Managing or Encouraging Discrimination in the Media: Examining Newspapers Reports On Fulani Herdsmen Activities in Select Newspapers

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Abstract: Over the years, Nigeria had witnessed relentless and remorseless crisis impelling the much felt hatred, discrimination and indiscriminate attacks which had culminated in hostile relationship between Fulani herders and their host communities. Civil society organizations and several government officials’ efforts to contain this menace seem to aggravate the hostility the more. As a veritable instrument for peace building, the newspapers place in the situation of the country is yet to be ascertained- are they encouraging or managing the observed discrimination which had resulted in waste of lives and resources in the country? Against this backdrop, this paper examined the manifest contents of select newspapers- Daily Trust, Vanguard and This-day on the activities of Fulani herdsmen in relation to the host communities. The study adopted qualitative and quantitative content analysis research method to ascertain the place of select newspapers in the issue under study. Based on social responsibility and cultivation theories of communication, the study found that newspapers have created lasting negative impressions of herdsmen in the minds of many Nigerians while reporting issues concerning them. The researchers among others, recommended that newspaper reports on the activities of herdsmen should be guided by responsible journalism to avoid inciting host communities into war.

Key words: Discrimination, Managing, Encouraging, Cultivation, hostility
Abstract
Following its stirring rhetoric and extremist views, much has been heard of the place of radio Biafra in the ongoing IPOB agitation in the south East. Owing to the fact that the mass media have the ability to cultivate social and political realities in the minds of the people, the rhetoric of marginalization which forms the bases of radio Biafran broadcast may not leave the people free from thinking of what is being communicated and what could be done to achieve the desired self freedom which the station cultivates. It is against this background that this study examined the influence of this rhetoric on rural dwellers in south east. The study which adopted the cultivation and social exchange theory was designed to ascertain the respondents’ level of exposure to radio Biafra’s broadcast, their perception of the broadcast messages and whether the messages challenge them to believe in the course being preached in the station. The study adopted the survey and FGD as research methods in studying 400 respondents purposively selected from 1306739 being the population of the select local governments in Anambra state. Findings revealed that respondents believed in the mission but lacks the will power to actualize the dream. The study therefore recommended that radio biafra should guard their utterances to avoid Rwandan episode, government should look into these marginalization complaints of the south eastern states.

Key words: IPOB, rhetoric, marginalization, social exchange theory, cultivate.

Framing of Cartoons on Fulani Herdsmen/ Farmers Crisis in Benue State:
A Content Analysis of Select National Dailies
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Abstract
Cartoons are humorous sketch that satire issues prevalent in the society while subtly drops striking revelations of national issues that commands public attention. As a watchdog of the society, the newspapers adopt different cartoon illustrations of different frames that control different individual interpretations in presenting national issues to the public. Understanding the dominant cartoon frame used in presenting the tragic event of January 2018 in Benue state cannot be ascertained without an empirical examination of newspaper contents. Against this background, the study adopted visual analysis and focus group discussion methods in determining the dominant cartoon frame used in the presentation, audience interpretation and perception of such cartoons messages. The study which focused on four national dailies- Vanguard, This-day, Guardian and Daily-trust newspapers covered a period of one month from January 1st to January 31st 2018. The study was anchored on the framing and play theories of communication and findings revealed that the dominant cartoon frame used among the select newspapers is power imbalance and government negligence frame while the participants perceived the cartoons as informative and revelation of the state of the nation. The researchers therefore recommended that the media should not relent in presenting revealing information concerning the nation through cartoon messages.

Key words: Cartoons, satire, herdsmen, visual analysis, subtle.