

# The Media Constitutional Mandate and Good Governance in Nigeria: An Analytical Perspective

Ogbe, Henry Ejotubu Ph.D,<sup>1</sup> & Oyibokure, Goodluck Irorohwo<sup>2</sup>

<sup>1</sup>Department of Political Science and Public Administration, University of Delta State, Agbor

<sup>2</sup> Department of Political Science and Public Administration, University of Delta State, Agbor

Email: [ogbetubu@yahoo.com](mailto:ogbetubu@yahoo.com), [oyigood4all@gmail.com](mailto:oyigood4all@gmail.com)

**Abstract:** Nigeria state returned from military rule to democratic rule in 1999 so as to enthrone good governance. The paper examined the media constitutional mandate in engendering good governance in Nigeria. Observation and secondary sources of data were adopted in the paper. Secondary data were generated from textbooks, Journals, visual media and internet. The aforesaid method was supplemented with primary method of data generation, through which data/information were obtained from observation. Development media theory and deontological theory were adopted in the paper. The paper identified section 22 of the Nigeria 1999 constitution as amended as the mandate for Nigerian media to engender good governance in Nigeria. The paper revealed that the Nigerian media provide fora for discourse that encourage and promote characteristic of good governance through which it engenders good governance in Nigeria. The paper identified among others complex nature of Nigeria state and poor remuneration of Journalists, and corruption therein as obstacles to the smooth operations of the media in their concerted efforts in engendering good governance in Nigeria. The paper then recommends among others strict adherence to media code of ethics and remuneration of Journalists handsomely as panacea to the hindrance to excellence operations of Nigerian media in engendering good governance in Nigeria.

**Keywords:** Media, Constitutional Mandate, Engendering and Good Governance

## 1. INTRODUCTION

Governance and communication is inseparable in administration of a state. A strong link of communication between the government and its citizens is not only necessary; it also compulsory means to drive the government to the destination of good governance. The media is a platform for communicating opinions, ideas, feelings or information to a large audience either by an individual, a group of persons, organization or government. The mass media are essential devices in the modern society as a conduit through which people express their feelings and desires to the government as well as feedback mechanism of government to informed and educate the people about its actions and inactions (policies). That is why Pate (2011) argued for the media that they remained in the forefront in the struggle to promote the rights of Nigerians through a credible democratization process in Nigeria.

Democracy is a form of government that depends on the active consent of the people (Strong, 1972). This implies that for democratic government to enjoy legitimacy and active participation of the people, it ought to be responsive and accountable to the people, which are indicators of good governance. As a major source of information to the public, the media is expected to encourage the promotion of the principles of good governance (Ashraf, 2014), in a country like Nigeria. Nigeria had suffered tyrannical form of government that denied her citizens human rights and social justice for years. During this period of the despotic regimes, Nigeria media played significant role to ensure the successful return of democracy to Nigeria in May 1999 (Kumar, 2005). This made Ahmed (2013) opined that, apart from awakening the level of people's consciousness on issues relating to

national interests and development, the media are the amphibian factors in enlightenment of the people in the society about the happenings around them and the society at large.

The yearnings for and struggle to return to democratic rule from the military rule which was achieved in May 29<sup>th</sup>, 1999 aimed at the enthronement of good governance with attendant effects of transparency, accountability, equity, adherent to rule of law, participatory, consensus amongst others. This is why democracy as a vision and song of those who struggle for freedom and better ways of life has become acceptable definition (Idowu cited Olaniyi and Gambo, 2016). However, since the new dawn of democratic rule, good governance is still elusive in Nigeria owing to mismanagement of available resources, inequity, non-accountability and corruption by the leaders which have incapacitated the government in engendering good governance.

The problem that is bothering most people's minds is that, how can good governance be engender in Nigeria now that the government is incapacitated by mismanagement of available resources, inequity, non-accountability and corruption. In his consciousness, Akinfeleye (2011:2) noted that;

Good government is a propeller of good governance; in the same way that good governance is a catalyst for good government. Without good governance we cannot have good government and without good government, good governance remains elusive. But

in both good government and good governance, we the people remain the determinants for the achievement, actualization and sustainability of both good government and good governance in Africa.

Akinfeleye positions about the people as determinants of actualization and sustainability of good governance as a catalyst of good government can only be achieved through the help of the media. Therefore, through the adoption of observation and secondary sources of data this paper seeks to examine the various ways Nigerian media making concerted efforts in engendering good governance in Nigeria.

## 2. THEORETICAL FRAMEWORK

This study is anchored on two theories namely; the development media theory and deontological theory. The development theory emerged in the 1980s due to the belief that there is a gap between the developing and developed countries. McQuail (1987) cited in Nwanne (2012) outline the major and fundamental elements of development media theory as follows;

- Media must accept and carry out positive development tasks in accordance with nationally established policies;
- Freedom of the media should be open to economic priorities and development needs of the society.
- Media should give priority in their content to the national culture and language(s);
- Media should give priority in news and information to links with other developing countries, which are close geographically, culturally or politically;
- Journalists and other media workers have responsibilities as well as freedom in their information gathering and dissemination tasks;
- In the interest of development ends, the state has a right to intervene in, or restrict media operation; and devices of censorship, subsidy and direct control can be justified.

Significantly, the development media theory recognizes the importance of media and positioned it as an agent to support the endeavour of government of the developing countries in engendering development and good governance of their countries, which in tandem with section 22 of the 1999 constitution of Federal Republic of Nigeria as amended that the media should uphold the responsibility and accountability of the government to the people which aimed at engendering good governance.

The second theory adopted is the Deontological theory of ethics. Deontological is derived from Greek word “deon” means “obligation or duty (Waller, 2005). While the term deontological theory originated in a book titled five types of ethical theory published by Cgarlie Dunbor in 1930

(Aderogbe, 2013). The term Deontological theory originated in a book five types of ethical theory published in 1930 authored by Charlie Dunbor. The Deontological theory centred on the rightness or wrongness of actions as opposed to rightness or wrongness of the consequences of the actions. The moral absolutist school of thought of the theory believed that whatever is wrong is wrong no matter the perspective one is looking at it from and regardless of the consequences of such an action. The Deontologists believed that people are dutifully bound to act in a morally right manner. That people must act in respect for law and order and not just because of the consequences of their actions. Theory discourages wrong doing and promotes morals (Aderogbe, 2013).

The two theories are jointly relevant to this study in the sense that objectively, the paper examines role of the media in ensuring good governance as general objective and among others, the major challenges facing media in ensuring its mandate/role in Nigeria. Therefore, the relevant of development media theory and deontological theory to this study is that, the former positioned media as an agent for attainment of national policies /national development(good governance) by; accepting and carrying out positive development tasks; open to economic priorities and developed needs; Journalists and other workers have responsibilities and freedom in their information gathering and dissemination tasks in the society (McQuail cited in Nwanne, 2012), while the Deontological theory propagate the belief that people are dutifully bound to act in morally right manner not just because of the consequences of their actions but out of respect for law and order (Aderogbe, 2013).

The development media theory sees media as an instrument/agent for achieving national policies/good governance while Deontological theory believes in acting morally right manner in order to achieve stated objective(s). Therefore, for media to be able to achieve its position as the said agent, the media practitioners must toe the line of acting in morally right manner by religiously adhere to their code of ethics in their operations in a society like Nigeria characterized with multi-ethnic and religious groups, which as opined by Oni (2015) are used to achieve political goals. Media code of ethics as noted by Ike (2005) among others commitment to revealing the truth objectively without being influenced by self-interest. Therefore, adhere to the principles of the discussed theories by the media in Nigeria would not only engender good governance, but also ensure its sustainability in Nigeria.

## 3. CONCEPTUAL CLARIFICATION

### The Media

The concept of media has been variously defined by different authors. Despite the variance in the definitions, the primary meaning which media stands for as a major device of communicating with large number of audience is not diluted. This possibility of reaching out to large audience at the same time qualifies the device as “Mass Media”. McQuail (2005)

describes media as “mass media” because it makes mass communication possible through organized technologies through which as noted by Bamidele (2015) and Quaribu (2016) the general public kept informed about the daily happenings in the human society.

Moreso, the view of Bamidele and Quaribu on media above is broaden by Walter (1992) that media is not only a device to keep public informed about happenings, it is also a basic source of those pictures in our heads concerning the larger world of public affairs, a world for most people that is out of reach, out of sight and out of mind.

From the above definitions, media is a bridge that links both the government and its subjects, and the platform in which both the government and the people express and articulate their views for attainment of national goals. So, the media is an extra-ordinary people’s parliament in ensuring good governance.

### **Types of Media**

Potter (2013) classified media into three as follows,

- Print media: This encompasses newspaper, magazines, periodic or newsletter, booklets and brochures, direct mailers, handbills or flyers, billboards, press release, book among others.
- Electronic media: This includes television, radio, new-age media like internet, computers and telephones among others. Electronic media permits interaction unlike one way communication in the print media. It provides information and entertainment. User must electronically connect to access electronic media.
- New-Age media, which include Facebook, Twitter and Youtube. This media made communication easier, informing, entertaining and interesting.

### **Good Governance**

Good governance is a parameter that distinguishes people-oriented government from other forms of government. Shedrack (2007) good governance is the management of the affairs of government in positive and progressive manners that are beneficial to the people, which are aimed at delivery public goods. Bayo (2014) views on good governance is in tandem with Ogundiya (2010) who views good governance as that governance that is able to achieved the desired end of the state, defined in terms of justice, equity, protection of lives and property, and enhance participation.

For, Akpochafo (2010), good governance is a way of fulfilling the promises made to the people before election which aimed at delivery democratic dividends to the people. United Nations Economic and Social Commission for Asia and Pacific (UNESCAP) (2009) define Good governance as an “indeterminate term used in development literature to describe how public institutions conduct public affairs and manage public resources with purpose to guarantee the

realization of human rights. The United Nations Development comprehensive policy (1997) views good governance as “characterized by participation, rule of law, effectiveness and efficiency, transparency (build on the free flow of information), responsiveness, consensus orientation, equity, accountability and strategic vision”. After all examined definitions of good governance, Omenugha, Uzuegbunam and Omenugha (2013) conclude that good governance “is a negation of corruption, lack of accountability, mediocrity, favouritism, abuse of human rights and press freedom and all such phenomena that tend to undermine human progress in society”.

In summary, good governance is government activities aimed at the provisions and promotion of citizens’ welfare and prevention of anything that tend to undermine the progress and happiness of citizens in a country.

### **The Purpose of Government and Origin of the Concept of Good Governance**

The origin of the concept of good governance can be found in Aristotle’s postulation, when he asserts that state is a natural community which embraces all other communities and aims at good in a greater degree than any others, and at the highest good (Enemuo, 1999). Considering inability to achieve the highest good for the betterment of men in the state of nature due to the absence of government as accounted by Thomas Hobbes, John Locke and J.J. Rousseau led to social contract in which government was formed (Sokoh, 1997; Isitoah, 1999; Omoregbe, 2010), for the realization and sustainability of highest good for men.

Government became key element of a state from social contract perspective. Garner cited in Gauba (2003) state that government is the agency/ machinery through which common policies are determined, common affairs are regulated and common interests are promoted. Hence, the major purpose of the state for men is good life which can be achieved with the help of government through good governance. Therefore, the highest good which is the aim of the state for men in a state connotes good governance in the contemporary.

### **Media Ethics and Good Governance in Society**

The media are being regarded as the fourth realm of the estate because of their dissemination and coordination of information flow between the government and the citizens. This makes media the pillar supporting the three arms of government in ensuring good governance in a society because information promotes good communication linkage that can engender transparency. The media informatively have access to people and can be used constructively to educate the people or used destructively to mislead the people. Against this background, the media have and expected to operate within the ambit of their code of ethics. Ethics in media are the coded principles of morals expected of media staff to uphold.

Furthermore, McQuail (2005) said, media codes of ethics are set of principles of professional conduct that are adopted and guarded by Journalists themselves. The media ethics are expected to uphold as reported by Ike (2005) include commitment to revealing the truth objectively without being influenced by self –interest; maintaining the secrecy of sources and attached editorial to appropriate source(s). Quaribu (2016) reveals that Nigeria media code of ethics share common elements with that of UK and USA. The most common shared elements include the principles of truthfulness, accuracy, objectivity, impartiality, fairness and public accountability as these apply to the acquisition of newsworthy information and its subsequent dissemination to the society/public.

Good governance concern about meeting the needs of the people, a task the government can only effectively achieved with the help of the media playing good communication linkage. Through the media, the government would be able to inform the people about its policies as well as feedbacks from the people about the policies. The feedbacks (people reactions) determine the direction of the policies either to be implemented or not. Therefore, good communication linkage of the media must be guarded and guided by ethics to be able to reveal and report nothing but the truth objectively.

The media have the strength to change people's opinions and such opinions could be negative if the media do not abide by their code of ethics because wrong information is destructive and it can destroy the process of engendering good governance in a society. So, the media should adhere to their ethics in their operations to build the needed confidence between the government and the people in the areas of truth, objectivity, fairness and public accountability communication capable of engendering good governance in a society.

#### 4. MEDIA MANDATE FOR GOOD GOVERNANCE IN NIGERIA

On May 29<sup>th</sup>, 1999 Nigeria changed from military rule to democratic rule with the 1999 constitution as amended, as the driving force of the government. Section 22 of the 1999 constitution empowered the media as the watchdog over the fundamental objectives of the state policy stated in chapter II of the same constitution. The section mandated the media at all times to be free to uphold the fundamental objectives contained in the chapter II as well as to uphold the responsibility and accountability of the government to the people. This section of the constitution aimed at ensuring good governance in Nigeria. The section equally made the media in Nigeria essential pillar supporting and monitoring the three arms of government for enthronement of good governance in Nigeria.

Similarly, section 154 of the Electoral Act of 2010 as amended mandated the Independent Electoral Commission (INEC) to conduct civic education and enlightenment in the media to enhance its functions. Section 153 of the 1999

constitution as amended is in tandem with the section 154 of the aforesaid Electoral Act. Section 153 of the 1999 constitution mandated INEC to conduct voter and civic education, and to promote knowledge of sound democratic election process. These two sections aimed at achieving well informed democratic citizens that could actively participate in electoral decision-making and make constructive criticism of government to be responsive and engender good governance in Nigeria.

The above mandates given to the media have made Nigeria broadcasters have in section 0.2.24 of the Nigeria broadcasting code three main points as the political objectives of broadcasting as cited in Mba (2014) as follows;

- To create and promote political awareness amongst the people with intention of achieving a democratic society.
- To inculcate in the people the spirit of tolerance of all shade of opinions.
- To promote social justice based on the responsibilities and rights of the individuals in society.

The aim of the above objectives of the media is to adequately inform the electorate the democratic value and electoral process to be observed by the electorate to promote transparency, equity and active participation to ensure good governance in Nigeria.

#### The Media Concerted Efforts in Ensuring Good Governance in Nigeria

Nigeria government is incapacitated by administrative challenges because of absence of characteristics good governance such as accountability and equity, and corruption. The media have been making concerted efforts in engendering good governance in Nigeria by encouraging and promoting participation, consensus oriented, accountability, transparency, responsiveness, effective and efficient, equity and inclusiveness, and rule of law.

The following are the ways Nigerian media encourage and promote good governance in Nigeria;

- **Participation:** Participation as component of good governance advocated for involvement of citizens in decision-making process which promotes transparency in government confers legitimacy on government and such decision reached can be adopted to meet the needs of the people (UNESCO, 2005). The media in Nigeria often times serve as platforms to facilitate the provisions of accurate and adequate information that aid Nigerians to make rational and informed decisions that are beneficial to Nigerians as well as express their feelings publicly of their approval or disapproval concerning (national) issues as observed in the disapproval of president Obasanjo third tenure bid by the National Assembly due to the Nigerians criticism (Akanji, 2006; Asuoquo, 2006; Anaza, 2006; Suleiman, 2006) as well as the displeasure expressed by “Bring

Back Our Girls” (Chibok Girls) organization over the poor attitude of the government to the release of the girls (Agande, 2014).

- **Consensus Oriented:** Nigeria is a multi-cultural/ethnic country (Sokoh and Ojo, 2015), with different interests in line with her multi-ethnic nature. Good governance needs mediation between various interests in a society to reach in broad consensus on what is the best interest of the entire society and way(s) it can be achieved. The Nigeria media play mediating role by provision of platforms for discourse and discussions on contending issues to be discussed by either the representatives of the contesting groups or experts and the best decision(s) is reached as observed mostly in the broadcasting media, among others in Coretv, Nigeria and Galaxytv Nigeria. Moreso, Nigeria media played unforgettable role through the provision of informative and educative programmes/platforms aimed at arriving consensus for the emergence of Goodluck Jonathan as Nigeria President (Agbaegbu and Anza, 2010) and as the first indigene of the South-South region to become President (Mojaye and Oboh, 2017) through the 2011 general election after the death of President Musa Yar’Adua in Nigeria.
- **Accountability:** This is a key criterion and requirement of good governance because government is expected to be accountable to the people that established it. Jobarteh (2012) observes that accountability includes how individual functionary and institutions are managing public funds, and whether there is fairness and performance in all aspects in line with agreed rules, contract, standards and fair, and accurate reporting on performance results vis-a-vis mandated role and/or plans. Accountability aimed at reducing if impossible, to eradicate the irregularities in governance, because as noted by Ossai (2015) accountability is a core ethical value that is required of all leaders and public officials in bringing about governance that is in the public interest which (emphasis) Nigeria media is making concerted efforts to achieve. Access to information by the media is a tool to achieve accountability because it promotes transparency (sellin cited in Mwantok, 2016) It is then safe to say that Nigeria government recognition of the chain linkage between information, accountability and transparency spurred the government to passed the Freedom of Information (FOI) bill into law. The bill was signed into law in 2011 by Jonathan Goodluck administration (Ogbeni, 2017) to provide enabling environment for Nigeria media to promote and facilitate transparency and accountability of government to the people.

- **Transparency:** Transparency and accountability are like two sides of a coin; usually go together as discussed under accountability. Olori (2015) noted that transparency means that information is freely available and directly accessible to those who will be affected by such decision and their enforcement. The FOI Act of 2011 is to strengthen access to information (Ogberu, 2017) which media it transmit to inform and educate Nigerians to make informed decisions and act accordingly as evident in the telecast of the Lagos State Land use charge which Nigeria Bar Association (NBA) Lagos State Chapter mobilized civil societies and Lagosians to protest against (DEJI360, 2018). Besides, the media efforts in ensuring transparency in governance in Nigeria is been carried out in their investigative and informative role, e.g the investigation of some of the accused judges and chief judges of the federation accepting gratifications from litigants before their courts as they were recommended by National Judicial Council (NJC) for sack (Nnochiri, 2016). The Nigeria media aides the campaign of the whistle blows policy of the president Buhari administration against corrupt practice. Transparency requires availability of information to be used to adjudge the authorities’ performance and guard against any feasible misuse of powers.
- **Responsiveness:** Good governance requires responsive government and its institutions to the needs of all stakeholders within a reasonable time frame. The media provides the widest and fastest channel of reaching out to people (Ijeoma, 2010), thus, the Nigeria media help in this direction. The media helped Goodluck Jonathan government to reach out to Nigerians within reasonable time frame informatively and educatively on the Ebola outbreak, and the possible solutions in Nigeria. (Aghulor and Osakwe, 2014) Also, the review of the Lagos state Land use charge was facilitated by the media (DEJI360, 2018; Serious Matta, 2018). However, the response of Nigeria government towards the plights of the people is not commensurate with the expressed needs of the people.
- **Effective and Efficient:** These two concepts are essential to good governance because as asserted by Olori, (2015) the two concepts require governmental institutions and processes to judiciously utilize the available resources to meet the needs of the people. The aforesaid concepts also advocate how to sustain the use of natural resources and secure the environment (Ossai, 2015). The Nigeria media investigate and constantly inform the government of the need of Nigerians (Ogwuda, 2014, Enyosa, 2014) and reports the use of available resources by the government e.g the claimed 16 billion US dollars

in various electricity projects without nothing to show for it under president Obasanjo administration (Oloya, 2015) and Niger Delta environmental degradation jingle(s) by the media due to oil exploration in the region to attract government attention to the environmental problems.

- **Equity and inclusiveness:** This component of good governance depends on creation of opportunities in which all citizens feel that they have a stake in the mainstream of activities without be excluded (Agidi, 2012). The most vulnerable in the society should be given opportunities to improve and maintain their well-being. In Nigeria, the civil societies and the media in their programmes remind the government of equal treatment and inclusion of the most vulnerable through policy in Nigeria.
- **Rule of Law:** It was the search to curtail arbitrary power(s) that is not tolerated in the society that led to the evolution of rule of law (Okonkwo, 2014, Bamgbose, 2002). Rule of law needs full protection of human rights and impartial enforcement of laws by concerned authorities/institutions. The media also reported the scene of human right abuse by some Nigeria soldiers that brutalized a crippled civilian at Onitsha (Obaze, 2017). The Nigeria media plays crucial role in promoting enforcement of rule of law and in ensuring that rule of law is adherent in Nigeria. The media provides informative and educative platforms aimed at the promotion of principles adherent to rules of law, equity, and transparency, active participation of Nigerians in government, government responsiveness and accountability which are components of good governance.

### Media Techniques and Good Governance in Nigeria

The media bridges the gap between the government and the people in the society. The media serves as the ears, eyes and the mouth of the society (Adeyemi, 2013). Media source for political information disseminates and coordinates the flows of the sourced information for ensuring good governance in Nigeria through what this paper called media techniques. They are; agenda setting, civic forum, surveillance and investigation.

- **Agenda Setting Technique:** Agenda setting creates public awareness on topical issue(s), as noted by Quaribu (2016), in which discussions arising from the agenda are held an opined by Somenugham, Uzegbunam and Omenughu, (2013). The Nigeria media sets agenda on issue(s) for discourse and debates such as issues on policy on education and insurgency in Nigeria, so that, as opines by Ahmad (2013) opinions can be formed by the public towards national development. Development is the hallmark of good governance. Ahmad further opined that

government plans and policies are analysed pointing out to government ways of achieving good governance rather than to committing blunder or mistake that will not be of interest to the country. Therefore, Media act as an agenda-setter for policy-makers in strengthening government responsiveness, to problems particularly social problems and exclusion (Norris, 2006).

- **Civic Forum Technique:** The media as opined by Agba (2002) has become the most influential communication platform in the contemporary. The media invites experts to forum and provides information on topical issue(s) for discussion thereby encouraging informed decisions to be made about the contending issue(s). In this regard, the “media serves as site of contestation in which diversified positions are advanced, significant opinions are heard, interest, and inner-working are exposed, and input is received” (Bamidele, 2015). Examples, Journalists Hangout in Tv News, Nigeria, in Coretv and Core digest are television stations programmes respectively in Nigeria. Going by the section 22 of 1999 constitution as amended, mandate is given to the media in Nigeria to raise issues as agenda for public discourse so that opinions can be formed by the public towards actualization and sustainability of good governance in Nigeria.
- **Surveillance Technique:** The media plays watchdog role over government activities in ensuring good governance as mandated by section 22 of the 1999 constitution as amended. Hence, George, Philips et al cited in Ashraf (2014) posted that “media promotes transparency, accountability and public scrutiny of decision-makers by highlighting policy failures, maladministration by public officers, corruption in the judiciary and scandals in the corporate sector”. This is why Bamidele (2015) opines that apart from guarding and advancing the frontiers of the people’s liberties and freedom, the media equally has the obligation to regard itself as policing institution over the fundamental objectives and direct principles of state policy, and the citizen fundamental rights.
- **Investigative technique:** The media investigates government inefficiency and illegal activities, thus helps people to know what is happening in the government. It also makes people to be vigilant on political development which help to stimulate debates drawing attention to amongst others the institutional failures and corruption in the society (Ashraf, 2014).

The media through their concerted efforts using the discussed techniques above to provides information and education to enlighten Nigerians to be able to constructively criticize the government of its bad governance with purpose of practicing good governance which is the embodiment of

responsiveness, accountability, transparency, participation, efficient and adherent to rule of law among others.

## 5. CHALLENGES CONFRONTING THE MEDIA IN NIGERIA

While Nigeria media wish to fulfill their mandate of upholding the responsibility and accountability of the government to the people, as a way of strengthening the process of engendering good governance, we must also acknowledge some of the major challenges facing them. Below are some of the problems;

- **The complex nature of the Nigerian state**

Nigeria is made up of over 250 ethnic groups (Nwanne, 2017) and Muslim – Christian dichotomy. The sharp division among the ethnic groups and the religious groups (Oni, 2015), make Nigerian state complex for the media to adhere to their code of ethics that could have help them to achieve their mandate of engendering good governance in Nigeria. In this regard, the media that are expected to be moral-crusader sometime doing otherwise. For example, the reports given by some of the media over a cartoon in a Danish newspaper in Maiduguri (northern state) that allegedly discredited Prophet Mohammed in 2006 were distorted by ethnic sentiments. New Nigerian newspaper owned by the 19 northern states governments and the Daily Champion Newspaper owned by Igbo man from the East, Chief Emmanuel Iwuanyanwu, both newspapers failed to reveal the senselessness of the supposed cause of the crisis rather suggested the ill-treatment given to their people, they were more interested in reporting their ethnic sides of the stories (Okuna and Omerugha, 2008).

- **The Effects of Media Ownership**

Section 36 (11) of the 1999 constitution of Nigeria as amended gives right to individuals to establish and operate any medium for the dissemination of ideas and opinions in Nigeria. The consequence of the said section are the three existing pattern of media ownership in Nigeria, namely – ownership by government, ownership by private person/institution and co-ownership by government and private person, which have negative effects on expected unbiased media. The media (Journalists) have been accused of not been trusted and slanderous because of the nature of ownership. It has come to notice that media owners who are politicians dictate what goes into the pages of the newspaper (Dare and Tagbo, 2010). Government owned media endeavour to project and protect government interest, while private owned media protect the interest of their owners, which violate the code of media ethics.

Moreso, for example, the struggle of Christine Anyanwu during the 2011 Nigeria general election to secured electoral primary ticket to run for a second term on the platform of People's Democratic Party (PDP) in Owerri Senatorial District seat in Imo State, which she lost to Kema Chikwe, the contender. Senator Anyanwu cross-carpeted to All Progressives Grand Alliance (APGA), where she secures

ticket to run for the said election. The battle over the senatorial seat was taken to the media where the political gladiators engaged in a war of words, the ruling party (PDP) in the state had the privilege of using the Imo state broadcasting corporation while senator Anyanwu used her owned Hot FM radio station (Emezie, 2011).

Therefore, lack of independence of the media due to pattern of ownership has made partial and by implication, frustrating the process of engendering good governance in Nigeria.

- **Poor Remuneration of Journalists and Corruption**

Corruption has become culture in Nigeria because is affecting every sector (Obi, 2005). By implication of Obi's position on corruption, Nigeria media are not exempted from this demonic act. Therefore, the media role of watchdog over government activities are expected to play its part in ensuring transparency and accountability in government, to engender good governance is negatively affected. A research conducted to examine corrupt practices in Nigeria media by Adeyemi (2013) reveals that there exist corruption in Nigeria media and the most popular corrupt practice is the acceptance of monetary inducement popularly referred to as "brown envelop". Others are "Media Executive Dinner" in which various expensive forms of either political/economic gratification are given to Journalists/media. He further mentioned what Wikipedia called "ATM Journalism", which is more popular in the recent time in the society that indicates the change to electronic transfer of bribe into Journalists bank accounts. Adeyemi noted that these financial gratifications are regarded as a form of bribes paid by news sources to Journalists to enable the givers get favourable news coverage.

Practically, Eastern cited in Obiarugwe (2009) illustrates the influence of politicians concerning the brown envelope syndrome as follows;

*In political process, the Journalists themselves are seen as barriers to free and fair reporting. In 2003, the People's Democratic Party (PDP) chairman, Alhaji Makama Rigachikum once regarded the Nigerian Journalists as corrupt, but he demonstrated how politicians like himself make Journalists corrupt. After a press conference, he offered a gift of N50,000 to Journalists. Although very generous, yet unethical.*

In Nigeria, it is very routine as politicians pay what is called "Dash" in brown envelopes to make sure they get favourable coverage. In some quarters, it has been argued that Journalists are poorly paid, so corrupt practices become alternative sources for income.

- **Commercialization Policy of News**

The media houses have seriously engaged in implementation of commercialization of the airwaves

particularly government owned media, in protest that they are grossly underfunded; the private owned media are not exempted. Therefore, they have to device alternative sources of survival (Pate, 2012). This policy has automatically prevents the majority of people from any form of involvement in the airwaves. This creates a situation that denies the common men access to the airwaves but exclusively reserved for government, big institutions and politicians. There is a popular adage that says “who pays the piper dictates the tune”. Therefore, the independent of the media is thrown to the winds. Ashraf (2014) notes that a media without independence is nothing more than instrument of the authorities or interest groups, that paid (commercialised) news deceives the people, that the reader of the press or viewer of the television is betrayed into believing what is basically an advertisement. He further notes that ultimately paid/media practices do harm to the decision-making process in a democratic society, and that independent media produced news content.

## 6. CONCLUSION

Media in Nigeria are mandated to uphold the responsibility and accountability of the government to the people aimed at engendering good governance in Nigeria. Therefore, the main task in engendering good governance in Nigeria is to watch over the government activities to promote accountability, transparency and public scrutiny, and to provide civil fora for political debates and constructive criticism, thereby positioning Nigerians towards engendering good governance. The media links the people and the government informatively and educative towards promoting transparency which spurs accountability for the attainment of good governance.

The Deputy Public Affairs Officer, United States consulate General Lagos, Mr. Sell, F. cited in Mwantok (2016) noted that without transparency and accountability, trust would be lacking between the government and the people who causes social instability and inconducive environment for economic growth. He further asserted that “transparency is a crucial way to break the chain of corruption and government succeed when it promote transparency in its dealings and ensures independent media, independent judiciary and critical cavity society”.

Therefore, the Nigerian media make concerted efforts toward engendering good governance in Nigeria by empowering Nigerians informatively and educative over government activities to be able to constructively criticizing government to be an observant of the characteristics of good governance in its dealings as the only way to engender good governance as postulated by Akinfeleye. The Nigerian media have been acting in this direction despite obstacles confronting them e.g the live telecast of Nigeria’s parliament debates on a report that reveal 6 billions US dollars defrauded from the fuel subsidy fund for two past years, the fuel sector probe committee was due to the wake of angry nationwide protest in January after the government tried to remove a fuel

subsidy (EFCC portal cited in Sokoh). Also, the role (mandate) of the media as watchdog to enthrone transparency as observed by Ojo (2012) has also led to the resignation of Chief Evans Enwerem as senate president and removal of Dr. Chuba Okadigbo through impeachment as senate President of Nigeria in ensuring accountability and adherence to rule of law.

## 7. RECOMMENDATIONS

Good governance is characterized by transparency, accountability, equity, responsiveness, observance/adherence to rule of law amongst others. Going by these listed characteristics, it means that good governance begins with individuals, the way an individual manage himself/herself because these characters supposed to have inherent in individuals as a matter of morals. Individual should manage his/her own desires, interests, passions, duties, obligations and societal responsibilities and values well in order to ensure good governance in Nigeria. The following are also recommended to aid media in engendering good governance in Nigeria;

- Federal government of Nigeria should put in place constitutional provision and legal framework that would create and promote independent of the media, no matter the nature of ownership. The media are the eyes, the ears and the mouth of the society but not of the owners of the media House(s).
- Nigeria government should be publishing information constantly concerning its policies/ activities in the media to promote transparency which capable of making government and its functionaries accountable to the people.
- The media should do more in informing and educating Nigerians on good government and good governance values by reflecting these values in programmes content.
- The media organizations should properly care about the welfare of their staff; allowances, accommodations and transportation should be provided for them. Rebut salary should be paid to their staff to make them comfortable, which may serve as antidote to corrupt practice in the media.
- Legal mechanism for sanctioning erring Journalists should be re-enforced, publicise and rigorously pursued to logical conclusion.
- The public owned media should be properly funded by government and moderate the commercialisation policy of the airwaves to be affordable by the majority of the people to meaningfully engage the media with programmes aimed at engendering and promoting good governance.
- The Journalists should strictly adhere to media code of ethics in order to achieve their mandate of upholding the responsibilities and accountability of the government to the people.



## 8. REFERENCES

- Adeyemi, A. (2013) Nigerian media and corrupt practices: The need for paradigm shift. *European scientific journal*. January edition, 9 (1).
- Agande, B. (2014, May 23)... As Jonathan blames insurgency on Boko Haram sponsors *Vanguard*. P.9
- Agba, P.C. (2002). International communication principles concepts and issues. In C.S. Okunne (Ed.), *teaching mass communication: A multi-dimensional approach*, Enugu: new generation books. Pp.447-271.
- Agbaegbu, T. & Anza, P. (2010, November, 8th). Jonathan's Presidency is an Act of God. *Newswatch*. Pp14-21.
- Aghulor, A & Osakwe G. (2014 August 16th). Federal government declares Ebola disease national emergency. *IKA WEEKLY* p.24.
- Agidi, E.P. (2012). *Good governance: The Nigerian experience*. In V.T. Jike (ed.), *contemporary publication issues in Nigeria for schools and colleges*. Ekpoma: Golden edge prints.
- Ahmad, J. 1. ( 2013) The role of the broadcasting journalists in the attainment of vision 20: 2020. *Public relations journal*; 9 (1). P 46
- Akanji, K. (2006, June 26,) Fruitless Inducement. *Tell*.p15
- Akinfeleye, R. A. (2011). Good governance and challenge, of relations in Africa. *Public relations journal*. 7 (2). PP1 -2
- Akpochofo, W. P. (2010). *Good governance: A recipe for sustainable national development in Nigeria*. A paper presented at a colloquium on "social studies education and integrated national development" at the Delta State, University, Abraka.
- Anaza, P. (2006, February, 27). Third term agenda sponsors will go to hell. *Ijkantoro Newswatch*. Pp.10-16.
- Ashraf, P. (2014). The role of media in good governance: paid news culture of media and challenges to modern democracy. *International research journal of social senses*.3 (3), 41- 43
- Asuquo, S. (2006, April 24.) Obasanjo, forget third term. *Tell*. P.16
- Bamgbose, J.A. (2002). *Political science and government for Nigerian students* (Revised ed.), Lagos: Ijede commercial enterprises.
- Bamidele, G. (2015) *The role of media in the democratic process in Nigeria*. <https://newsdiaryonline.com/the-role-of-media-in-democratic-process-in-Nigeria->. Retrieved on 13/3/2018.
- Bayo, O. (2014). *Awakening hope in the Nigeria project: The role of the executive*. A paper presented at the 10<sup>th</sup> annual act Nigerians editors conference, Kastina
- Constitution of the Federal Republic of Nigeria* (1999) as amended, Abuja: Government print.
- Dare, S. & Tagbo, E. (2010). "Nigeria". Retrieved on 20th February, 2018, at [www.freedomhouse.org](http://www.freedomhouse.org)
- DEJI360(2018). Lawyers, Civil Societies Protest new Lagos charge. *A Television programme on Coretv News Nigeria* [www.tv360nigeria.com](http://www.tv360nigeria.com).
- Doianigwe, N.O. (2009). *Perception of Lagos-based journalists on brown envelope syndrome in the coverage of news events in Nigeria*. Unpublished B.Sc. project. Covenant University, Ota, Nigeria.
- Emezie, L. (2011 March, 1<sup>st</sup>) Anyanwu versus PDP: who carries the day? *National mirror*, P.12.
- Enyosa, M. (2014, August 16<sup>th</sup>). Unless government address the infrastructural challenges of Oza-Ngogo community, we will remain unhappy- Elder Micheal Ogbekor. *IKA WEEKLY* Pp. 5-6
- Federal Republic of Nigeria Electoral Act 2010 as amended and Independent National Electoral Commission's Law*.
- Gauba, O.P. (2003). *An introduction to political theory* (4<sup>th</sup> ed.). India: Macmillan India Ltd. P. 119.
- Ijoma, R.I. (2014). Code of conduct for public officers/government and mass media. In K.A. Ughamadu and J.O. Ukadike (Ed.), *Citizenship education for tertiary institutions in Nigeria*. Onitsha. Lincel publishers.
- Ike, N (2005) *Dictionary of mass communication*. London: Pearson. P. 74.
- Isitoah, D. (1999). *Introduction to political science: The Nigeria perspectives*. Ughelli: Eregha (Nig.) co. pp 27-29.
- Jobartch, M. (2012). *Role of media in promoting good governance and accountability*. A paper presented

- at the world press freedom day symposium on 3 May, 2012- TANGO Conference Hall.
- Kumar, A (2005). Problems of democratic transition and consolidation in Nigeria: Drawing lessons from the democratic experience in India. *Journal of Asia and African studies*, 40 (5), 374
- Mba, E. (2014). *Broadcast media and the conduct of elections*. A speech by the director general, national broadcasting commission NBC, at a seminar by the Delta State Independent Electoral Commission (DSIEC), with the theme “building conference in the electoral system: the task before DSIEC. On Tuesday and Wednesday, 25<sup>th</sup> and 26<sup>th</sup> February, in Asaba.
- McQuail, D. (2015). *Mc Quail’s mass communication theory* (15<sup>th</sup> ed.). SAGE Publication. P.55
- Mojaye, E.M. & Oboh, G.E. (2017). Intercultural communication and implications of ethnicity and religion in Nigeria politics. *State and society, an interdisciplinary journal of the Nigerian sociological society*. 3(3).
- Mwantok, M. (2016). How the media can stimulate good governance – guardian Nigeria. Retrieved at <http://guardian.ng/features/how-the-media-can-stimulate-good-governance>, on 15/3/2018.
- Nnochiri, P. (2016, 1st October). Bribery: NJC sack 3 judges, orders their prosecution. *Vanguard*. P.53.
- Norris, P. (2006). *The role of the free press in promoting democratization, good governance and human development*. New York: UNESCO.
- Nwanne, B.U. (2012). The Mass media and development communication; emerging issues in Nigeria. *Journal of social and management services*, 7 (7)
- Nwanne, B.U. (2017). Communication, change management and people-oriented development in Nigeria. *State and society, an interdisciplinary journal of the Nigerian sociological society*, 3(3). P. 37.
- Obaze, O. (2017). *Impact of media convergence on good governance in Nigeria*. Retrieved on 13/3/2028 at <http://Selonnes.com/2017/03/28/impact-of-media-convergence-on-good-governance-in-Nigeria/>.
- Ogbeni, J. (2017). The Nigeria freedom of information act of 2011: a critical analysis of propaganda content. *State and society, an interdisciplinary. Journal of Nigeria, sociological society*, 3 (3). P. 137
- Ogundiya, I.S. (2010). *Democracy and good governance: Nigeria dilemma* African journal of political science and international relations 4 (6) 20-208.
- Ogwuda, A. (2014, Friday 23, May). Delta community demands 9 additional words before 2015 polls. *Vanguard*. P.45
- Ojo, M. (2012). Mass media and development: fact file on the role of the media in calling wrongdoers to account in Nigeria. *Journal of social and management sciences*, 7 (1).
- Okonkwo, N. (2004). *Fundamental of political science for tertiary institutions*. Agbor: Krisbec publication.
- Okuna, C.S. & Omenugha, K.A. (2008). Media, ideology and the nation: The Nigerian press coverage of the Danish cartoon crises. *Journal of media and communication*, 1 (1), 92-109.
- Olaniyi, L.K & Gambo, K. (2016). The challenges of democracy in Nigeria: An assessment. *Journal of political injury*, 2 (2) June.
- Olori, O. (2015). Corruption and good governance in Nigeria: The missing link. In L.O.N; Onyesom, Aghulor, S.I. and O.J Ukadike, (ed.) *Corruption and good governance in Nigeria. Social Studies perspective*. Agbor: Zinabor Publication. Pp.58-59
- Oloya, O. B. (2015). Corruption in Nigeria: Implication on Nigerian’s education system. In L.O.N. Onyesom; S.I., Aghulor and J.O. Ukadike (Ed.), *corruption and good governance in Nigeria: social studies perspective*. Agbor/zinabor publication.
- Omerugha, K. A., Uzuegbunam, C.E. & Omenugha, O.N (2013). Good governance and media ownership in Nigeria: Dilemmatic practices, stoic challenges. *Global media journal of Africa*, edition 7 (2) pp. 92-115.
- Omogegbe, J. (2010). *Socio-political philosophy: A systematic and historical study*. Lagos: Joja educational research and publishers Ltd. Pp 74-86.
- Oni, K. J. (2015) Ethno-religious crisis and democratic survival in Nigeria. *Journal of political inquiry* (1) p. 42.
- Ossai, J. N. (2015). Good governance in Nigeria: Meaning and issues. In L.O.N Onyesom; S.I. Aghulor and O.J. Ukadike (Ed.) *corruption and good governance in Nigeria: social studies perspective*. Agbor zinabor publication.

- Pate, A. U. (2011). *Media and the process of democratization in Nigeria*. a paper presented at a workshop on the media and democracy in Nigeria. Organized by the INEC press corps held at Kaduna, December, 15th – 17th. Retrieved at <http://umorpate.blogspot.com.ng/2012/01/media-and-process-of-democratization-in-html>, on 15/03/2018.
- Potter, W. J. (2013). *Open access top-quality service review of communication research*. USA: University of California, Santa Barbara
- Quaribu, Y. N. (2016). Media and ethics: Journalism ethics in Nigeria new media. *Journal of human and social services* 21 (12) December.
- Serious Matta (2018). Lagos land use Law charge. A television programme on 24/3/2018 at *Coretv, Nigeria*. [www.coretvonline.com](http://www.coretvonline.com).
- Shedrack, B.G. (2007). *The method of conflict resolution and studies in Africa*. Ibadan: Spectrum books.
- Sokoh, C.G. & Ojo, J. (2005). *Essential of public administration in Nigeria*. Nigeria: Justice Jew printing and publishing global.
- Sokoh, G.C. (1997). *Topics in Western and African political thought*. Agbor: Royal pace publications. pp. 54-64
- Sokoh, G.C. (2017). The political economy of corruption and the problems of development in Nigeria. *State and society, an interdisciplinary journal of the Nigerian sociological society*, 3 (3).
- Strong, C. (1972). *Modern political constitution*. London: Sedgwick and Jackson.
- Suleiman, T. (2006, May 22). A botched plot – The plot by the ruling Peoples Democratic Party to get a third term for president Obasanjo through a constitutional amendment is shot down by the senate. *Tell*. Pp. 22-24.
- UNDP. (1997). Governance for sustainable human development. A UNDP policy document, Retrieved at [http://mirror.undp.org/magnet/policy on 3/2/2018](http://mirror.undp.org/magnet/policy%20on%203/2/2018).
- UNESCAP. (2009). What is good governance? Retrieved at <http://www.unescap.org/pdd/prs/projectActivities/ongoing/gg/governance.asp>. on 3/2/2018.
- Waller, B. (2005). *Consider ethnics: Theory, readings, and contemporary issues*. New York: Pearson Longman.
- Walter, L. (1992). *Public opinion*. New York: Macmillan p. 29
- World Bank. (2002). *Reforming public institution and strengthening governance: A World Bank strategy*. In web [Worldbank.org](http://Worldbank.org)>...> governance. Retrieve d on 1/9/2016.