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Abstract: This chapter exemplifies how socio-cultural assumptions affect writers’ intention and the interpretation of media messages by Nigerian newspaper readers. This is particularly relevant due to instances of misinterpretation that are not traceable to ambiguity or grammatical errors. This study examines how through socio-cultural factors, readers are affected by what is found in the media. It focuses on the relationship between the media and their audiences as well as the effects of the media messages on the public.