism for the benefit of the nation at large were suggested.
Chapter Ten: The Mass Media and Anti-Terrorism in Nigeria focused on the aspects of media reports in enhancing the fight against terrorism and the unwarranted destruction of lives and properties being perpetrated by the implacable sect, Boko Haram, in some parts (mostly in the North-East) of the country. The paper explicated these attacks as barbaric.

Chapter Eleven: A Model for Adoption and Application of International Standard Bibliographic Description (ISBD) for the Book Medium of Mass Communication in Nigeria discussed the book as a medium of mass communication. It highlighted the convergence of professional interests and objectives of the librarians and the publishers for information creation, dissemination and use. It is expected that the adoption and application of ISBD-AAM would not only enhance quality book publishing, profitable marketing of books nationally and internationally by Nigerian publishers but would also assist in the provision of easy access to books through the professional activities of the librarians.

Conclusion
All the chapters in this book individually focused on an aspect of mass media and communication. Collectively, the aspect of focus covered the concepts, principles, contentions and viewpoints on production, design, techniques, nature of and techniques in photojournalism, social media, health communication, sociology of communication, communication and the human society, an epic overview of the development of human communication up to the era of the Internet, principles and the indispensability of investigative journalism, use and methods of deploying the mass media and communication to combat terrorism and the use of ISBD in the book publishing industry in Nigeria.

References

