

# Understanding the Roles of Broadcast Media in the Fight Against Corruption in Nigeria Under President Muhammadu Buhari Administration

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**Abstract:** This study evaluates the role of broadcast media in the fight against corruption in Nigeria under President Muhammadu Buhari administration. Using survey research methodology, this study adopted the people of Abeokuta South Local, a local government area in the Abeokuta metropolis, Ogun State, Nigeria as the study population. Questionnaire was adopted as the research instrument and two hundred (200) respondents were sampled across the local government using stratified sampling. The findings of the study show that; Mass media especially broadcast have remained very effective communication channels. Broadcast media are effective media for conveyance of information to the people in Nigeria today; Radio is still very much followed and used by many, compared to the television; this is due to its portability and economic friendly nature. It was concluded that the use of broadcast media and by extension, the mass media is not new in Nigeria today, and they have proven to be effective and powerful in communications while it was recommended among others that; Government and policy makers should continue to make use broadcast media, especially if they want to reach those in the rural communities and for effective reach of those in the far rural areas, radio is the best bet, while television remains relevant with its audio-visual strength in relaying information to Nigerians, especially the elites.

**Key Words:** Corruption, Anti-Corruption, Campaign, Broadcast Media, etc.

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## I. Introduction

### Background to the Study

Corruption remains a symptom of a poorly functioning state as witnessed in most developing countries such as Nigeria. Indeed, those who give and receive bribes can expropriate a nation's wealth, leaving little for its poor citizens (Ribadu, 2006). Highly corrupt countries often face particular challenges even when controlled by reform-minded rulers. Refining public institutions and government policies is essential but poverty limits available options. Policymakers however can arrive at plausible solutions only alter understanding corruption's effect on the efficiency and equity of an economic system (Nwaobi, 2004).

Political activities have assumed a dangerous dimension as contestants see their victories as the ticket to loot and amass public wealth. Specifically, corruption became legitimized especially during the Babangida and Abacha regimes (1985-1998), with huge revenues but wasteful spending, and nothing to show in terms of physical developments. The culture of corruption through what Nigerians have come to know as 'settlement syndrome' became part of the country's political culture. All the positive values for development were jettisoned. Governmental agencies that were the pilots of socioeconomic developments were decimated. The decline in the education sector today has its roots in this period (Nwaka, 2003).

The past and present civilian governments have their own share of corruption in Nigeria. Fagbadebo (2007) opines that Nigeria presents a veritable cue for understanding the connection between common end political malaise, Ribadu (2006) gives a graphic summary of the situation. He termed the period between 1979 and 1998 "the darkest period" in Nigeria's history of corrupt regimes. The civilian administration of 1979 to 1983 was bedeviled with wanton waste political thuggery and coercion, disrespect for the rule of law, bare faced and free for all looting of public funds through white elephant projects. Corrupt public servants and others in the private sector besiege the nation, masquerading as captains of business and power brokers with tainted and stolen wealth and demanded the rest of us to kowtow before them (Ribadu, op cit).

Meanwhile, a crucial element of a country's anticorruption program is an electronic media, especially the broadcast media. The media does this by setting agenda for public discussion on corruption cases, by enhancing and enlivening public debate and by heightening a sense of accountability among politicians through their news and programmes (Stapenhurst, 2000). Luckily, Nigeria is the home to a vibrant media marketplace excluding more than a hundred titles of daily tabloids and weekly newspapers. There is a densely saturated broadcast industry consisting of radio, television (terrestrial, satellite, pay per view and cable channels) and video media in Nigeria.

The role of the broadcast media is critical in promoting good governance and controlling corruption. It not only raises public awareness about corruption, its causes, consequences and possible remedies but also investigates and report incidence of corruption (Ayoola, 2008). In essence, the essence of the broadcast media in maintaining a sane society cannot be overemphasized. Media can play an important public accountability role by monitoring and investigating the actions of those who are granted public trust and who may be tempted to abuse their office for private gain (Eigen, 1999).

In the words of Ackerman (1999), qualitative independent media reporting on corruption can play an important role in pressuring the government to act in the public interest. By drawing the attention to behaviour that is generally perceived as acceptable and exposing such behaviour as corrupt, media can raise public awareness, activate anticorruption values; and generate outside pressure from the public against corruption.

How well media can perform the role of watchdog on corruption however depends on the number of factors such as the political, economic and legal environment in which the media operate. Freedom of expression, access to information, ownership, competition, credibility and outreach are some of the key factors that have been identified as affecting the quality and effectiveness of media performance on corruption (Vogl, 1999; Djankov, 2000; Stapenhurst, 2000; Ahrend, 2002; Brunetti and Weder, 2003).

According to Ayoola (2008), if democracy is to survive and be a fruitful success, the role of the media in sustaining it through anti-corruption crusade couldn't be overemphasized.

The essence of this study and more is to establish in specific terms the role of broadcast media could play and what roles do the electronic media actually play in tackling corruption in Nigeria using the resident of Abeokuta South Local Government as a case study.

### **Statement of the Research Problem**

It has been established that the broadcast media are literacy social institutions with potent powers to tackle corruption in the society. In other words, the broadcast media are agents of change and development -so to say- and this is to a large extent incontrovertible. But how the media have been playing its watchdog roles in the aspect of fighting corruption is worth looking into.

The problem that informs the study is that, it is as if the broadcast media have been performing their core expected role in the area of corruption, in the light of hundreds of corrupt cases that have evolved in recent times. This researchers believe that the media ought to be proactive institutions that prevent public officers from looting public funds by reporting their steps and actions thereby putting the public lenses on them. After all, a watchdog is supposed to bark before the thief finds his way into the house, not alter the thief has stolen and gone. So, if the new media could be active in investigative and interpretative reporting the more, it is logical to any, that the corrupt cases we have on our national catalogue would have been much lesser and the country would have been far better for it.

Meanwhile, one could also say conveniently that the broadcast media civilized institutions with legal restrictions and not a military base or anti-corruption agency and such persons would be right. It may opined that, the broadcast media could only report what has happened, and exposed who is or was involved into the public sphere, which is also right. But there is one thing that is most obvious, Nigeria is bedeviled with corrupt practices, and the media-bearing in mind thier status as the fourth estate of the realm "though not officially approved, are responsible to the society by proactively forestalling cases of corrupt practices by putting it at the fore front of the public discuss.

In simple term, this study examines the roles of the broadcast media in tackling corruption in Nigeria, using Abeokuta South Local Government, Ogun State, Nigeria as a population of study.

### **Objectives of Study**

- i. To know the roles of broadcast media in tackling corruption in Nigeria
- ii To know how effective the broadcast media have been in tackling corruption in Nigeria.
- iii To examine the effectiveness of broadcast media in fighting against corruption through their contents
- iv. To examine the level of prominence broadcast media give to corruption is

### **Research Questions**

1. What are the significant roles of broadcast media in tackling corruption in Nigeria?
2. What is the relationship between mass media and corruption in Nigeria.
3. To what extent has broadcast media been able to fight corruption in Nigeria through their programmes contents?
4. What is the level of prominence that broadcast media give related issues?

## **II. Literature Review**

### **Broadcast Media and the fight against Corruption in Nigeria**

The Nigerian Media and Corruption in Nigeria just like in other societies, the mass media transmit ideas and new information to a target audience. This implies that they are responsible for most of the adjustments in the behavioral patterns of people in the society. The influence of the mass media extends to almost every segment of the society that is exposed to their programmes. In other words, the press serve as agents of change, and as the watchdog of the society is expected to play a part in ensuring transparency and accountability in government as well as contribute to the efforts of crime –fighting institutions to curb corruption in the country Adeyemi, (2013) quoting (Nwuneli, 1990; Nwosu, 1990). However, a corrupt press cannot fight corrupt individuals.

In the words of Adeyemi (2013), corruption even exists within the media circle in Nigeria. Brown “envelopeism” otherwise known as “last paragraph” is common in this sense apart from other institutionalized corruption in the sector. Generally, the brown envelope is a monetary bribe handed out to a person to put pressure on him or her to do what the bribe giver wants (Okoye, 2001). It is any form of gratification which a journalist may receive to cover an event or influence the judgment of a journalist. The event may be a press conference, an interview of any sort, a workshop, an impromptu or organized briefing. Basically, the coinage “brown envelope” evokes the idea of criminality in the mind of right thinking persons. This nomenclature is so regarded, because it was derived from the underworld business of wrapping of wares in business envelopes.

It is believed in many quarters that media practitioners are guilty of allegations of bribery and corruption and that acceptance of monetary gratification affects in no small measure objective coverage of news events (Adeyemi, 2013). Journalists are usually accused of biased reporting and prejudice by members of the public because of their ignoring one of the most important attributes of good journalism that is, objectivity.

The media are at the vanguard of the struggle and for the struggle to be meaningful, impactful and effective the state of health of journalists as well as the media organizations they work for as regard their standing on anti corruption crusade should be determined. According to Lamorde (2013), fighting corruption is meticulous and broad-based and should be embraced by all echelons of a society with the media serving as conduit of information and education. He affirmed that the effectiveness of a nation’s war on corruption is not possible ‘without a buy in by the people.’ To achieve this, the support of the media cannot be ignored.

The effects of the media’s war against corruption can be divided into tangible and intangible effects Stapenhurst (2000) cited by Muhammad (2015). According to him the war against corruption is tangible when the effects are visible, identifiable and attributable- such as launching of investigation by powers that be; abolishing a law or policy that serve as a fertile field for corruption; impeachment or forced resignation of a dubious politician and firing of erring officials; launching of judicial proceeding and issuing of public recommendation by watchdog organizations like Transparency International. Furthermore, he described the intangible effects as systematic checks on corruption that are glaringly the product of hard hitting news which can be characterized by broadened sense of accountability among the elected, the appointed and the institutions between them.

Some obvious instances of tangible effects on the media’s war against corruption in Nigeria are seen when public officials lose their jobs as a direct consequence of the public outcry or legal proceedings that follow the fearless reportage by the media houses. Chief examples of tangible effects in Nigeria was the doggedness of the media in reporting the certificate forgery of a former speaker of the House of Representatives- Ibrahim Salisu and a former Senate President Evan Ewerem who bowed to media pressure by resigning their positions (Ayodele, 2012). This list is however is not exhaustive as similar cases like that of the former Speaker of the House of Representatives- Patricia Etteh, exposed for her bogus furniture allowance, Chuba Okadigbo, Dimeji Bankole and Farouk Lawan are clear instances of the tangible effects of the media’s war against corruption in Nigeria.

However, the intangible effects of the media in the war against corruption as emphasized by Egbuna (cited in Ayodele, 2012), couldn’t be more specific than a programme by Radio Nigeria designed to fight corruption and encourage service delivery in the Nigerian Police Force; called ‘Police Diary.’ The programme is aired live with a real time interactive session via the telephone with respective Commissioners of Police, Area Commanders or Divisional Police Officers (DPO’s). Although it started as an exclusive programme to the Federal Capital and seat of power, by December 2006, it became a network programme aired simultaneously to

listeners on all thirty-five registered Radio stations in Nigeria. Similarly, mere inquiries by the media in the absence of an investigative report or a conclusive proof of wrongdoing can lead to a tangible response from authorities eager to protect their reputations and those of the institutions they represent (Stapenhurst, 2000). In this regard therefore, we can categorically say that an intangible effect has led to a tangible effect by the media in its war against corruption.

According to Besley, Burges and Pat in a World Bank development studies (cited in Tsegyu, 2014) the media empowers the citizens of any given country to monitor and question the actions and inactions of elected or appointed officials. In any democracy the media plays important roles of informing and educating the citizens. This allows the public to participate actively in the process of governance. There is no doubt that the media exerts a lot of influence on Nigerian citizens, those who cannot afford one form of media find refuge in another (Mamman, 1984), thus, we are not short of information, but, for the media to wage this war against corruption effectively we should begin to ask, if the media is setting the right agenda for public discourse and whether the media is firing the right bullet that will spark a spontaneous citizens' action.

The return to democracy in 1999 has been the major wakeup call for Nigerian media to recognize and promote human rights as fundamental principles of a democratic state. The media has popularized the idea of people's right to information while fighting every opposition to all forms of secrecy and immunity by government officials. With the ease of access to the electronic media, Nigerian citizens are becoming progressively aware of their rights and how the Constitution enshrines and protect these rights. Through continuous vigilance and reports by the media on cases of violation of these rights, and by exposing cruelty and despotism, the media have caused a major rise in public awareness of these concerns. A classic example is the attention on the abduction and rape of some female undergraduates in Enugu in 2005. The persistence of Radio Nigeria through its human rights programme 'Know Your Rights' exerted immense pressure on the Nigerian Police to investigate the report and charge the culprits to court (Sowunmi et al, 2010).

### **Tackling Corruption: The role of broadcast media**

In May 2016, the Prime Minister of Britain, David Cameron organized an Anti-corruption summit in London. Nigeria's presence was noticeably encouraging, as it demonstrated the country's unstinting determination to reduce corruption which has almost imposed grinding impotence, rising disillusionment and gnawing frustration in the society (Akani, 2017). According to the London 2016 communiqué, corruption is at the heat so many of the world's problems.

Instructively, it has been noted by scholars that the position of Nigeria as the sixth largest exporter of oil in the world is a big contradiction to the unacceptable level of poverty and squalor in the land. Indeed, the major reason for this sorry level of the nation's development could be easily traced to the high incidence of corruption in the country. Mr. Bayo Onanuga, Editor-in-Chief of The News and PM News noted recently that in many studies conducted on Nigeria, corruption has been found to be the greatest problem militating against the nation's social and economic progress. Awoonor-Gordon O. R., editor PEEP Newsletter Online, a Sierra Leone's news and satirical magazine, is however of the opinion that the media in developing countries have a special task of explaining to the people the link between corruption and their present state of backwardness and under-development. He also reiterated the need to educate and inform those in control of the nation's resources as to the correct way resources must be allocated and disbursed (Alawode, 2008).

Tackling corruption is vital for sustaining economic stability and growth, maintaining security of societies, protecting human rights, reducing poverty, protecting the environment for future generations and addressing serious and organized crime. The media and Civil Society groups have been identified as the two very important weapons to fight the scourge of corruption worldwide. In Nigeria, the independent press, by which we refer to as broadcast media and the newspapers or newsmagazines, have been actively involved in checking the excesses of governments and as well as others in positions of authorities (Alawode, 2008).

There are cases when reporting on corrupt or ethically questionable behaviour does not result in immediate investigations, prosecutions or resignations, but does arouse the ire of the public, which exercises another form of sanction: electoral defeat at the ballot box for a single elected office holder or an entire government. Hard-hitting journalism can also expose flaws in policy, laws or regulation that foster a climate ripe for corruption, thus creating pressure for reform. And even before anything has been published, mere inquiries by reporters about apparent wrongdoing can elicit pre-emptive responses by authorities eager to protect the public image of their institution before any allegations have been aired. The role of the media goes beyond political activism and a struggle for freedom of expression; the media has a sacred responsibility to hold the government and those who govern accountable to the people. This sacred responsibility is enshrined by the constitution of the federal republic of Nigeria, in section 22 of the 1999 constitution as amended. This section gave unconditional obligation to the media to remain free at all times, to uphold the fundamental objectives contained therein, and to espouse the responsibility and accountability of the government to its people (Malemi, 2009).

According to Liad Tella, a Senior Research Fellow at the University of Ilorin, recent development suggests a milieu of proficiency of the early Nigerian journalists. The manner and boldness the war against corruption by the media was fought through the five Military Republics and the mismanagement of the country's resources by past civilian Republics created the opinion of a culturally rooted media excellence in Nigeria. Verily, an accountable and straightforward media have become *sine qua non* for a nation's war against corruption. The media's role is not only limited to informing and educating the public about corruption, its causes, consequences, and possible remedies it also investigates and reports incidences of corruption, thus aiding other oversight and prosecution bodies like the Legislature, Police, EFCC and ICPC. Effective media are therefore critical elements of a country's war against corruption (Ciboh, 2014).

Supporting the above view, Sowunmi et al (2010) note that the tangible ways in which media can serve as an obstacle to corruption can take a variety of forms. Most spectacular among them is when corrupt bureaucrats or public office-holders are impeached, prosecuted or forced to resign after their misdeeds are exposed to public light. However, journalism also acts directly to curb corruption in other, less spectacular but, arguably, equally important ways. Reporting, for example, may prompt public bodies to launch formal investigations into allegations of corruption. Furthermore, news accounts disseminate the findings of public anti-corruption bodies, thus reinforcing the legitimacy of these bodies and reducing the ease with which interested parties who hold power can meddle in their work. Conversely, when journalism exposes flaws and even corruption within the various bodies of the state (the courts, police and anti-corruption task forces) corruption is put on check. If the resulting public pressure leads to a reform of those bodies, the long-term effectiveness and potential of the media to act as a counterweight against corruption is strengthened.

The most obvious examples of media potential for curbing corruption can be seen when politicians or other senior public officials lose their jobs as a consequence of the public outcry or legal proceedings that follow the fearless reporting on corruption. Examples of this kind of outcome are not hard to find-particularly from Nigeria where a surge in media reporting on corruption charges (certificate forgery) has helped to force former speaker of house of representative - Ibrahim Salisu and former President of senate - Evan Ewerem to resign their positions (Sowunmi et al, 2010). Recent example is the removal of Secretary to the Government of the Federation, Babachir Lawal; resignation of Mrs. Kemi Adeosun who at the time held sway as Minister for Finance as well as proper sacking of Abdulrasheed Maina, an alleged pension scam thief who was aided back into service of the country through the backdoor.

Sometimes, too, journalists' stories can play a critical role in reinforcing the effectiveness of public anticorruption bodies like EFCC and ICPC-even when the stories in question are not, strictly speaking, investigative reports that reveal wrongdoing of some kind. Simply reporting in a regular, detailed way on the work and findings of these bodies can reinforce public scrutiny of them and, hence, the independence of such bodies from vested interests within the power structure that might otherwise be tempted to interfere in their work. The speculation about government interference in the activities of EFCC was prominent in the dailies and magazines during the last civilian regime (Obasanjo regime). Broadcast media, journalists and the news media, it must be stated, often have a symbiotic relationship with the official bodies that investigate or prosecute corrupt officials. Journalists' immediate interests are served by their work in that they provide reporters and their outlets with strong, dramatic stories to pursue and publish. The interests of the anticorruption bodies are equally served because reporting on their activities builds public support for their work-and, hence, reinforces their legitimacy-creating a climate that may make politicians who are the subject of their inquiries less inclined to meddle in or undermine their operations. Another beneficial side effect of the publicity that journalists bring to the work of such bodies is that it may encourage witnesses to wrongdoing to step forward and testify about what they know.

### **III. Theoretical Framework**

Several theoretical constructs have been used to explain the effect and impacts of media on the society and those having with it. There are many different theories about how mass media influence people's attitudes, worldview, and behavior. Here, I will mention the ones that are most relevant to the topic in question.

#### **Development Media Theory**

The development media theory emphasizes on the concepts of development communication and development journalism. This presupposes that the journalists and media organization should carry out their tasks in the interest of development of all segments of the society. The assumption of the theory as espoused by Amos (2015) and Anaeto, Onabajo and Osifeso (2008: 64-65) are:

- i. The media must accept and carry out positive development tasks in line with the national established policy;
- ii. The media should give priority in their content to national culture and languages;
- iii. Freedom of the media should be opened to economic priorities and development needs of the society;
- iv. The media should give priority to news and information that link with other developing society that are close geographically, culturally and politically;

- v. Journalists and other media workers have responsibilities as well as freedom in their information gathering and dissemination tasks;
- vi. In the interest of development ends, the state have right to intervene in or restrict media operations and devices and direct control can be justifies.

Based on the assumptions of this theory, the broadcast media are expected to play a very important role in the development of societies, in all and different areas of the society such as economics, social, political, environmental and cultural life. So by this, media or say press and media practitioners as well as journalists are expected to aid the anti-graft war and facilitate the process of the state development of Nigeria, from the general notion of “failed state” where it is presently to a “corrupt free” and “working economy”. This again reiterates the importance of the media in building a virile society where the lofty goals of the government are achieved in the overall interest of a nation. In other words, the broadcast media and by extension, mass media are major players in developing the affairs of a given society.

### **Social Responsibility Theory**

This theory was propounded by Siebert, Peterson and Schramm in the year 1963. The social responsibility theory stipulates that the media enjoys a privileged position in the society and is equally obliged to be responsible to society for carrying but certain essential functions of mass communication (Anaeto et al, 2008:57).

Amos (2015) says the social responsibility theory reconciles the independence of the media with its obligation to the society; it stresses how the media can be made to act responsibly to the society. The main principles according to Amos (2015) are:

- i. Media should accept and fulfill certain obligations to the society.
- ii. These obligations are mainly to be met by selling high professional standard of informativeness, truth, accuracy, objectivity and balance.
- iii. In accepting and applying these obligations, the media should avoid whatever might lead to crime, violence or civil disorder or to give offence to minority groups.
- iv. The media should be self regulating within the framework of law and establishment institutions.
- v. The media should accept and reflect the plurality, giving access to various points of view.
- vi. The society has the right to aspect high standards of performance from the media.
- vii. Accountability of media professionals should be to the society, employers and the market.

In relation to the study at hand, the media is expected to aid every policies and dictates of the government of the states where it operates from. This especially when the government of the day is waging a serious war against graft; this is because every nation or government has its developmental plan or agenda and considering the enormous influence the media wields on the society and people, they are expected to complement the efforts of such government in the graft fight if not for anything but for the interest of the people it serves, the government it watches and the responsibility shouldered on it.

## **IV. Research Methodology**

This study adopted the survey research method. It was considered best because of its relevance in the field of social research. This method allows researcher to have interaction with the respondents, knowing their underlying attitudes, beliefs, intentions, opinion, among others so as to be able to draw accurate inferences.

The population of this study comprises of residents of Abeokuta South Local Government in Ogun State Nigeria. The peculiarity of the study, however, is that, it focuses mainly on ardent listeners of radio and viewers of television. It is strongly believed that their views would be enough to determine the roles the media play in the current onslaught against corrupt practices in the country.

A total of 200 respondents proposed to be drawn for the purpose of this study, owing to constraints of time and resources. Relying on the 2006 National Population Census, the National Bureau of Statistics, Federal Republic of Nigeria report of 2012 says Abeokuta South Local Government, Ogun State, Nigeria has a total population of Two Hundred and Fifty Thousand, Two Hundred and Seventy-Eight (250,278) people. With this said, non-probability sampling technique, Stratified Sampling method were employed in drawing subjects for this study. Use of this procedure is due to the need to get the best of the study population to effectively give the best opinion about the subject of the study.

The researchers employed the primary method of data collection through questionnaire. Copies of questionnaire were distributed on a face-to-face basis. The researchers ensured the respondents comply with the instruction on the questionnaire and collected them after they have been duly filled.

### V. Discussion Of Findings

In this part of the research, all data collected are analyzed and interpreted, using simple percentage and tables. Among the two hundred (200) copies of questionnaire were distributed, 183 were duly filled and returned, which is 92% of the total distributed copies of questionnaire. This is enough to give unbiased report of findings for this study.

In a bid to answer the research questions, which have so far guided this study viz-a-viz achieve the objectives of the research work, the table analyses are representation of the research objectives. Consequently, a need to measure how much the research objectives have been met arises. The research questions are hereby discussed by making reference to the tables above;

#### Research Question 1: What are the significant roles of broadcast media in tackling corruption in Nigeria?

Table 1. Source: Field Survey, 2018

Option	Frequency	Percentage (%)
Sensitization	32	17
Information	47	26
Education	11	6
Watchdog on Public Officers	40	22
Discussion of Corrupt Practices	53	29
<b>Total</b>	<b>183</b>	<b>100%</b>

According to data from table 4, 17% and 26% believe broadcast media have played sensitization and information roles in the fight against corruption, 6% chose “Education”, 22% picked “Watchdog on Public Officers” while 29% settled for “Discussion of Corrupt Practices”, indicating that media have played much roles in tackling corruption by discussing the issues on their different programmes. To show the use of broadcast media and how they are used by respondents, table one shows that 58% of the respondents preferred radio to 42% of television medium. This result may be unconnected from the portability of radio as well as its economic friendliness.

From the analysis above, it shows that broadcast media are playing a very critical role in the anti corruption fight in Nigeria. The data further indicated that the electronic media play valuable roles ranging from sensitization, information roles, education, watchdog on public officers while as well as discussion of corrupt practices among public officers and the general public. Despite playing all these roles concurrently, the media, according to the result of the study, is most famous to discuss corrupt practices mostly. And this is often done during programmes on both radio and television stations.

#### Research Question 2: What is the relationship between mass media and corruption in Nigeria?

Table 2. Source: Field Survey, 2018

Option	Frequency	Percentage (%)
Very Good	42	23
Good	61	33
Fair	47	26
Bad	33	18
<b>Total</b>	<b>183</b>	<b>100%</b>

The analysis above shows that while 23% of the respondents see the performance of media as “Very Good”, 33% view it as “Good”, 26% as “Fair” while 18% chose “Bad”. The people from the analysis see the performance as relatively good. Though, there is room for improvement.

#### Research Question 2: To what extent has broadcast media been able to fight corruption in Nigeria through their programmes contents?

Table 3. Source: Field Survey, 2018

Option	Frequency	Percentage (%)
Large Extent	62	34
To Some Extent	70	38
To No Extent	51	28
<b>Total</b>	<b>183</b>	<b>100%</b>

From table analysis, it shows that while 23% of the respondents see the performance of media as “Very Good”, 33% view it as “Good”, 26% as “Fair” while 18% chose “Bad”. The people from the analysis see the

performance as relatively good. Though, there is room for improvement. settled for “Ineffective”, to show that broadcast media have been effective in tackling corruption in Nigeria.

More than half of the group, that is, 72% either chose “Very Effective” and “Effective” respectively. Though, the degree of agreement varies, but, the good thing is, the media are effective. The table analyses have shown that broadcast media’s effort in putting an end to corruption.

**Research Question 4: To what is the level of prominence that broadcast media give corruption issues?**

*Table 5. Source: Field Survey, 2018*

Option	Frequency	Percentage (%)
Very Often	54	30
Often	87	48
Seldom	12	6
Occasionally	30	16
<b>Total</b>	<b>183</b>	<b>100%</b>

According to data from table 4 above, 30% of the respondents believed coverage of corruption-related issues are “Very often”, 48% voted “Often”, 6% chose “Seldom” while 16% settled for “Occasionally” in the fight against corruption issues.

By these presentations, coverage of corruption cases and issues are on the high side and the media deserve a pat in the back, for giving attention to the issue of corruption which has for long remained a bane in Nigeria’s strive for greatness. If more efforts are put in place, it can be said that more would be achieved in an effort to get rid the country of corruption tendencies and leadership.

Having highlighted the roles played by the electronic traditional mass media, the findings of this study show that:

- i. Broadcast media are effective media in the conveyance of information to the people in Nigeria today;
- ii. Radio is still very much followed and used by many, compared to the television; this is due to its portability and economic friendly nature;
- iii. Corruption related issues are part of today’s electronic media;
- iv. Broadcast media have been playing its surveillance function a role with regards to coverage of corruption cases;
- v. As ever, broadcast media, an arm of the larger mass media family, have been very influential; in terms of programmes contents with prominence in the quality of programmes on corruption related cases.
- vi. Nigerians see broadcast media as good, with relatively meaningful contents too, etc.

**VI. Conclusion & Recommendations**

The use of broadcast media and by extension, the mass media is not new in Nigeria today, and they have proven to be effective and powerful in communications. Their acceptability as a big influence has been accepted by political actors, government officials and the people today. The media by this can thus be said to be truly an arm of government!

Though, the power mongers and political actors often use the media to their advantage and further engender their interest but that does not totally render it useless politically and socially in the scheme of things. Thanks to private investors who also see media as a worthy venture. Being what it is, still, this study has again revalidated the usefulness of mass media in making things happen. Though, more still needs to be done.

Based on the findings of this study, it is hereby recommended that:

- (i) Government and policy makers should continue to make use broadcast media, especially if they want to reach those in the rural communities;
- (ii) For effective reach and penetration of those in the far rural areas, radio is the best bet;
- (iii) As media discuss corruption issues in their programmes, anti-graft agencies should be further strengthened by the government of Nigeria to tackle the menace;
- (iv) The media should be further empowered to carry out their constitutional duties without harassment from state influences;
- (v) Anyone found to be undermining the media’s effort in the fight against corruption should be treated as a criminal.
- (vi) Various government anti-graft agencies should build stronger synergy with the press men and mass media channels (Radio & Television) for better output in service delivery from both sides.



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