

PATTERN OF MEDIA PRACTICE IN POST-NWICO: THE IMPLICATION FOR NIGERIA UNDER DEMOCRATIC DISPENSATION

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Abstract

No doubt, the New World Information and Communication Order was a failure on the part of the developing countries, the Post New World Information Order has taken media practice to another heights. The paper is an empirical study of the trends of media practice in Nigeria with emphasis on *democratic dispensation*. The study made use of in-depth interview of practicing journalists from broadcast and print media houses. The finding from these media practitioners revealed that with the emergence of democracy in 1999, media practice in Nigeria witnessed series of changes which include: the establishment of more F.M stations; the commercialization and privatization of media services; the use of computer and internet technology in radio, television, and print media houses; the commercialization of news; the continuous sustenance of the News Agency of Nigeria as purveyor of Nigeria Foreign Policy; the emergence of entrepreneurship practice in Nigeria media; the passage of Freedom of Information Act ; and the use of smart phones as tool of news reporting and writing.

Keywords: *Post NWICO, Commercialization, Democracy, Privatization and Media*

Introduction

From time immemorial, the need for interdependency has been one of the cardinal principles of human societies. The quest for the satisfaction of human numerous want (which he cannot singlehandedly handle) increasingly intensifies the need for interdependency. Indeed, the early colonial explorations of Africa paved way for interaction across countries. With the scramble and partition of 1884 and 1885, Africa continent was divided among western nations. Chuba (2000: 240) stated that International Communication was still made possible through various means of transportation that existed at the time. Chuba opined that newspapers and magazines were distributed across territorial frontiers on horseback and sailing ship. The steamship and the train were later invented and used to facilitate relations among nations. Chuba explained further that

International Communication was hastened by Gutenberg's invention of the printing press in 1450. The invention of the printing press enables travelers to carry newsheets relating to events happening from one country to another.

Daya (2002:11) hinted that Industrial Revolution in Western Europe gave huge stimulus to the internationalization of communication. Britain's domination of the sea routes of international commerce was to a great extent due to the pre-eminence of its navy and merchant fleet. Technological advances such as the development of the Iron- Ship, the steam engine and the electric telegraphy helped to keep Britain ahead of other colonialists. In the same way, the growth of international trade and investment required a constant source of reliable data about international trade and economic affairs, while the British Empire required a constant supply of information essential for maintaining political alliances and military security. Waves of immigrations as a result of industrialization and empire helped to create a popular demand for news from relatives at home and abroad and create general awareness. Smith 1990 cited in Daya (2002).

Chuba (2002) opined that the development and invention of telegraphy also contributed to International Communication. The invention of telegraph was made possible through the contribution of scientists such as Claude Chapper, a French man, Robert Hooks, and Samuel Thomas Von Soemmer. According to Bitner 1999 cited by Chuba (2002) "Chappe developed a series of semaphore-an arrangement of mechanical flags – that relayed messages in France in the 1790s. The first expansion of the telegraph in America was the link between the East and West Coast".

Chuba emphasized that between 1889 and 1940, a new dimension was added to communication field. Film was invented in 1889, radio in 1920 and television in 1940. Within the second half of the 20th century, Cable television was invented in late 1990; Satellite technology was discovered in 1962, the internet in (1960), Video text in (1979), online newspaper and magazine in 1980 and Computer networks in 1980. These reshaped and facilitated the growth of international communication. The trend now is that these media of international communication have almost closed the gap between time and space among countries in the international system.

The study is an explorative discourse geared towards ascertaining the effect of Post NWICO on Nigeria media especially under democratic dispensation.

North-South Media Controversy

Information dissemination across nations is part of International relations. It involves the movement of news and information signal across territorial boundaries thereby facilitating the interactive process between and among the various actors and non –state actors in Global relations. During the cold war, the media of the North (Western nations) continued to portray the regions of the South as areas of earthquake, national disasters, dictators, hunger, famine, political instability, AIDS, malaria, bureaucratic inefficiency, official corruption and the like. The disagreements that emanated from the excesses of global news flow polarized the world into the North and South hemisphere. In the Northern hemisphere were countries assumed to have information advantage, to be able to initiate most of the news stories that were being reported by the transnational media organization including the wire service, while on the Southern hemisphere, were countries perceived to be information dependent on the media of the developed world, relying on their media to set agenda on issues and matter of public importance. Uche (2000), Oboh (2009)

The perceived imbalance of information dissemination on the part of the south enable it to demand from UNESCO the need for fairness, balance, objectivity, quality, quantity in transnational flow of information that is dominated by the media and news agencies of the Industrial North. The debate was referred to as the New World Information and Communication Order (NWICO). Uche (2000), Oboh (2009).

Uche (2000) explained further that part of the reasons why the South rebelled against the Unidirectional flow of international information is captured by Traber 1985 cited by Uche (2000) in the following ways:

The right of nations to participate in a multidirectional flow of information on the basis of equality was one of the starting points in the demand for a new information order, which was mainly the concern of non-aligned nations (mostly the developing countries of the south). It was their way of saying no to their increasing integration into the corporate village of global communication dominated by the North, saying no to the 'Freedom' of private corporations to infringe on the rights of nation-state.

In the words of Uche, the South clamored for social equality and justice in information dissemination and a restructuring of the global communication system, the argument put forward by the South and read by Mustapha Masmoudi, a Tunisian was captured by Uche (2000) in this way:

The situation of imbalance has naturally prompted the wish for a radical overhaul of the present international information system ----(and) highlighted the need to establish a new world order for information. while representing one of the many aspects of the required transformation of the world situation, its primary purpose must be to initiate further reforms and to establish other new international order, more just and more beneficial to the whole community of mankind . in calling for this new World Information Order, the developing countries are doing more than invoking the rights solemnly proclaimed by the present –day international community in such important text as ----- the universal Declaration of Human Rights ----- the International covenants on Civil and political rights and on the economic and social cultural rights, and the relevant resolutions adopted by the United Nations General Assembly. Nordenstreng (1978: 23-24).

On its parts, Uche (2000) emphasized that the Industrialized North feared that its hegemonic and monopolistic ownership and control of international communication system were about to be destabilized and disestablished. The North countered with a concurrent agenda, which as far as the Third World countries were concerned, meant nothing other than 'Free one way flow of information and cultural value dominated by the North. UNESCO, found itself in a tough situation following the withdrawal of the United States and United Kingdom from UNESCO. UNESCO dilemma, and predicament for leading the NWICO movement are aptly described by Roach 1990 cited by Uche (2000) in the following manner:

UNESCO's role in supporting the NWICO movement was more polemical than that of the non-aligned countries, not only because it had to contend with its long standing commitment to the free flow of information doctrine.....

UNESCO became a forum for t Third World demands for the decolonization of information Third World complaints came to crystallize around several key areas: news flow, television flow, and advertising and communication technology. The critique of U.S domination of information flow and Madison Avenue brought home to the West that in many ways the NWICO Movement was an attack on capitalism, it was not only the news and

entertainment values which were felt to be alien to many non-western societies, but also the transnationalized economy represented by American communication Industries.

At the UNESCO nineteenth General conference in Nairobi, Kenya, mandated its Director-General, Amadon Mahtar M'BON ' to undertake a review of all the problems of communication in contemporary society against the background of technological progress in international relations. The Director General then set up the International Commission for the study of Communication problem. The commission was chaired by Mr Sean MacBride. The commission later published its report under the title: Many Voices. One World (Communication and Society : Today and Tomorrow).

The McBride report accepted and acknowledged the fact that 'almost everywhere-there are lacunae and distortion of information. MacBride 1980 cited by Uche (2000).

State Actors in New World Information and Communication Order

Northern hemisphere countries spearheaded by United States of America

United kingdom

France

Holland, Sweden

Denmark

Southern hemisphere countries spearheaded by members of the Non-aligned that took a neutral standing as regard the cold war between United standing as regard the cold war between United state and Former U.S.S.R namely:

Cuba

Former Yugoslavia

Egypt

Nigeria

Indonesia

Malaysia

India and other African countries, Eastern Europe and Latin America.

MacBride Report

The MacBride Report was the findings of the International Commission set up to study the Communication problem leveled by the Southern countries against the northern hemisphere based countries. The Commission, which was headed by Mr Sean MacBride published its report under the title: Many Voices. One World (Communication and Society : Today and Tomorrow).

The report was indicated for being more of a negotiated document than an academic presentation. The report made the following observation:

Distortion of news ----- occurs when inaccuracies or untruth replace authentic facts or when a slanted interpretation is woven into the news report----- through the use of pejorative and stereotypes ----- this occurs where events of no real importance are given prominence and when the superficial or the irrelevance are interwoven with facts of real significance. Uche (2000).

Uche reiterated that even a decade after the acceptance of the MacBride report and its publication, the media of the industrialized north are still unrepentant and unequivocal in their use of pejorative adjectives and stereotypes in the presentation of the Third World (South) before their audience.

Response of the Northern State Actors to the Outcome of MacBride's Report according to Uche (2000) include:

Withdrawal of United states and United Kingdom from UNESCO

The withdrawal of these two countries, especially United States pose a great problem on the United Nations. First, the United State virtually stopped meeting her financial obligation to the United Nations and its agencies. As at march 1992, the United States owed the United Nation well over US \$ 500 million in dues and other obligations.

Refusal to grant entry to Yasser Arafat to address United Nations

Even with the withdrawal of United States from UNESCO, she refused to grant entry visa to Yasser Arafat, the chairman of the Palestinian Liberation Organization (PLO) to address the United Nations General Assembly on the Palestinian question.

Use of militarism against Iraq

The United States used military option to force Iraq to withdraw from Kuwait. This is against the United Nation position on the need fro member countries to protect and respect the territorial integrity of member state boundaries.

Use of War Propaganda by United State against Iraq

Though, article 20 of the International covenant on civil and political Rights forbids war propaganda. During the Gulf war, the media were spoonfed with propaganda by the American media.

Promotion of Capitalism by Ronald Reagan

No doubt the withdrawal of United States from UNESCO coincided with the coming into power of Ronald Reagan. Ronald Reagan's eight year tenure witnessed a lot of policies which are meant to promote capitalism. Yasser Arafat was refused entry to the United States to address United Nation, the United Nation had to move to Geneva in order to listen to Arafat.

Sidelining of the Third World in World Politics

The United States during the Gulf war against Iraq made sure that government of the third world countries were either brought or forced into joining the coalition or keep quiet. Also, the third world lost its geo-political significance and was treated with disdain. Third world countries became geopolitically irrelevant because of the most important factor that the Northern countries used in blackmailing the south.

Sectoral allocation to their External Publicity Machineries.

The industrial countries of the north increase the budgets of British Broadcasting Corporation (BBC), Voice of America (VOA) and Radio France Internationale. These made these stations to disseminate uncontrollable neatly packaged media propaganda that introduces Western cultural, political and economic values to the detriment of local culture and value.

Wide gap between the North and South

The economic, political, social and information gap between the North and the South has widened to such an extent that it now promotes and sustain the existence of disorder in the present new world era.

Continuous Imposition of One World

No doubt the one voice is the voice of the Industrial rich North (spearheaded by the United States) which imposed on the world its technology wizardry and hegemony.

Militarization of the Global World by America

The present world dominated by the American economy abhors economic rights, self reliance, self sufficiency, cultural pluralism, autonomy and sovereignty of the developing countries of the South. It is indeed a new world order of military intimidation and dominance of the developing countries of the South. Uche (2000).

POST NEW WORLD INFORMATION AND COMMUNICATION ORDER (POST – NWICO)

The tail end of the 20th century witnessed a lot of trends in the International Communication. There was the breakdown of the defunct Soviet Socialist Republic into fifteen common wealth States, the Unification of the East and Western Germany into a United Germany, the acceptance of the democratic rule in the former Eastern Europe and Africa, the dismantling of Apartheid and the Swearing in of late Nelson Mandela as the first black President of South-Africa. The era also marked the end of the cold war between United States and the defunct U.S.S.R. in spite of the position of the Sean MacBride report, the situation of global media flow remained the same. According to Tokunbo (2012), the Western media have not deviated from their distortion of news and use of pejorative adjectives and stereotypes against the Southern countries. Tokunbo emphasized that the London economics in its May 13-19 2000 edition, the magazine went as far as referring to Africa as “The Hopeless Continent” in its front cover story.

In another way, Tokunbo took a critical look at the African related stories that appeared in both the New York Times and the Washington Post from end of March to mid August 2000. Tokunbo observed that all the 89 published articles on Africa lacked sufficient context. According to Tokunbo, 75 of these stories were negative in context, the news were presented as tribal conflicts with strong metaphor.

According to Salawu (2003:86), the 1996 telecommunication act passed in the United States contributed to the explosion of translational merger and acquisition. Mowlana (1998) cited by Salawu (2003) explained that companies like Disney, Viacom and Time Warner have diversified their media holdings brought television network, movie production houses, cable channels and other media enterprises.

Turnastall (1988) cited by Salawu (2003) described the phenomenon of “Hollyweb” in the following manner: in his words, Hollywood production companies acquired television network, cable channels and television stations and delve into such areas as music production and publishing and entertainment pack.

Salawu also viewed Anglo-America cooperation and Alliances as an important step in the development of media conglomerates worldwide. Similar global conglomerates are noticeable in the advertising industry. These include: Omnicom Group, Wpp Group, Inter-public group of companies, Young and Rubicorn, True North Communication, Grey Advertising and Hakukodo with headquarter in the United States. Salawu explained further that cable network news owned by Ted Turner is a major global television conglomerates. Roch (1996:27), stated that Time magazine of 6th of January 1992 reported that “CNN represents the global village”. Even now, there is Al-Jazeera which has global reach and located in Doha, Dubai. In the same way, there is the China Cable Television (CCTV) which has audience worldwide. The Internet now provide access to worldwide media. E-mail has made it possible to send messages across the globe in seconds. More than 185 millions are reported to be online in North America compared to 20 million in Africa.

Democracy in Nigeria

The swearing- in- of Chief Olusegun Obasanjo on May 29, 1999 climaxed the Abubakar Abdul Salam ten months transition programme. Obasanjo thus emerged as the President of Nigerian

fourth republic. Obasanjo was re-elected for the second term 2003-2007. Umar Yar'adua who succeeded Obasanjo was unable to complete his tenure due to illness as he died in the office in 2010 and was replaced by his vice Goodluck Jonathan who completed the tenure 2007-2011. As lofty as Nigerian democratic transition is, her democratic experience is still bedeviled with lots of problems which include but not limited to Political parties and intolerance of opposition, transparency and accountability in governance, frosty relationships between the Executive and the Legislature, problem of insurgency in the Northern part of Nigeria which has given birth to Boko Haram, Rule of law and Judiciary, Armed Robbery and Incessant kidnapping of citizens among others.

IMPLICATION OF NORTH –SOUTH MEDIA TRENDS ON NIGERIA UNDER DEMOCRATIC DISPENSATION

Nigeria is one of the non-aligned members and a nation among the developing countries of the world. Over the years, Nigeria has established bilateral and multilateral relations with some of the Industrial Northern countries. Her relationship with these countries cut across politics, economics, social and even cultural sphere. Even if NWICO debate proof a failure, the aftermath (Post- NWICO) portends some positive trends and developments for Nigeria Mass Media industry most especially under democratic dispensation. These include:

Adoption of “Town and Gown Synergy in the Teaching of Mass Communication in Nigeria Tertiary Institutions

Unlike in the past, the trend in the teaching of Mass Communication courses has changed. Presently, lecturers are encouraged to invite professionals with vast experience to share their field experience with undergraduates while lecturers coordinate the activities. The University of Lagos set the pace in the usage of this teaching technique while Lagos State University Adebola Adegunwa School of Communication had followed suit. The technique has two benefits. First, it enables students to gain from the wealth of experience of those professionals and also provide the avenue for both the Lecturers and the students to ask questions on key areas.

Commercialization and Privatization of Nigeria Broadcast industry

Alawode (2011:245) said as part of its economic reform, the Babangida administration inaugurated the Technical Committee on Privatization and Commercialization under decree 25 of 1988, with a view to eradicating inefficiency that existed in government establishment in order to transform them into viable entities. Even with the attainment of democratic government in 1999 and re-election of Obasanjo administration for second tenure 2003-2007, the Federal Radio Corporation of Nigeria and The Nigerian Television Authority experienced commercialization and privatization of their services. By Commercialization, Alawode said the electronic media (NTA, FRCN and NAN) became fully business oriented and were empowered to pursue fund generation maximally. On this note, the commercial activities of the government owned stations even under democratic government include:

Spot- Advertisement Programme, Sponsorship, Commercial Spotlight, Specialized Fares and Exhibitions, Productions of Advertisements, Documentaries, Coverage of Special Events for Organizations, Exporting and Networking Programmes. Privatization according to Guobadia (2008: 268), involves the process of selling government asset which are shares or physical assets. Therefore, public-owned media through privatization are able to invoke corporate governance and cost profit bottom which lead to creation of jobs among others.

Hungbo opined that unlike before when radio station rely solely on financial allocation from the Federal government, the Federal Radio Corporation of Nigeria now putting in place different

strategies of generating funds. One of this is through advertisement. The broadcast stations now make money from coverage of special events for private and public organizations sponsorship.

Establishment of F.M Stations by Private Entrepreneur

The sustenance of privatization and commercialism reform in the media industry by Obasanjo administration gave investors the need to invest in the electronic media. No wonder, stations like Ray power F.M, Brila F.M, Radio Continental 102.3 F.M, Bond F.M (92.9), Inspiration F.M, and other private television stations such as Channel TV, MITV, TV Continental, OnTV, Superscreen among others. In an interview with Hungbo Mauch, the establishment of F.M stations has further widened the scope of opportunities in Radio broadcasting. More employment are now generated by these stations because they recruit reporters, continuity announcers, station manager and other experts. It also provide ample opportunity for investors to invest in radio ownership. This trend has revolutionized the radio broadcasting industry.

Partnership of British Council, Aliance Francaise Friendiech Elbert with Nigeria Media Houses

These three Foreign organizations have been able to sustain their support for the growth of Nigeria electronic and print media. British Council, for instance provide short time training courses for media practitioners in the print and electronic media. Media practitioners are acquainted with the latest techniques that will enhance Journalism. Journalists are trained on how to use different computer technology package such as Ms Dos, Ms Excel, Ms Access, Data processing and others. They are also trained in the art and skill of Power point presentation, speech writing and presentation.

On its own, Alliance Francaise organize short term French courses for Journalists cultural festival organized with a view to showcasing the potentialities of France and French language. Often time, a festival of like this enable Nigeria Journalists to exchange ideas with guests and even foreign Journalists.

Also, Guethe Institute is another foreign organization that has sustained its partnership with Nigeria media practitioners. Apart from being a training institute provide seminar, symposium, workshop and talkshop for Nigerian Journalists on issues both locally and internationally.

The Use of Computer and Internet Technology by Nigeria Journalists

According to Oghogbo (2008:215), scholars such as Baran (1990), Fidier (1999), Bittner (1989) and Scott et al (2000) have provided useful documentation of computer development. With the advent of democracy in 1999, Nigeria media practitioners have now sustained the use of computer. Personal computers with full motion video built-in with wireless data transmission have been used to take picture of an event in order to authenticate stories. As at today, multipurpose computers capable of communication through digital language have been developed for practical application Oghogbo (2008).

In the same way, the internet technology has revolutionized the Nigeria media industry. Oghogbo (2008) opined that worldwide interest for internet technology has taken the Nigeria media center stage. The internet itself is a network of interconnected computer communicating freely among the system users.

In his view, Shosanya Muhammed, “nearly all the schedule of activities in Daily Trust are now connected through Computer and Internet. According to Muhammed, A reporter with Daily Trust is expected to maintain an e-mail address through which he or she send beat reports. This is the era of information buzz. A reporter with Daily trust is expected to know how to source for more information with a view to enrich his feature stories. Aside this, it is also expected of him/her to be proficient in the use of computer for easy preparation of the news stories.

According to Yetonyon Joel, the new technology has really affected in my station which is Radio Lagos/Eko FM (107.5). Technology has equally affected the production of features and documentaries of today in the station. Equipments like Real-to-Real machine has given way to mini Disc Recorder. This invariably has improved the quality of production content, duration and organization. Also, a magazine program which ordinarily are not expected to be more than one hour are now arranged sequentially and yet the program still achieve its aim. In the same vein, the use of OB Van in the coverage of Outside Broadcast event is gradually giving way to the use of a mini disk.

Promotion of Entrepreneurship Practice in Journalism

In an interview with Olasunkanmi Kamorudeen, a presenter of a Yoruba programme, KOMAROKI (Conscience) on Bond F.M 92.9, Lagos, according to him “there are some graduates who out of their passion for media now make a career out of media practice. These are group of people who do not work for government rather, they strive to be independent by designing programme and look for sponsorship for it to be aired on Television station or Radio”. In his view, Abdulkareem Suleiman noted that there are now some individuals who are into private media practice. They buy airtime to broadcast or present their programmes on air. They also source for advertisement from corporate bodies and private firms to sustain these programmes. These categories of people include:

Freelance Independent Broadcasting Association of Nigeria (F.I.B.A.N).

These are non-staff of radio or television station who could be presenters or newscaster whose voice are aired on the radio or television station because they buy airtimes on any of the stations and at the same time source for advertisement in order to continue to sustain these programmes on air. Personalities like Gbenga Adeboye (late), Bashir Adisa are in this category.

Voice Over Association of Nigeria (V.O.A.N)

Voice over Association of Nigeria comprised of professionals who do jingles either on radio and write scripts for television station. Voice Over artists with unique voice are usually contracted to do Jingle on some products in order to meet the need of their clients.

Independent Marketing Association of Nigeria (I.M.A.N)

This is an association whose major function is to market the finished products of artists who are mostly musicians. An artist (musician) that just completed recording in the studio usually contact independent marketer to sell his work globally. Contractual agreement has to be made between the marketer and his client.

Music Association of Nigeria (M.A.N)

This association comprise of professionals who specialized in the selling of artiste work. Artiste work could be live play, recorded play and the likes. Interview with Olasunkanmi (2013).

Commercialization of News

As a result of the privatization and commercialization policy entrenched in the media industry, Oso (2012:54) observed that broadcast news has tilted towards commercial and promotional news, which are paid for by the organization concerned. In the same way, in the print media, Oso explained that the advent of specialized pages has been motivated more by economic reasons than by desire to educate and inform. Oso emphasized that most popular news are often the one for corporate support to generate adverts.

Oso (2012:50) hinted that Nigeria Television Authority (NTA) Network News was extended some years ago when the station became more commercial –oriented to 45minutes in order to accommodate more adverts. Even with Wrap-Around, according to Oso (2012:47), newspapers now sell their front and back pages to advertisers. These pages were often reserved for important

news stories of the day are where the power to influence and set agenda lie. At the same time, Oso (2012:50) expatiated that there is increasingly amount of editorial matters that are directly linked to product and services that the media carry. These include: supplements, advertorial, straightforward news and features.

News Agency of Nigeria as the Purveyor of Nigeria Foreign Policy

The NAN's six-point editorial policy requires NAN to :

Promote understanding among the people of ECOWAS sub region, the O.A.U (now AU) and the world in general and to respect the integrity of member nations of ECOWAS and A.U. Even then, as NAN Report put it:

As a national news agency, it was presumed that NAN was uniquely placed to stem the inflow to Nigeria of some of the affluent which the multinational news agencies often dish out as news about Africa in particular and the Third World countries in general (NAN 1988:33). In order to control the inflow and outflow of news, NAN entered and still presently maintains news and exchange subscription agreement with international news agencies for coverage of events all over the world. Infact, Akashoro (2011:226) noted:

NAN has entered into news agencies agreements with Agence France Press (AFP), China News Agency (Xinhua), Inter Press Service (IPS), Reuters, Moroccan News Agency (MAP), The Malaysia News Agency (BERNAMA), Indonesia National News Agency (ANTARA). It also subscribe to Deutsche Presse Agence (DPA) and the Russian News Agency (ITAR-TASS). NAN is a foundation member of the Pan African News Agency (PANA), and a member of the pool of News Agencies of Non-Aligned countries and the OPEC News Agency (NAN 2000:14). On the preset relationship between NAN and foreign agencies operating in Nigeria, Barrister John Eze Ndukauba, Assistant Editor-in –Chief NAN Lagos (2003) in Akashoro (2011:227) explained that: We have a cordial working relationship with all the foreign news agencies. We not only collaborate with them, by the decree setting up NAN, it is mandatory on them that all the news, foreign news that come to Nigeria must come through NAN before going out in the various newspaper, radio and television station..... Because we are unable to cover the entire globe, so this other foreign news agencies give us stories from those areas where we do not have presence and in return they take Nigerian stories. It is a sort of news exchange. We don't pay them they don't pay us for these services.

NAN offices are strategically located within the areas covered by Nigeria's foreign information centers. These centers are Nairobi, Harare, London, Washington, New York (which cover the United Nations and Moscow. NAN Report (1988).

NAN's foreign correspondents are expected to concentrate and file in news report about events and issues involving or affecting Nigeria. Events and issues that affect Nigerian political, economic, cultural and scientific development that can be off interest to Nigeria's technological development and inventions that can be of direct and immediate use to Nigerians. In his opinion, Olapade Taiwo, the News Agency of Nigeria has strategically positioned itself to promote Nigeria image. The agency news is being subscribed by other print media houses. The agency makes news and involving Nigeria available at the door step of any agency that is in need of it.

The Freedom of Information Bill

The Freedom of Information Bill 2007 passage into law also contributes to trends of media in Nigeria since the enthronement of democratic government. The Freedom of Information Bill 2007 is an act intended to make public, records and information freely available to the citizen. In the same way, it is to Provide for public access to public records

Project public records and information to the extent consistent with the public interest and the protection of personal privacy.

Protect serving public officers from adverse consequences for disclosing certain kind of official information without authorization.

Establish procedures for the achievement of those purpose and related purpose thereof. Idahosa (2008:206).

The Global Mobile Communication Technology (GSM)

This is one of the new global technologies that is playing a unique role in Nigeria media industry. A small piece of hand held tool that has multimedia facilities such as SMS, MMS, GPRS as well as still or video camera. These facilities are utilizable by Nigerian journalists and Broadcasters for both local and International news reporting. Oghogbo (2008:216)

Popoola (2009) also expatiated that interview can also be conducted through handsets such as Ipad, BBM, Android, Smart phones and the likes. Popoola explained further that GSM phone is felt in the area of generating break news, recording life events, taking notes and granting interviews as well as gathering weather forecast, traffic report, stock exchange coverage, court proceedings, public demonstrations and recording life conferences.

Chukwuemeka Cosmos opined thus “My Black Berry is one-stop shop. It enables me to keep abreast of current news and information. It also enables me to download soft material that are of great use for me in the practicing of Journalism. I must also add that my phone is multidimensional. I use it to take picture of events and listen to news. I also used to listen to news from different continent. In the same way, it enables me to connect with old friend on face book and other social network where people share their experiences and happenings around them.

Another Journalist, Odegbenle Lateef in his view explained that the use of Smartphone like BlackBerry has become an important tool in the practice of Journalism as a profession. The Smartphone serves several purposes: it can be used to take pictures of events with very high quality; used to record interview; it is also useful for video coverage as well as playing music.

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