

## **Assessment of the Effectiveness of the Mass Media in the Anti-Corruption Campaign in Nigeria**

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### **ABSTRACT**

*The world today is faced with many social problems; one of these problems that seem to cut across all boundaries is corruption. Corruption inhibits and slows down the tempo necessary for the attainment of national goals, objectives and overall development. This study, therefore, assessed the role of the mass media in the anti-corruption campaign in Nigeria and its effect on the media consumers. The survey research method was used. The questionnaire served as instrument of data collection. A total of 120 respondents were selected from the population. The stratified and simple random sampling techniques were used. The data generated were analyzed using simple descriptive and statistical tools such as simple percentages, and tabular presentations. The study was anchored on the agenda-setting theory. Findings from the study revealed that, though media have performed well in the anti-corruption campaign, the mass media and their practitioners must be rightly seen and factored as relevant contributors in the campaign for it to yield desired results and possibly cleanse the nation of its stigma of bad image at home and abroad.*

**KEYWORDS:** *Assessment, Effectiveness, Mass Media and Anti-Corruption, Campaign.*

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### **I. INTRODUCTION**

Every society, present and past, shows strong abhorrence for corrupt practices. Even though corruption is extant in all societies, no nation wants to bear the stigma of the ignominious reputation of being notorious for rampant corruption (Amadife 2007, p. 18). Corruption and its damaging nature and impacts constitute a major threat to the survival of Nigeria as a free, independent, united and prosperous nation.

The widespread corruption among those entrusted with power and leadership has precipitated gripping poverty and portends a bleak future for Nigerians living and those yet unborn. This perhaps, accounts for the main reason why the Transparency International (TI) in its (1995-2005) Corruption Perceptions Index (CPI), states that in recent times, Nigeria has held the unenviable record of being considered as one of the most corrupt countries among those surveyed, and in its 2020 ranking, Nigeria was ranked 149 out of 180 countries surveyed, with just a score of 25%. The political Bureau set up by the Ibrahim Babangida administration in an incisive report, summed up the magnitude of corruption in Nigeria extensively as follows:

It (corruption) pervades all strata of the society from the highest level of the political and business elite to the ordinary person in the village. Its multifarious manifestations include the inflation of government contracts in return for kickbacks; fraud and falsification of accounts in the public service; examination malpractices in our educational institutions including universities; taking bribes and perversion of justice among the police, the judiciary and other organs of justice; and various heinous crimes against the state in business and industrial sectors of our economy, in collusion with multinational companies such as over-invoicing of goods, foreign exchange swindling, hoarding and smuggling. At the village level, corruption manifests itself in such form as adulteration of market goods or denting of measures to reduce their contents with a view to giving advantage to the seller (Political Bureau Report 1987, p. 212-219).

Similarly, Nwankwo (1992, p. 2) captures the pathetic situation corruption has plunged the nation into succinctly when he asserts that "Nigeria is a nation in socio-political ferment, a behemoth with the awesome African possibility imperiled and battered by internal decay". Continuing, Nwankwo laments that unfortunately, this great African possibility is held by unbelievable corruption by rulers and their collaborators. Corruption has become so endemic that one can hardly find any sector, whether private or public, in the country where corruption does not abound. In fact, a common and recurring picture is the usual sighting of poorly paid and ragtag policemen on the major roads and highways collecting bribes and extorting money with impunity from both motorcyclists and transporters in full public glare.

According to Alawode (2009, p. 1) corruption is perhaps the most important factor that is impeding the accelerated socio-economic transformation of developing or less developing countries. Also reinforcing the call for a corrupt-free Nigeria, Hilary Clinton, the United States Secretary of State laments, "There is no doubt that when one looks at Nigeria, it is such a heartbreaking scene we see. The number of people living in Nigeria is

going up, the number of people facing food security and health challenges are going up just because the revenues have not been translated into positive changes for the Nigerian people. This simply means that unless corruption is frontally confronted in Nigeria, the hope of realizing her huge potentials of being a future black super-power may likely become a mirage. In view of the seriousness of the problem posed by corruption, what relevance and contributions would the mass media offer in the renewed effort to eradicate corruption totally or at least to reduce its incidence? This is the mission of this paper.

### **Statement of the problem**

Corruption is pervasive and widespread in Nigerian society (Ogbu 2008, p. 99). A culture of corruption exists in the country and such culture tolerates excuses and allows corruption to creep into all facets of the Nigerian society and in the process, inhibiting and slowing down the tempo necessary for the attainment of national goals, objectives and overall development. Before the enactment of the Corrupt Practices and other Offences Act in June 2000, corruption, fraud, embezzlement, bribery and other despicable acts of corruption were brazenly perpetrated and the country suffered on every front (FAQ, 2007). Consequently the country is perceived in the global arena as one of the most corrupt countries in the world. Very many Nigerians have been fingered as very corrupt and responsible for the woes of the nation. Yet only a negligible proportion of these segments of the society have been arrested, questioned, charged to the court or successfully prosecuted thus, making the allegation that there are sacred cows, a difficult-to-disbelief proposition.

Furthermore, the agencies spearheading the campaign against corruption, particularly, the EFCC is yet to convince the citizenry that the pursuit of the fairness doctrine is a cardinal principle in its operations and that it is not out to deliberately witch-hunt political opponents of their pay master. Besides, it is appalling that corruption still manifests substantially in this President Muhammadu Buhari Administration, despite the government's acclaimed "fight against corruption" in the country. Against this backdrop, this paper seeks to determine whether or not there is any causal relationship between leadership and corruption. A problematic question the paper will strive to provide answer for is if the media could play crucial role(s) in the campaign against endemic corruption in Nigeria.

### **Objectives of the Study**

The central objective of this study is to highlight the place of the media as an important tool capable of fostering transparency, accountability, probity and good governance in Nigeria. However, the specific objectives include:

- i. To ascertain the composition of the media
- ii. To identify the nature of their role in anti-corruption campaign
- iii. To determine how the role of the media in anti-corruption campaign can be assessed
- iv. To determine the effect their roles have on the media consumers

### **Research Questions**

- i. What is the composition of the media?
- ii. What is the nature of their role in anti-corruption campaign?
- iii. How can the role of the media in anti-corruption campaign be assessed?
- iv. What effect does their role have on the media consumers?

### **Significance of the Study**

The study will be of immense importance to both the Nigerian media and the masses who are of course the media consumers. The media are conventionally said to be the watchdog of the society who not only entertain but enlighten and inform the public on what is happening near and far.

The media could hardly be informing and enlightening the public: if they don't cover and report and even broadcast daily happening, if they do not examine and investigate irregularities and report findings, if they do not create avenue for the public to contribute their own opinion as part of corporate citizenship, thus helping everybody to feel part and parcel of society development.

Thus, the findings of this work will reveal whether the media have been living up to expectation in the area of anti-corruption campaign. If at the end, the opinions of people reveal that the media have not been measuring up, it then requires that the next study be on how to make the media live up to their roles.

### **Theoretical Framework**

For the purpose of verifiable, testable and generalizable views, research works are usually based on already existing theories. In every discipline, there are theories that provide explanations and enhance a better understanding of a given phenomenon in the field. This is because knowledge does not exist in a vacuum and

the adoption of theories “invariably facilitates the understanding of issues in the field” (Ohaja, 2003). In acknowledgement of the above remarks, this study will be based on the Agenda-setting theory.

The Agenda-setting theory was developed by Maxwell McCombs and Donald Shaw as a result of their 1968 study of North Carolina voters during a Presidential election campaign. They found a correlation between issues that voters believed were important and issues that the media gave prominence to. They argued that the media can't tell the audience what to think but they can tell them what to think about, that the media have the power to set agenda.

As McCombs noted, “The power of the news media to set a nation's agenda, to focus public attention on a few key public issues, is an immense and well-documented influence. Not only do people acquire factual information about public affairs from the news media, readers and viewers also learn how much importance to attach to a topic on the basis of the emphasis placed on it in the news. Newspapers provide a host of cues about the salience of the topics in the daily news - lead story on page display, large headlines, etc. Television news also offers numerous cues about salience - the opening story on the newscast, length of time devoted to the story, etc. These cues repeated day after day effectively communicate the importance of each topic. In other words, the news media can set the agenda for the public's attention to that small group of issues around which public opinion forms.

Furthermore, Lippman (1922) notes that the media help to “put pictures in our heads”. This explains the power of the mass media to set agenda and raise issues of public importance. This function is closely related to public opinion generation, since it is often the mass media that raise issues upon which opinion is expressed.

Agenda-setting is the creation of public awareness and concern of salient issues by the news media. As well, agenda-setting describes the way that media attempts to influence viewers, and establish a hierarchy of news prevalence. Two basic assumptions underlie most researches on agenda-setting:

1. The press and the media do not reflect reality; they filter and shape it;
2. Media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues.

In this study, which aims at assessing the role of the mass media in anti-corruption campaign in Nigeria, it is believed that the agenda-setting theory will form a good theoretical base as it will help in achieving the set objectives. It's relevance to the study, therefore, lies in the idea that the way the media report or portray corruption in its anti-corruption campaign would influence audience perception and response or opinion formation on the issue.

## II. LITERATURE REVIEW

### Conceptualizing Corruption

The term "corruption" is from a Latin word *corruptus* which means to break or destroy. In literal sense, corruption means to break away or shun morality, ethics, and codes of conduct, tradition, law and civil virtues. According to Microsoft Encarta Encyclopedia, the word corruption is used to describe “wrongdoing by those in a special position of trust. The term is commonly applied to self-benefiting conduct by public officials and others dedicated to public service”. Also Wikipedia, the free online encyclopedia says that the word corruption is essentially an impairment of integrity, virtue or moral principle; depravity, decay, and/or an inducement to wrong by improper or unlawful means, a departure from what is pure or correct, and/or an agency or influence that corrupts.

In describing corruption, many scholars have attempted to give succinct definition or explanation of the concept based on their perspectives. For instance, Lawal (2007, p. 3) posits that corruption is the "conscious attempt or deliberate diversion of resources from the satisfaction of the general interest to that of self (personal) interest". It involves the effort to secure wealth or power through illegal means, private gain at public expense; or a misuse of power for personal benefits (Lipset and Lenz, 2000, p. 80). For Ribadu (2006), corruption remains a symptom of a poorly functioning state as witnessed in most developing countries such as Nigeria. He adds that "...those who give and receive bribes can expropriate a nation's wealth, leaving little for its poor citizens".

Transparency International views corruption as the abuse of entrusted power for private gain; it further states that corruption erodes trust, weakens democracy, hampers economic development and further exacerbates inequality, poverty, social division and the environmental crisis. Tackling corruption (therefore), 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 (Gbadamosi et al, 2019, p. 32).

### Mass Media and the Fight against Corruption

If properly utilized and well directed, the mass media can be relied upon as a potent force for achieving attitudinal and behavioural change. It should assist society and reflect its aspiration in the current campaign

against the scourge of corruption in Nigeria. The mass media which includes the print media (press), the electronic media (broadcast) and the new media represent a crucial resource as well as a formidable platform for propagating and inculcating the values inherent in having a corrupt-free nation. In fact, the mass media can be used to educate the members of a given polity on the activities of the people in authority while at the same time they could be employed to criticize and point out where those in authority erred. Similarly, the media as whistle blowers can be very effective in reporting and exposing widespread incidents of corruption and their perpetrators and more importantly, giving a renewed impetus to the activities and actions of the two anti-corruption agencies operating in Nigeria namely, the Economic and Financial Crimes Commission (EFCC) and the Independent Corrupt Practices Commission (ICPC). Walter Carrington, a former United States of American Ambassador to Nigeria seems to agree with the efficacy of the media when he says that Reporters, Commentators, and Social Critics keep the spotlight on public figures, analyzing their actions and exploring the boundaries between their public and private selves to ensure that the public knows and approves of what their representatives are doing. Adding its own voice and giving credence to the above position, the global anti-corruption watchdog, the Transparency International (TI) in its recent Handbook affirms that by investigating and reporting on corruption the media provides important counterpoint to the abuse of entrusted power for private gain, shedding light on the wrongdoings of public office holders and corporate executives alike, this obligatory function of the press has often met stiff resistance as those occupying top government positions deliberately become antagonistic to pressmen. This, in fact, has been the dilemma of the Nigerian journalist and the press generally since the dark days of the military till date.

The press is (in) the crucial business of checking the excesses of the powers that be and holding them accountable to the people for their stewardship (Ngene, 202, p.1-2). Supporting the above position, Edeani (1993, p. 80) observes that the press is supposed to keep a watchful eye on what the government is doing and has the obligation on behalf of the public to criticize the government whenever it thinks that the government has not performed in the public interest, the press is thereby perpetually engaged in a running battle with the government.

According to (Amadife 2007, p. 16), mass communication is a field and career of carrying out investigation analysis, and reporting in the news media the true position of characters; events and situations for public awareness. He further contends that it is through mass communication that the public is exposed to the two sides of a coin in any matter of which one or both sides would have remained concealed. The central issue here is that the media performs legitimate functions for society by providing correct information, knowledge and informed opinions about the issues of bad leadership style, poor political leadership and corruption and such contributions are helpful in adding value to the conduct of democratic politics... the press of the 1980's and 1990's had to squarely confront the scourge of internal colonialism at the hands of those who supposedly share kingship and racial, linguistic and cultural identity with those they so callously oppress (Nwankwo, 1999, p. 223).

Political leaders should well know that the media is a social fact that operates responsibly and chiefly in the general public interest and is not in any way established to pursue parochial and mundane issues. As applied to the mass media, its simple meaning is that the media carry out a number of important, even essential, tasks in a contemporary society and it is in the general interest that these are performed and performed well (Mcquail, 2005, p. 164).

### **X-Raying Some Functions of Mass Communication in Society**

As earlier noted, an effective use of credible media institutions makes positive contributions to progress of the society. Laswell (1948, p. 31-51) outline three key functions of communication for society as follows:

- a. Surveillance of the environment
- b. Correlation of the parts of the society in responding to the environment and
- c. The transmission of the social heritage from one generation to the next.

A fourth function of communication is entertainment. There are other important functions of communication which may not be discussed now but for this paper, focus is on the surveillance role of the media. Surveillance is a term used to describe the process of collecting and distributing information concerning events and news in the environment, both within and outside a given society. This function is very essential in notifying citizens of threats to their existence and survival and that of the society at large.

According to Wright (1996, p.66) "...mass communication may have the additional function of supporting a feeling of egalitarianism within the society - everyone has had fair warning to escape from danger". The implication is that media operative must be vanguards of the society using their (God-given endowment) training, skills, etc to combat corruption and other social vices in the society. The press in Nigeria is well positioned to fight and perform this function because section 22 of the 1999 constitution (as amended) specifically charges them to serve as the "watchdogs" of the society.

Regrettably, most media outfits in Nigeria both in the print and the electronic media are in serious financial strain even before now and as a result, depend largely on government patronage for survival, growth and sustenance. Nigeria journalists are not sufficiently motivated and do not work in job-friendly environment. Supporting the painted picture, Ugwu (2000, p. 6) notes that many who have ever belonged to the journalism profession would not agree to the dehumanizing circumstance in which the job of informing the public is performed. According to him, the fact remains that these watchdogs of society find both the job of informing and its environment rather excruciating. In a bid to survive, media organizations depend on government's patronage, largess and general gratification. Huge advertorial revenue comes from the various arms of government. Agencies and parastatals are used to pay staff salaries and other forms of welfare package. This environment does not give the needed impetus to the fight against corruption as these media organizations are known not to report on news stories perceived to be negative or adversary to those local staff or federal government officials that patronize them for fear of reprisal and more importantly, loss of patronage. The regular feature in our network television news, newspaper and magazine today are hugely inflated projects executed by various state governments labeled "Dividends of Democracy".

Another problem militating against successful media use in the campaign against corruption in Nigeria is the policy of commercialization. This policy of "Let Them Pay" (LTP) is fundamentally restrictive of diverse opinions and very much suits the very-rich, particularly, those who are at the helm of affairs in government as they pay their way through to receive hypes and favourable treatment in the media to the detriment of those in opposition who cannot compete with them financially. More worrisome, is the stark reality that those in positions of authority now exploit this advantage conferred on them by the media to set all sorts of agenda ranging from political, economic, social and technological agenda. To that extent, some opinions perceived to be public opinion may be nothing, repeat nothing, other than the thinking and desire of one man and in few cases, that of the man and a few others that belong to the power structure.

Ownership of the media is also a constraint to the media as regards the campaign against corruption. Since the recent Central Bank of Nigeria's sacking of some Chief Executives of failed banks, the Guardian Newspaper owned by the Ibrus has not found it worthwhile to do an in-depth coverage of the story rather they have turned blind eyes to the reporting of such news worthy event just because Mrs. Cecilia Ibru was involved in the allegation. It is the same with the Sun Newspaper as it had never done any story on its financier, Orji Uzor Kalu, also facing charges of corrupt enrichment. Similarly, the Nations and the National Light newspapers can hardly do any story that negatively affects the image and well-being of Bola Tinubu, the former Governor of Lagos State who is their mentor.

### **Research Design**

The research design adopted for any study is highly dependent on the nature of the problem that prompted the study. According to Sobowole (1983), "there are four basic research designs in mass communication and other behavioural sciences: experimentation, observation, content analysis and survey". However, Ohaja (2013, p. 74) specifically points out that "topics concerning public perception or response to an issue, and many" "impact" studies definitely require the survey design".

Consequently, in this study which aims at assessing the role of the mass media in the anti-corruption campaign in Nigeria, the most suitable and result-oriented research design is survey. The survey is suitable because the study intends to find out the public perception of the extent of the mass media role in the anticorruption campaign. More so, the survey method has numerous advantages over other research techniques as captured by Sobowale (1983, p. 25) in the following words:

It standardizes the researcher's questions, ensures that the researcher ask exactly the same questions in the same way, guarantees as much as possible uniformity of answers, facilitates data processing through easy coding and allows sampling procedures capable of getting responses needed in finding solution to the problems at stake.

### **Description of the Research Population**

The population of this study should have been all residents of Abakaliki metropolis but such a number, the researcher believes would be unwholesome, unmanageable, and therefore, unrealistic. It became necessary that the study be narrowed due to the inadequacy of the required resources, the expanse of Abakaliki, and the need for focus and valid results.

### **Sampling Techniques**

Due to the nature of the study, the stratified and the simple random sampling techniques were used. First, residents of Abakaliki were classified into groups or strata. Two groups namely: students and working class were chosen from each of the strata. In the process of administration of the questionnaire, the simple random technique was applied, and this gave the samples equal opportunity of being selected.

**Sample size**

Wimmer and Dominick (2005, p.96) writes that “the size of the sample required for a study depends on at least one or more of the following seven factors: project type, project purpose, project complexity, amount of error tolerated, time constraints, financial constraints, and previous research in the area”.

In this study, the estimated sample size is 120 persons from the groups, the students and working class. From among the tertiary students, 60 persons were given the questionnaire, 30 males and 30 females. The same applied to working class.

Since the researcher’s intention is to reach as much as possible the media consumers, the students sampled were the final year students. However, the 60 persons allotted in the working class were not deducted from any particular institution, rather a combination of several occupations.

**Instrument for Data Collection**

In choosing the instrument for data collection, cognizance of the nature, demographic and psychographic features of the variables were taken into consideration. This is to ensure that the data and information gathered provide honest and objective answers to the problems that prompted the study. Consequently, the researcher used questionnaire for the collection of the needed data.

However, of all the 120 questionnaires distributed, 8 were not returned. The students returned all the 60 questionnaires they obtained, while 52 were returned of those distributed to the working class.

In the whole, a total of 112 filled questionnaires were recovered by the researcher. This number represented 93.33 percent of the entire questionnaire distributed. The remaining 8, forming 6.66 percent could not be recovered owing to difficulties arising from the constraints. However, the recovered questionnaires were analyzed as 100 percent data.

**Procedure for Data Collection**

The research took place under a normal and natural atmosphere. A total of 120 copies of the questionnaire were personally administered to randomly selected samples. The respondents were briefed on how best to fill-in their responses.

The questionnaire has three sections. The first section (A) As the inductor letter imploring the respondents to attend to the rest of the sections. The second section (B) contains the provision for sociodemographic data of the respondents. And the final section (C) contains the main research question. They are a combination of structured and unstructured questions.

The need for the structured questions which are visibly more than unstructured ones, is not only to make the answers uniform, but also to stop the respondents from viewing off the focus of the research. Again, the structured or closed-ended questions enabled the researcher to elicit already framed, obvious and expected answers from the respondents, while the unstructured or open-ended questions gave them the opportunity to bare their minds on the issue at stake.

**III. METHOD OF DATA PRESENTATION AND ANALYSIS**

Data collected for this study were analyzed using Statistical Package for Social Sciences (SPSS) version 16. In doing this, the researcher used tabulation method in the presentation of the analyzed data as will be seen. What informed the usage of this method can be found in its simplicity and clarity in data presentation. According to Erricker, the purpose of tabulation is to arrange data in small space so that the eye can easily take in what is presented, see at cursory glance the vital results and if possible discover a connection between factors. The bottom line from the foregoing is that tabulation makes data easier to understand and that is why the researcher chose the method.

**RESULTS**

**Table I: Do you have access to the media?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	105	29.9	93.8	93.8
	No	7	2.0	6.2	100.0
	Total	112	31.9	100.0	
Missing	System	239	68.1		
Total		351	100.0		

Table I above shows that of all 112 respondents only 7 (6.2%) revealed not having access to the media whereas the other 105 (93.8%) have access to the media. The implication of this result is that this high exposure to the media determines to a large extent the amount of information one gets of what is on the ground.

**Table II: Have you heard of the Independent Corrupt Practices Commission before now?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	105	29.9	97.2	97.2
	No	3	.9	2.8	100.0
	Total	108	30.8	100.0	
Missing	System	243	69.2		
Total		351	100.0		

From the table above, it appears that when asked the question of whether they have heard of the “Independent Corrupt Practices Commission (ICPC), the 105 (97.2%) respondents who have access to the media, not only indicated “Yes” but also confirmed it was from the media they learnt of it, whereas the 3 out of the remaining others, accounting for 2.8% of the respondents, answered “No”. It is, however, implicit that the remaining 4 respondents left out in the table, answered neither “yes” nor “no”; they are of course part of the 7 respondents who earlier indicated not having access to the media.

However, table III shows that all those 7 did not answer anything when asked from which source they learnt of “ICPC”

**Table III: From which source did you learn of ICPC?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Media	105	29.9	100.0	100.0
Missing	System	246	70.1		
Total		351	100.0		

The area which the researcher found a wide array of responses is in the question of which media they have access to. Options were listed which include radio, television, newspaper and magazine. Look at the table below.

**Table IV: Which media do you have access to?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Radio	30	26.8	26.8	26.8
	Television	39	34.8	34.8	61.6
	Internet	9	8.0	8.0	69.6
	Newspaper	14	12.5	12.5	82.1
	Magazines	13	11.6	11.6	93.8
	None	7	6.2	6.2	100.0
	Total		112	100.0	100.0

Table IV shows that television has the widest audience with 39 (34.8%) of the respondents, followed by radio 30 (26.8%), newspaper 14 (12.5%); magazine has 13 (11.6%), while internet has the lowest number of audience (9) at 8%. However, the remaining 7 (6.2%) respondents indicated having access to none. Moreover, the data revealed that even though a majority of the respondents favoured the existence of participatory media programmes that have anti-corruption significance, sadly none of them has participated by phoning or writing the respective media.

In the aspect of the effect of these programmes on people, table V shows the responses and percentages.

**Table V: Do you think the programmes have positive effect on the audience?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	105	29.9	98.1	98.1
	No	2	.6	1.9	100.0
	Total	107	30.5	100.0	
Missing	System	244	69.5		
Total		351	100.0		

Surprisingly, it is certain from the tables that even some among the respondents who did not have access to the media also agreed to the positive effect of the media in the anti-corruption campaign.

Finally the respondents were also asked to indicate their assessment of the media in their role against the spread of campaign.

Table VI shows the data

**Table VI: Respondents' rating of the media role in Anti-corruption Campaign**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	above average	42	12.0	37.5	37.5
	average	65	18.5	58.0	95.5
	below average	5	1.4	4.5	100.0
	Total	112	31.9	100.0	
Missing	System	239	68.1		
Total		351	100.0		

The table above shows that the majority are of the opinion that the performance of the media is at average with 58% of all responses, while 4.5% said it is below average, 37.5% stated that rather than being below average, it's above average.

#### IV. RESULTS

The need for the data analysis done above is to make it easier in drawing conclusion regarding the hypotheses and the findings. Now the hypotheses will be taken one-by-one and examined to see how they have been approved or disapproved.

Hypothesis H<sub>1</sub> said that "media assessment is directly dependent on the level of exposure to the media". The import of that hypothesis is that is only what one has been exposed to that he could possibly tell a story about. One cannot say that this or that is obtainable at some place if he has not been there or been told about that place. So in harmony with that, the findings revealed by the data analysis proved that hypothesis true. Why? Because according to table 1, out of 112 respondents, 7 did not have access to the media, while 105 representing 93.8% have access. It is the same 105 respondents who confirmed that they have learnt of the "ICPC" whereas the 7 others were either saying "No" or nothing at all according to table II. So, had it been that they were exposed to any of the media, they would have known or heard of "ICPC".

Invariably the approval of the alternate hypothesis H<sub>1</sub> has automatically rendered the null hypothesis H<sub>0</sub> invalid.

The second hypothesis H<sub>1</sub> said that "The media are playing an indispensable role in the fight against corruption"

Again, this hypothesis received empirical support from the data obtained. When asked to assess or rate media performance, while no one responded to the option "poor", 5 (4.5%) responded to "performance below average". That notwithstanding, 42 persons being 37.5% indicated above average whereas 65 persons being 58% indicated that the media performance is at "average". In essence only 4.5% of the respondents said that the media are dispensable in support of the null hypothesis H<sub>02</sub> while a whopping number of 107 persons representing 95.5% of all 112 respondents said that the media are indispensable. (See table VI above).

The interpretation for average is that one cannot say that the media are needed and at the same time not needed. A person that is needed and not needed at the same time is in fact indispensable. This means that the media are at the pivot or balance and so are indispensable.

Once again, hypothesis H<sub>12</sub> holds true, while the null hypotheses H<sub>02</sub> is disproved.

Finally hypothesis H<sub>13</sub> said that "the media have a powerful effect on the outlook of the media consumers towards corruption"

From the data analysis in table V where the respondents were asked about the effect of the media programmes on the audience, 105 persons being 98.1% of the respondents affirmed that the media have powerful effect, as against only 2 persons, i.e, 1.9% who said that the media do not have powerful effect. This is an indication that hypothesis H<sub>13</sub> has received empirical support whereas the null hypothesis H<sub>03</sub> is disproved.

#### V. CONCLUSION AND RECOMMENDATIONS

The challenge posed by institutional and widespread corruption in Nigeria is mind- boggling and gargantuan, but surely, they are not insurmountable if the political will to address the problem, especially through the media is seen to be available. Therefore, for the current campaign to yield the desired results, the mass media and their practitioners must be rightly seen and factored as relevant contributors in the campaign to cleanse the nation of its stigma of bad image at home and abroad. Thus, with renewed interest, incentive and the



increased use of investigative reporting by well-trained journalists, the dwindling public confidence and cynicism about the anti-corruption campaign can be revived and reinforced.

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