

**COVENANT UNIVERSITY  
NIGERIA**

*TUTORIAL KIT  
OMEGA SEMESTER*

**PROGRAMME: MASS  
COMMUNICATION**

**COURSE: MAC 425**

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# MAC 425: MASS MEDIA AND POLITICS

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1. Examine the role of the early press in Nigeria's independence.
2. Discuss the present Nigerian media system.
3. Would you agree that the Nigerian press has played active roles in nationalism?
4. Explain "national interest".
5. What do you understand by the word "politics"?
6. What do you understand by the term "media politics"?
7. What is political advertising?
8. As an editor, what should you do to a reporter who is partisan in his reports?
9. Discuss the relationship between the mass media and the political system.
10. What do you understand by the term "public policy"?
11. Discuss specific ways that the media have influenced the political development of Nigeria.
12. How do media reports affect citizen participation in the political process? Describe the nature of politics.
13. Explain the electoral process.
14. What is the relationship between the media, society and politics?
15. Trace the history of the media in Nigerian politics
16. What role did early Nigerian newspapers play in the politics of the pre-colonial era?
17. What roles have Nigeria newspapers played in the growth of politics in Nigeria's post-independence.
18. What is the role of broadcasting in present Nigerian politics?
19. As a journalist, how can you use the social media in an electoral year?
20. What do you understand by the term "citizen journalism"?

## ANSWERS

1. The early press were confrontational and published articles and editorials that may now be described as seditious and libellous. They were adamant about wresting power from the colonialists. With nationalistic vigour, they published whatever they felt would rouse Nigerian citizens to join in the fight for national independence. Most of the newspapers were owned by individuals, including the nationalists.
  2. The present Nigeria media system is a pot pourri of private, and government ownership. Importantly, there is now private ownership of broadcast stations. Before, broadcasting was a government monopoly. There are more broadcast stations now than there are newspapers. Most of the old newspapers, like Daily Times, have gone off the market and circulation.
  3. Yes. The Nigerian press has played active roles in nationalism. They have helped to broaden the educational base of the citizens and exposed some indiscretion of those in power.
  4. This is anything that is of interest to a particular nation. Nations protect what is important to them. Nations pay attention to and fight for the things that interest them, including political independence.
  5. This deals with the principles and practice of gaining and using power in a country. Politicians have ideas and engage in activities relating to public governance.
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1. Media politics is the interface between media and politics. The media provide the platform to reflect what is happening in the society. At times too, the media are drawn into politics or used to achieve political ends.
  2. This is an advertisement paid for by an identified individual, individuals or groups with the intention of influencing political results in a particular society. The advertisement may be for or against a person or an issue. During elections, contestants advertise themselves to the electorate.
  3. He should be re-oriented and re-trained. But where he persists in his unethical behaviour, he should be fired.
  4. The mass media are essential in the effective functioning of the political system. They report the happenings in the political sphere.
  5. This is a line of thinking about public affairs with the objective of achieving something important for the general good. Public policies specify how different issues that may affect the polity are handled. Policies continue for a long time until there is a reversal.