

# NIGERIAN NEWSPAPERS CULTURAL CONTENTS ANALYSIS: *THE PUNCH, THE NATION AND DAILY TRUST* (JANUARY- JUNE 2019 EDITIONS)

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<b>Abstract</b>	<i>The study aims at frequency of cultural contents in Nigerian print media publications; towards re-birth on culture and ethical re-orientation. The Research Methodology is Content Analysis, Non-Probability Sampling Method that embraces Purposive Sampling Technique, with 90 edited Sample Size from the Population of Study, 543. The Method of Data Analysis is Inferential Statistics Regression Analysis, Regression Model was developed. The result established that front pages of Nigerian national dailies do not reflect the cultural contents of Nigerian tribes (with p value of 0.000); the study further showed that photo used to complement stories by Nigerian print media do not reflect the cultural attires of Nigeria multi-ethnic society (with p value of 0.000); that Nigerian national dailies publish political/governance news stories on their front pages (with p value of 0.000). The limitation of the study is restricted to the Front Page(s) of the case studies.</i>
<b>Keywords</b>	<i>Cultural, Nigerian, Dailies, Analytical Studies, Front Page</i>

## INTRODUCTION

It is of great relevance to note that the print media contents have usual and absurd shorter life-spans. That is, print media contents have short-shelf lives, unless they have the rarity of being well-balanced, or the spectacular. This study aims to examine the manifestation of news headlines on culture, the preferred photo type used to complement stories on the front page(s) of national dailies, as a reflection of national realities and consciousness and the dominant published news preference of the Nigerian print media. Since the media, especially the print media, shape human life and existence in many ways (Awake, 2005), this study aims to examine how far the print media report cultural issues, matters, events and incidents, through the platforms of newspapers.

## LITERATURE REVIEW AND HYPOTHESES

The conceptual review presents "cultural identity"- which Moha (2005) calls "ethnic identity", as a sub-set of the Communication Theory of Identity. It is also a feeling of belonging to a group (Guerrero and Affify, 2017). The fact also emerges that individuals may be learning social norms from the mass media to build their cultural identity; coupled with shared cultural interest likely to be integrated into the real world cultural arena (Holliday, 2010; Odden, 2013). The fact is that cultural identity exists, which makes Pratt (2005) to submit that culture and cultural contents remain undeniable yardsticks in the construction or reconstruction of identity. Frankly, Moha (2005:19) notes that "Cultural identity is the identity or feeling of belonging to a group. Moreover, cultural identity is a part of the communication identity which makes Shindler (2014) notes that one of the main characteristics of a culture is its "historical reservoir". Pratt (2005) reiterates that culture is an important factor in shaping identity. The empirical reviews reiterate that there are proofs that identity actually exists in form of objects and ideas. While Nigerians believe that cultural identity exists and must be part of the national consciousness (Ojo and Aghedo, 2013); the print media coverage of issues that reflect the cultural identity of Nigerian populace cannot be ignored from this perspective. Identity formation, it must be said, is not the pre-occupation of this study. There is a strong conviction from De Vos (1990:204),

who believes that cultural identity, on its own, “provides “a sense of common origin, as well as common beliefs and values, or common values” and serves as the basis of “self-defining in-groups”. Jackson (2002) also shares the impression that cultural identity is better appreciated from the working definitions like the subcultural, national, ethno-linguistic, and racial identity (Kim, 2006). Kim (2006:237) offers another perspective to further say that cultural identity also designates both a sociological or demographic classification, as well as an individual's psychological identification with a particular group (Shin and Jackson, 2003; Yep, 2004; Ramasubramanian and Kornfield, 2012; Jackson, 2002; Bardhan and Orbe, 2012).

**HYPOTHESES**

*Table 1.1 Regression Analysis*

Model	Unstandardized Coefficient		Standardized Coefficient		
	$\beta$	Std. Error	Beta	t	Sig
1 (Constant)	17.990	4.976		3.615	.003
News on Cultural Issue	.626	.681	.068	.920	.374
Photo News of Cultural Attires	.841	.163	.450	5.149	.000*
Photo News of other Stories	.936	.136	.513	6.902	.000*
News on Politics/Governance	1.072	.168	.547	6.383	.000*

\*Source: Data Analysis, 2019

**HYPOTHESIS ONE**

**H<sub>0</sub>:** The front pages news of Nigerian national dailies do not reflect the cultural contents of Nigeria tribes.

**Decision**

It was established from Regression Analysis table (Table 1.1) that News Headlines on Cultural Issues had a significant value of **0.374** which is above the 5% significance level. This results to the acceptance of the null hypothesis that the front pages news of Nigerian national dailies do not reflect the cultural contents of Nigeria tribes.

**HYPOTHESIS TWO**

**H<sub>0</sub>:** The photo used to complement stories by the Nigerian print media do not reflect cultural attires of Nigeria multi-ethnic society

**Decision**

As revealed from Table 1.1, Photo News on Cultural Attires of **0.000** which is below 5% significance level. This leads to the rejection of the null hypothesis, hence, the photo used to complement stories by the Nigerian print media do reflect cultural attires of Nigeria multi-ethnic society.

**HYPOTHESIS THREE**

**H<sub>0</sub>:** The Nigerian national dailies publish significant number of political and governance new stories on the front pages.

**Decision**

It was observed from Table 1.1 that News on Politics/Governance has a significant value of **0.000** which is below 5% significance level. This results to the rejection of the null hypothesis. The implication of this is that the Nigerian national dailies publish significant number of political and governance new stories on the front pages.

**RESEARCH METHODOLOGY**

Research Methodology is Content Analysis, which relies on Coding and Code Sheets, and usage of Non-Probability Sampling Method that embraces Purposive Sampling Technique, with 90

editions as Sample Size from the Population of Study, 543. The Method of Data Analysis is Inferential Statistics of Regression Analysis, Regression Model was developed. Presentation of Data and analysis was based on the research questions.

**RESULT**

The study established that Front Pages News of Nigerian national dailies do not reflect the cultural contents of Nigerian tribes (with p value of **0.374**), the study further showed that photo used to complement stories by Nigerian print media do reflect cultural attires of Nigeria multi-ethnic society (with p value of **0.000**). The study established that Nigerian national dailies publish political/governance news stories on their front pages (with p value of **0.000**). Hence, the objective(s) of the study was attained: to know the frequency of cultural contents on the front page(s) of Nigerian dailies. The conclusion reveals uncertain future for cultural contents in Nigerian print media publications.

**DISCUSSION OF FINDINGS**

**Regression Model**

The following regression model was developed for the purpose of the study:

$$Y_{it} = \beta_0 + \beta_1 X_{1t} + \beta_2 X_{2t} + \beta_3 X_{3t} + \beta_4 X_{4t} + e$$

Where: Y = Front page news

$\beta_0$  = Constant

$\beta_1, \beta_2, \beta_3, \beta_4$  = Regression Coefficients

$X_{1t}$  = News Headlines on Cultural Issues

$X_{2t}$  = Photo News of Nigerian Cultural Attires

$X_{3t}$  = Photo News of Other Stories

$X_{4t}$  = News Headlines on Politics/Governance

**Multicollinearity Test**

It refers to a situation in which two or more explanatory variables in a multiple regression model are highly linear related. It was measured using variance inflation factor.

**Table 1.2 Multicollinearity Test**

Variables	Tolerance	Variance Inflation Factor
News Headlines on Cultural Issues	0.891	1.122
Photo News of Nigeria Cultural Attires	0.627	1.595
Photo News of Other Stories	0.869	1.151
News Headlines on Politics/Governance	0.652	1.534

\*Source: Data Analysis, 2019

The variance inflation factor for News Headlines on Cultural Issues, Photo News of Nigerian Cultural Attires, Photo News of Other Stories, and News Headlines on Politics and Governance were 1.122, 1.595, 1.151 and 1.534 respectively which are less than 10, this shows that they are not highly collinear and there exists no multicollinearity problem with data.

**CORRELATION ANALYSIS**

It is used to measure the strength of the relationship between variables. Pearson correlation was used to determine the correlation coefficient.

**Table 1.3 Correlation**

Variables	Front Page	News on Cultural Issue	Photo News on Cultural Attire	Photo News on Other Story	News on Politics

Front Page	1.000				
News on Cultural Issues	-.084	1.000			
Photo News on Cultural Attire	.655*	.112	1.000		
Photo News of Other Story	.408*	-.291	-.212	1.000	
News on Politics/Governance	.802*	-.097	.559*	-.020	1.000

\*Source: Data Analysis, 2019

The correlation coefficient indicates a negative correlation between Front Page News and News on Cultural Issue of - 0.084; while the correlation coefficient indicates a moderate positive correlation between Front Page News and Photo News on Cultural Attires of 0.655. There is a weak positive correlation of 0.408 between Front Page News and Photo News of Other Stories, while the correlation coefficient indicates a fairly strong correlation of 0.802 between Front Page News and News on Politics and Governance.

**Table 1.4 Model Summary**

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error of the Estimate
1	.968	.938	.918	4.81945

\*Source: Data Analysis, 2019

A critical examination of the results as reported above shows that about 94% of the total variation in the dependent variable (front page news) can be explained by all the independent variables. This is indicated by the coefficient of determination (**R<sup>2</sup>**) value of 0.938. This represents a good fit as it implies that the identified independent variables account for 94% of changes in front page news.

**CONTRIBUTIONS**

The study also drives towards ethical reorientation of the print media content editors, who need to be reminded that to sacrifice cultural contents for commercial gains; is a great disservice to the nation. No one is saying that the print media should not generate revenue; it should not be their habit to reject cultural contents. Within the contexts here, ethical re-orientation aptly refers to paradigm-shift, repositioning, change the wheel in the ideal direction, virtues, norms and sets of beliefs Nigerians can be proud of:

- **The professional researchers and the academia:**

Rather than join the lexicons of studies on the shelf, this study aims to be published and shared with the national and international journals towards the spread of its significance to the professional and the academia beyond the sovereignty of Nigeria.

- **The film industries:**

Though the focus of this study is about the print media content analyses, there are vast spaces for the film industries from their platform, to compare and reflect on their film contents within the route of their journey so far with Nigeria on nation building, and make amendments where necessary. Thus, there is value to be picked or extracted from this study’s significance in relations to the film industry, especially when it comes to adaptations of literatures for film story line and themes.

- **Managers of broadcast media**

It is not out of place to say that managers of the broadcast media in Nigeria have a lot to extract from the significance of cultural content with cultural identity in relations to agenda setting for their respective audience, in order to retain their relevance and credibility in their location and beyond it.

- **Cultural Identity as Ideology:**

This study finds shoulders to lean on through Samovar et al (2009), who say that ideology is seen from the perspective of a person and what group of persons possess, which is a total sum of their culture, values, beliefs, assumptions, common sense and expectations for themselves and others. Ideology also identifies a society, groups in

relation to other people. Without ideology, little can be done with individual life, the society, and national life. This is very instructive. No doubt, cultural identity is a value-oriented principle upon which the existence of an individual or group is premised, and whose meanings must not be lost to refrain and abuse by all and sundry who murder words with ease. Thus, this study aims to bring to the consciousness of Nigerian readers and audience; as an ideology that must never be sacrificed on the altar of modernization and globalization.

- **Newspapers readers and personal identification with stories:**

The fact remains that publication of cultural content would bring dynamism, as principle of make-up in newspaper page planning, to their publications primarily due to stories they can identify with, rather than stories that sell. This is further supported by Ufuophu-Biri (2006) who says that the members of the society want a sense of personal identification with the stories they read, listen to or watch. This must be a constant reminder when agenda are being set for the public.

- **The general public:**

This study aims to emphasize that the public should be able to reflect on the contents they read and find more relevance for their existence, if they are being represented or reported through their cultural contents: norms and values. It is no coincidence that Olins (2004:171) says that:

The reason why nations continue both explicitly and sometimes implicitly to shape and reshape their identities, or if you prefer explicitly and implicitly to rebrand themselves, is because their reality changes and they need to project this real change symbolically to all the audiences with whom they relate. They want, as far as they can, to align perception with reality.

It is imperative to note that the significance of study of any research engagement is not limited to what the researcher(s) has outlined or structured. Rather, more are still imbedded in the research outcomes and recommendations.

## CONCLUSION

The dominant nature of News on Politics/Governance with significant value of 0.000, which is below 5% significance level; unfolds the fact that the Nigerian national dailies publish significant number of political/ governance new stories on the front pages, as a result, Hypothesis Three was rejected as null hypothesis based on the aforementioned results; though politics and governance continue to reign as favourite items on the Nigerian print media agenda. Convincingly, there is a bleak hope for cultural contents, coupled with the literature gap that exists in form of scarcity of literatures on cultural identity. There is urgent need to go beyond the rhetoric on theme of culture but culture-specific.

There is need for paradigm-shift on agenda setting of the Nigerian print media, especially in regards to Hypothesis One – which declared and established the null hypothesis that the front pages news of Nigerian national dailies do not reflect the cultural contents of Nigeria tribes; based on regression analysis results of News Headlines on Cultural Issues which had significant value of **0.374**, which is above 5% significance level. Which is closely related to what Hypothesis Two had to offer, when it rejected the null hypothesis that photo used to complement stories by the Nigerian print media do reflect cultural attires of Nigeria multi-ethnic society, when results on Photo News on Cultural Attires of **0.000** is below 5% significance level.

The objective(s) of the study have been attained: to know the frequency of cultural news items on the front page(s) of Nigerian print media; to know the extent which Nigerian print media use photos that reflect Nigerian cultural attire to complement published stories, and to know the



dominant news preference published on the front page(s) of the Nigerian national dailies; it is important to reiterate that the Discussion of Findings unveils what the Multicollinearity Test has to offer, when it reveals the variance inflation factor for News Headlines on Cultural Issues, Photo News of Nigerian Cultural Attires, Photo News of Other Stories, and News Headlines on Politics and Governance were 1.122, 1.595, 1.151 and 1.534 in that order; which are less than 10, to show that they are not highly collinear and there exists no multicollinearity problem with data.

Moreover, the Correlation Analysis, with the assistance of Pearson Correlation, shows that the correlation coefficient indicates a negative correlation between Front Page News and News on Cultural Issue of  $-0.084$ ; while the correlation coefficient indicates a moderate positive correlation between Front Page News and Photo News on Cultural Attires of  $0.655$ . There is a weak positive correlation of  $0.408$  between Front Page News and Photo News of Other Stories, while the correlation coefficient indicates a fairly strong correlation of  $0.802$  between Front Page News and News on Politics and Governance. The Model Summary shows that about 94% of total variation in the dependent variable (front page news) can be explained by all the independent variables. This indicates the coefficient determination ( $R^2$ ) value of  $0.938$ , a good fit that identifies independent variables account for 94% of changes on front page news.

#### LIMITATIONS AND STUDY FORWARD:

The limitation of this study revolves and centered on the Front Page(s) of the case studies as the area of concentration, to examine the manifestations of cultural contents through the units of analysis, like: the news headlines, photo news, among others. It is paramount to say that subsequent research would focus on the agenda settings of editorials, commentaries, cartoons, and opinion pages of the case studies and others.

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