

Analysis of Newspaper Advertisements of 2015 Presidential Election in Nigeria

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Abstract : The study is an attempt to gauge the way political parties advertised their candidates and parties during the 2015 presidential election. It examined the prominence given to political advertisement by newspapers and their patrons. It also looked at the campaign issues that the candidates emphasized in their campaign and also the appeals used in the advertisements. This research work is examined against the backdrop of the Framing Theory. The agenda setting and framing effects theories are media effects theories that explain how the media affects the people, events and situations in the society. Samples comprising of three daily newspapers were selected to represent the newspapers in the Nigeria. The Punch Newspaper, the Nation and the Vanguard will be used for population of this study. These newspapers were chosen because they are widely read national dailies and also because of its affiliation with some political parties. The study revealed that low prominence was given to political messages because most of the advertisements were in the inside pages of the newspapers. The media or the print medium could be a partner in a political setting as the fourth estate of the realm. While the press was trying hard to be professional, its operations were considerably inhibited by the political adventures of the patrons of the media. There is the need for strict professionalism to the ethics of journalism in the commercialization of political messages that would eventually rub off positively on the way the media is perceived.

Keywords : aAdvertisement, election, framing, newspaper

Conference Title : ICCVPAS 2016 : International Conference on Communication, Visual and Performing Arts Studies

Conference Location : Toronto, Canada

Conference Dates : June 13-14, 2016