**PRINT MEDIA COVERAGE OF DEVELOPMENTAL ISSUES: A COMPARATIVE STUDY OF THE SUN AND THE PIONEER NEWSPAPER**

**BY**

**UKPE, UKEME ANIEFIOK**

**UCP/H2012/MC/093**

**TO**

**THE DEPARTMENT OF MASS COMMUNICATION**

**UYO CITY POLYTECHNIC, UYO**

**AKWA IBOM STATE**

**DECEMBER 2014**

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**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF HIGHER NATIONAL DIPLOMA (HND) IN MASS COMMUNICATION**

**DECEMBER 2014**

**CERTIFICATION**

This is to certify that this research work on Media Report on Developmental Issues: A Comparative Study of The Sun and The Pioneer Newspapers was carried out by Ukpe, Ukeme Aniefiok with Registration Number UCP/H2012/MC/093 of the department of Mass Communication under the Supervision of:

Pastor George Udoh (Ph.D) ...........................

(Supervisor/HOD) Signature/Date

**DEDICATION**

This project is dedicated to my parent Mr. & Mrs. Aniefiok Ukpe for their prayers, support and encouragement.

**ACKNOWLEDGEMENTS**

My sincere thanks go to my maker the almighty God through him I was able to accomplish my educative desired objectives. I am seriously indebted to my supervisor George Udoh (PhD) who went through my manuscripts despite his tight schedule. Then in appreciation also I am indebted to all my lecturers in the department of Mass Communication Dr. Emmanuel Ebong, Pastor Enefiok Inyang, Mr. Kingsley Ibanga, Mr. Samuel Udofia and Ms Philomena Umoren in which I gained immense knowledge from them and also their academic advice which was profitable to me. May God bless you all richly.

I owe much gratitude to my parents Mr. and Mrs. Aniefiok Ukpe who supported and sponsored me both financially and spiritually through studentship at the Higher National diploma (HND) in Uyo City Polytechnic. I say a big thank you to my siblings Miss Francisca, Magaret, Kingsley, Rebecca, Rose and Micah for their prayer and support.

Finally, my special thanks go to Mr. Udofia, Miss Enobong Akwa, Ikpe Josephine and Immaculata Anthony for their words of encouragement and prayers. I am grateful to all of you. May God the Almighty bless all of you.

**ABSTRACT**

This study took a look at Print media coverage of developmental issues in a comparative study of *The Pioneer* and *The Sun* Newspapersbetween November 2013 to May 2014. The study was set up to find out the quality of reportage given to some developmental issues by *The Pioneer* and *The Sun* newspapers. Secondly, the study was set up to determine the methods these newspapers (*The Pioneer* and *The Sun*) used in gathering information in writing these reports. To this end, the study design used in the research work for data collection was the content analysis. The study’s population was 108 whereas the study’s sample was determined from the study’s population through Yaro Yamani (1964). Statistical tool was 85. Data for the study were presented using frequency distribution tables. In analyzing the obtained data, the researcher adopted simple percentage and statistical tool. Findings revealed that special reports considered as one of the content categories were not focused by *The Pioneer* and *The Sun*. Secondly, *The Pioneer* and *The Sun* did not focus on rural development and forestry conservation. Then, rural areas were neglected by *The Pioneer* and *The Sun*. Based on these findings, the study recommended that media reports of developmental issues especially by *The Pioneer* and *The Sun* should be focused on special reports. The report of developmental issues should focus more on infrastructures, agriculture and politics. Also, newspapers should strive harder to report with justification developmental issues. Lastly, rural developmental issues should be reported by Nigerian newspapers on routine basis.

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**CHAPTER ONE**

**INTRODUCTION**

**1.1 Background to the Study**

Developmental issues are unfolding through the media across the globe every day. The media as it is referred to as a collective means of communication by which general public or populace is kept informed about the day to day happenings in the society. On the other hand, development refers to a change geared at improving or making better the life and environment of man (Jika and Ali, 2000 P. 16) Dudley (1985, P. 10) posted that development involves the creation of opportunities for the realization of human potentialities. Where the media come in developmental issues communication is thought as what is called “development communication”.

Basically, the media are described as performing three functions of developmental issues of information, education and entertainment these are the conventional social functions the media render to the public, but which is equally applicable in broader sense in development pursuit. It could be said that through educating, informing and entertaining, the media thereby make the society, society members as well as the leadership of the very society aware of the importance and need to undertake certain process or processes of national development.

Also attached to their basic roles of media report is another role of persuasion, where media are seen as viable tools of applying persuasive efforts to influence people’s actions towards a particular direction. The media are therefore seen for their role in framing and furnishing the public with necessary information of development or change goals (Oso and Pate, 2011, P. 45).

Media report of developmental issues lies in their capacity and capability to teach, manipulate, sensitize and mobilize people through information dissemination (Ucheanye 2003, P. 22). The media also chart a course for public in live with the agenda setting theory, hereby creating in the minds of the people, issues that should be viewed as priority issues including development programmes and policies (Nwabueze 2005) instance of the media report being presently played by in Nigeria is the general millennium goals pursuit towards the year 2013, as proposed by the United Nations and reported by *The* *Sun* newspaper (November 23, 2013).

Another instance of developmental issues by *The Sun* newspaper is the infrastructural development of tertiary institutions access the nation by the Federal Government on (13th January, 2014). On that note, the midweek Pioneer newspaper of Wednesday, November 13th 2013 reports on tourism development and urbanization of Akwa Ibom State, which sees tourism as an alternative agent of transformation and how NDE trans 50 farmers in Bayelsa to boost the farmers skills.

Also, *The Pioneer*  newspaper reports industrialization, agenda for Akwa Ibom State as one of the campaign promises of Governor Godswill Akpabio *The Pioneer,*  (November 6th 2013). Rather responsibility of informing people about developmental issues and projects is another major role of media to national development such issues designed and proposed by policy makers could be entirely new to the people at whom they need to be enlightened, educated and mobilize.

**1.2 Statement of the Problem**

In reporting developmental issues, it is difficult to ascertain that media have performed creditably. Rather, the creation and dissemination of knowledge are key factors in the developmental issues where the media have been instrumental as a means of storing and sharing knowledge. The well-recognized functions of the media are to educate, inform and entertain where the social and economic contribution of the media to development depends on the nature of the content delivered. It can also have attributes that include so many issues, including a variety of different stories such as political, economic and social issues of a country.

Basically, the main function of newspaper is to report local, regional, national and international news. But, most of the newspaper, including government and private newspapers, seem to give priority to the interest of their sources. It is however said to admit that media have been infiltrated by some unqualified persons as some unscrupulous individuals with their own political agenda other than to serve the public by educating, informing, entertaining and mobilize for development. In view of the aforesaid, the question is: To what extent *The Pioneer* and *The Sun* reported developmental issues.

**1.3 Objectives of the Study**

The objectives of this study were to:

1. assess the extent of coverage of developmental issues in *The Pioneer* and *The Sun*s.
2. determine whether the two newspaper pay attention to the stories of developmental issues;
3. determine the relevance of media in reporting developmental issues in Nigeria;
4. examine the role of media in reporting developmental issues.
5. Identify the problem restricting the report of developmental issues in Nigeria.

**1.4 Research Questions**

The research aims to answer the following questions

1. To what extents is the coverage of developmental issues in the selected newspaper?
2. Do *The Sun* and *The Pioneer* newspaper pay attention to the stories of developmental issues?
3. Do media report on developmental issues relevant to general public well-being?
4. Do media play any role in reporting developmental issues?
5. Are there any problems associated with developmental issues in reportorial of the newspapers?

**1.5 Scope of the Study**

The scope of this study is limited to newspaper report of developmental issues. The focus of the study was only on government newspaper and one private newspaper. The selected government newspaper is *The Pioneer* (Akwa Ibom State Newspaper) and the private one is *The Sun,*  (English Version Newspaper). The newspaper was purposely selected as the researcher was interested in knowing the newspaper that is more acceptable for the courage of developmental issues in Akwa Ibom State. The researcher’s familiarity with the newspaper and the audience of the publications has also factored in the selection process. Due to time constraints, the central attention of this study is the coverage of developmental issues in Akwa Ibom State particularly economic, social and political development. The contents of the newspaper studies were those published within seven months. That is from November, 2013 to May, 2014.

**1.7 Limitations of the Study**

This study focuses on developmental stories presented in *The Pioneer* and *The Sun*.

**1.8 Definition of Terms**

**Development:** Development here refers to all the opportunities for the realization of human potentialities which government has put in place.

**Media:** Communication channel through which news, entertainment, education, data or promotional messages are disseminated. Media include every broadcasting and narrow casting media such as newspaper.

**Report:** This refers to all published stories on developmental issues in the state.