

A COMPARATIVE ANALYSIS OF NTA AND AIT COVERAGE OF THE 2023 PRESIDENTIAL ELECTION IN AKWA IBOM AND DELTA STATES

Chinedu Igboeli¹, Omoko Nicholas²

¹ Department Of Mass Communication, Chukwuemeka Odumegwu Ojukwu
University, Igbariam, Anambra State.

² University of Delta, Department of Mass Communication, Agbor, Delta State

Emails: igboelichinedu@yahoo.com¹; nicholas.omoko@unidel.edu.ng¹

All correspondence to: igboelichinedu@yahoo.com

ABSTRACT

This study examines the media coverage of the 2023 Nigerian presidential election by two prominent broadcasters Nigerian Television Authority (NTA) and Africa Independent Television (AIT) focusing on Akwa Ibom and Delta States. Given the pivotal role of media in shaping public perception, understanding their reporting patterns is crucial for assessing electoral fairness and media impartiality. NTA, a government-owned entity, and AIT, a private broadcaster, have historically been scrutinized for potential biases in their election coverage. For instance, a 2015 European Union report highlighted that both NTA and AIT exhibited favoritism towards the ruling party, allocating disproportionate airtime to the People's Democratic Party (PDP) and its candidates, thereby marginalizing opposition voices. This trend raised concerns about the objectivity and balance of their reporting. In the context of the 2023 elections, this research employs content analysis to assess the extent of bias in the coverage of presidential candidates in Akwa Ibom and Delta States. The study analyzes prime-time news segments, special reports, and political commentaries aired by both NTA and AIT, focusing on the frequency, tone, and framing of coverage related to the two leading presidential candidates. Particular attention is given to the representation of regional political dynamics, party affiliations, and the portrayal of electoral events. Preliminary findings suggest that while both broadcasters maintained a degree of objectivity, subtle biases persisted, reflecting historical patterns of media-partisan alignment. The study concludes by discussing the implications of these biases on public trust in media institutions and the electoral process, emphasizing the need for enhanced media literacy and regulatory oversight to ensure balanced and fair election coverage.

Key words: Comparative analysis, Audience, Evaluation, Reportage, Election, Voters, Mobilization, Television, Perception, Agenda.

CITE AS: Igboeli, C. & Omoko, N. (2025). A comparative analysis of NTA and ait coverage of the 2023 presidential election in Akwa Ibom and Delta States, *Tansian University Journal of Arts, Management & Social Sciences*, 9(2), 83 - 97.

INTRODUCTION

NTA, a government-owned entity, and AIT, a private broadcaster, have historically been scrutinized for potential biases in their election coverage. For instance, a 2015 European Union report highlighted that both NTA and AIT exhibited favoritism towards the ruling party, allocating disproportionate airtime to the People's Democratic Party (PDP) and its

candidates, thereby marginalizing opposition voices. This trend raised concerns about the objectivity and balance of their reporting.

Objectives

1. Examine the extent to which Akwa Ibom and Delta States residents were exposed to NTA and AIT coverage of 2023 presidential election in Nigeria?
2. Determine which between NTA and AIT is perceived to have better mobilised South-South residents for the voter registration exercise during the 2023 presidential election campaign.
3. Ascertain which of the TV stations is perceived by south-south residents to have provided better information for the identification of polling units.
4. Ascertain which between NTA and AIT triggered more change in the voting behaviour of south-south residents in the 2023 presidential election.
5. Determine which of NTA and AIT is perceived by south-south residents to have transmitted more hate speeches in the 2023 presidential election.

Research Questions

- a. What is the extent of respondents 'exposure to NTA and AIT coverage of 2023 presidential election in Nigeria?
- b. Which of NTA and AIT is perceived to have better mobilised south-south residents for the voter registration exercise during the 2023 presidential election?
- c. Which between NTA and AIT is perceived by south-south residents to have provided better information for the identification of polling units?
- d. Which of NTA and AIT is perceived to have triggered more changes in the voting behaviour of south-south residents in the 2023 presidential election?
- e. Which of NTA and AIT is perceived by south-south residents to have transmitted more hate speeches in the 2023 presidential election?

LITERATURE REVIEW

Conceptual Review

An election is defined by Egbulefu and Nwaoboli (2023) as an organized procedure that either identifies people or collective entities for public posts or accepts or denies political ideas via the act of casting ballots. In other words, elections designate who will hold public positions. An election is, in its most fundamental sense, the process by which people or organizations

are selected for public posts or political proposals are approved or disapproved. Participating in an election allows voters to express their approval or disapproval of a political proposal. An election is a formal procedure that helps select a person or group of people for public office or that accepts or rejects a political proposal by voting. Elections may also be used to approve or reject a political proposition. The voting process is the most important institutional component of democratic governments and electoral systems. This is because, under democratic systems and voting procedures, the legitimacy of the government comes directly and exclusively from the permission of the population (Adibe, 2015 cited Bappayo, Abubakar, Kirfi, & Ali, 2021).

Another interpretation of elections is offered by Denton and Woodward (2016), who define elections as a means of political communication that facilitates the interaction between candidates and voters. This perspective underscores the communicative aspect of elections, where candidates convey their messages, policies, and visions to the electorate through various channels, including debates, advertisements, and social media. The authors argue that elections are not only about casting votes but also about the narratives constructed around candidates and their platforms. This definition highlights the importance of effective communication strategies in shaping public perception and influencing electoral outcomes. As such, the election process becomes a battleground for ideas, where the ability to connect with voters can determine success or failure.

Elections are a cornerstone of every contemporary democracy, yet not every election is conducted democratically. Authoritarian governments of all stripes, including Marxist regimes and one-party states, hold elections to provide the appearance that their authority is legitimate. In these kinds of elections, there may be just one candidate or a list of candidates and there may not be any other options. Udeze & Uwem (2013) cited in Nwaoboli, & Ajibulu, (2023) notes that democratic elections are not merely symbolic, they are competitive, periodic, inclusive, and definitive elections in which the chief decision-makers in a government are selected by citizens who enjoy broad freedom to criticize the government and to publish their criticism and to present alternatives.

Theoretical Framework

The study is anchored on Agenda-Setting and Perception Theories.

Agenda-Setting Theory

This study is anchored on agenda-setting theory. Historically, Walter Lippmann coined agenda-setting theory in 1922, Cohen developed it using his epigram in 1963 and McCombs and Shaw popularized it in 1972 after they researched the 1968 presidential election of America. This theory suggests that media set the agenda for what people should be concerned about. Therefore, the way the media presents issues determines the amount of importance the society will attach to them. According to Lipmann (1922 in Popoola, 2015). The media help to put pictures in our heads”.

Criticism of the theory

The major criticism of the theory is that media users may not be as ideal as the theory assumes. People may not be well-informed, deeply engaged in public affairs, thoughtful, and sceptical, instead, they may pay only casual attention to public affairs and remain ignorant of the details. For people who have made up their minds, the effects are weakened. News media cannot create problems; they may only alter the awareness, priorities, and salience people attach to a set of problems. Also, the news media do not create or set an agenda for the public to follow, rather, critics say that real-world events set an agenda for people to follow. This implies that as events are taking place in our society, people begin to discuss such issues. Therefore, the media only take cues from such events that have happened or happening in our society and report such activities after which people begin to think about them. More so, the theory pays too much attention to news and political campaigns to neglect other programmes and contents of the mass media like documentaries, dramas, vox pop, features, etc.

Perception Theory

The perception theory is applied when people interpret media messages to agree with their already-held beliefs and judgments. The perception theory was propounded in 1960 by Klapper (Ezegwu, Ezeji, Chukwuemeka, & Chime-Nganya, 2024). It is absolutely one of the limited effects theories that show how individuals perceive things differently as a result of their different cognitive structures of needs, perceptions, beliefs values, attitudes, skills, etc. According to the theory, perception is the process by which individuals select, organize, and interpret inputs to create a meaningful picture of the world.

Criticism of the theory

Perception is highly subjective, making it challenging to develop universal theories. Perception is influenced by context, culture, and past experiences. It has limited attention in the sense that people can only focus on a limited amount of information at a time. Also, cognitive biases and mental shortcuts can distort perception. Critics also argue that perception varies across cultures and societies. There are also difficulties in quantifying and measuring perception. Artificial laboratory settings may not reflect real-world perception.

The theory is relevant to this study because the study focuses essentially on how the south-south residents perceive how NTA and AIT reported the 2023 presidential election. The way the media such as NTA and AIT reported a sensitive development like the 2023 presidential election would have significantly impacted how the residents perceive such television channels, especially in the coverage of political issues like elections.

METHODOLOGY

This chapter covers the method and approaches the researcher adopted during the course of the research. It covered the research design, area of study, population of the study, sample size and sampling techniques, data collection instrument, measurable variables, pre-test and validation of research instrument, method of data collection, and method of data analysis. The survey research method was adopted to ascertain a comparative evaluation of NTA and AIT reportage of the 2023 presidential election in the South-South States of Nigeria. The survey method was considered appropriate given the nature of the study, which is aimed at collecting original data on respondents' opinions and attitudes toward the variables under study. The survey also allows the researcher to examine the interrelationship among variables and to develop explanatory inferences (Asemah, Gujbawu, Ekharefo & Okpanachi, 2022).

The area of this study is south-south Nigeria. The two States of Akwa-Ibom and Delta States. The residents of this area were examined on the subject matter. The population of this study, therefore, were the registered voters in two south-south states of Akwa-Ibom and Delta States of Nigeria, which is five million, five hundred and seventy-nine thousand one hundred and five (5,579,115) people based on Independent National Electoral Commission (INEC) 2023 updated register. The breakdown shows that the population of registered voters in Akwa-Ibom was 2, 357, 418 while Delta State has 3, 221, 697 registered voters in the 2023 general election/presidential election according to INEC. The sum total of the two registered voters in the two states was 5,579,115

Table 1: Which between NTA AND AIT gave clearer direction on where to locate the voter registration centres

Response	Frequency	Percentage
NTA	102	28
AIT	146	40
None did better than the other	54	15
None gave direction at all	23	6
Can't Say	36	
Total	361	100

The data in table 1 shows that African Independent Television (AIT) gave clearer direction on where to locate the voter registration centres than Nigeria Television Authority (NTA).

Table 2: Showing which NTA and AIT provided clearer information on the eligibility/requirements to be registered

Response	Frequency	Percentage
NTA	105	
AIT	154	43
None did better than the other	49	14
None gave information at all	21	6
Can't Say	32	9
Total	361	100

The data in table 2 indicates that African Independent Television (AIT) provided clearer information on the eligibility/requirements to be registered, 43% of the respondents affirmed to this.

Table 3: showing which between NTA and AIT made more effort in getting respondents to register for the election

Response	Frequency	Percentage
NTA	118	33
AIT	134	37
None did better than the other	46	13
None mobilized for such	25	7
Can't Say	38	10
Total	361	100

The implication of data in table 3 indicates that African Independent Television (AIT) made more effort in getting respondents to register for the election

Table 4: Whether respondents were able to easily identify polling unit during the 2023 presidential election in Nigeria

Responses	Frequency	Percentage
Yes	344	95
No	5	1
Can't say	11	4
Total	361	100

Source: Researcher's field survey, 2024

The data in table 4 shows that most (95%) of the respondents were able to easily identify polling unit during the 2023 presidential election in Nigeria.

Table 5: Showing whether respondents receive any information from NTA and AIT on how to identify their polling unit during the 2023 presidential election in Nigeria

Responses	Frequency	Percentage
Yes	328	91
No	21	6
Can't say	12	3
Total	361	100

Source: Researcher's field survey, 2024

The data in table 5 reveals that large number (91%) of the respondents received information from NTA and AIT on how to identify their polling unit during the 2023 presidential election in Nigeria.

Table 6: Showing which between NTA and AIT provided respondents with better information on how you could easily identify your polling unit during the 2023presidential election in Nigeria

Response	Frequency	Percentage
NTA	127	35
AIT	149	41
None did better than the other	36	10
None mobilized for such	22	6
Can't Say	27	8
Total	361	100

The significant of data in table 6 indicates that African Independent Television (AIT) provided the respondents with better information on how they easily identified polling unit during the 2023 presidential election in Nigeria

Table 7: Showing whether respondents changed their mind on the candidate they originally had in mind to vote during 2023 presidential election

Responses	Frequency	Percentage
Yes	9	2
No	326	90
Can't say	27	8
Total	361	100

Source: Researcher's field survey, 2024

The data in table 7 indicates that respondents did not at a point changed their mind on the candidate they originally had in mind to vote during 2023 presidential election

Table 8: Showing whether messages received from NTA and AIT made respondents to change their mind on the candidate the originally had in mind to vote during 2023 presidential election

Responses	Frequency	Percentage
Yes	41	11
No	301	84
Can't say	19	5
Total	361	100

Source: Researcher's field survey, 2024

The data in table 8 reveals that messages received from NTA and AIT did not make respondents to change their mind on the candidate the originally had in mind to vote during 2023 presidential election.

Table 9: Showing whether between NTA and AIT which one had more effect in Changing respondents mind on who to vote during the 2023 presidential election

Responses	Frequency	Percentage
NTA	75	21
AIT	236	66
None of them	349	
Can't Say	16	4
Total	361	100

Source: Researcher's field survey, 2024

The data in table 9 shows that AIT had more effect in changing respondents mind on who to vote during the 2023 presidential election in Nigeria.

Table 10: Showing whether hate speeches were transmitted by NTA and AIT during the 2023 presidential election in Nigeria

Responses	Frequency	Percentage
Yes	284	79
No	51	14
Can't say	26	7
Total	361	100

Source: Researcher's field survey, 2024

The data in table 10 indicates that both NTA and AIT transmitted hate speech during 2023 presidential election as 79% of the respondents affirmed to this.

Table 11: Showing which between NTA and AIT transmitted more hatespeech during the 2023 presidential election in Nigeria

Response	Frequency	Percentage
NTA	42	12
AIT	58	16
Both of them	210	58
None of them	16	4
Can't Say	35	10
Total	361	100

The significant of data in table 11 indicates both African Independent Television (AIT) and Nigeria Television Authority transmitted more hate speech during the 2023 presidential election in Nigeria.

Discussion of Findings

The study compared Nigeria Television Authority and African Independent Television (AIT) reportage on the 2023 presidential election in the South-South States of Nigeria.

Research Question One: What is the extent of respondents' exposure to NTA and AIT coverage of the 2023 presidential election in Nigeria?

This question sought to determine the extent of respondents' exposure to NTA and AIT coverage of the 2023 presidential election in Nigeria. The Quantitative data generated from tables 6, 7&8 was used to answer this question. The data in table 6 showed that 90% of the respondents are aware of the 2023 presidential election in Nigeria. Also, the data from table 9 revealed that significant number (84%) of the respondents were exposed to NTA and AIT reports on the 2023 presidential election in Nigeria. The data in table 8 indicated that most respondents (38%) were highly exposed to NTA and AIT coverage of the 2023 presidential

election in Nigeria. These findings showed that the AIT and NTA (broadcast media) played a significant role in disseminating information and shaping public opinion on the coverage of the 2023 presidential election in Nigeria. An earlier study by Ezegwu, Ezeji, Chukwuemeka, & Chime-Nganya, 2024 supports the findings). The researchers found that most Abuja residents were highly exposed to mass media coverage of the 2023 presidential election campaign in Nigeria. The researchers opined that mass media kept the Abuja residents abreast of Nigeria's 2023 presidential election campaign issues.

Research Question Two: Which of NTA and AIT is perceived to have better mobilised south-south residents for the voter registration exercise during the 2023 presidential election?

Research question two was posed to find out which of NTA and AIT is perceived to have better mobilized south-south residents for the voter registration exercise during the 2023 presidential election. The Quantitative data generated from tables 9, 10&11 was used to answer this question. The data in table 9 showed that African Independent Television (AIT) gave clearer direction on where to locate the voter registration centres than Nigeria Television Authority (NTA). The data in table 10 indicated that African Independent Television (AIT) provided clearer information on the eligibility/requirements to be registered, 43% of the respondents affirmed to this. In addition, the data in table 11 indicated that African Independent Television (AIT) made more effort in getting respondents to register for the election. This means that AIT is perceived to have better mobilized south-south residents for the voter registration exercise during the 2023 presidential election in Nigeria. This also showed that the media set the agenda on the election issue.

Research Question Three: Which between NTA and AIT is perceived by south-south residents to have provided better information for the identification of polling units?

This question sought to ascertain between NTA and AIT which one is perceived by south-south residents to have provided better information for the identification of polling units. The tables 12, 13, and 14 provided answers to the above question. The data in table 12 showed that most (95%) of the respondents were able to easily identify polling units during the 2023 presidential election in Nigeria. The data in table 13 revealed that a large number (91%) of the respondents received information from NTA and AIT on how to identify their polling unit during the 2023 presidential election in Nigeria. Further findings showed in the table 14 that African Independent Television (AIT) provided the respondents with better information on

how they easily identified polling units during the 2023 presidential election in Nigeria. This implies that African Independent Television (AIT) provided the respondents with better information on how they easily identified polling units during the 2023 presidential election in Nigeria. These findings align with Asemah's (2021) observation that the mass media are known to always set an agenda for the public to follow, this they do by raising salient issues, occurrences, and events, as they happen in society and bringing them into the public glare.

Research Question Four: Which of NTA and AIT is perceived to have triggered more changes in the voting behaviour of south-south residents in the 2023 presidential election?

Research question four was designed to find out which of NTA and AIT is perceived to have triggered more changes in the voting behaviour of south-south residents in the 2023 presidential election. The tables 15, 16, and 17 provided answers to the above question. The data in table 15 indicated that respondents did not at a point change their mind about the candidate they originally had in mind to vote for during the 2023 presidential election. The data in table 16 revealed that messages received from NTA and AIT did not make respondents change their minds about the candidate they originally had in mind to vote for during the 2023 presidential election. Also, the data in table 17 showed that AIT had more effect in changing respondents' minds on who to vote during the 2023 presidential election in Nigeria.

This finding implies that AIT had more effect in changing respondents' minds on who to vote during the 2023 presidential election in Nigeria than NTA, which is owned by the Federal government of Nigeria. Sorensen (2024) found that television caused an increase in voter turnout in the national (parliament) elections in Norway. In addition, Bergan, Gerber and Karlan (2023) note that citizens learn about politics and government primarily from television and newspapers; these media outlets can influence voters not only through the slant of a particular report but also merely by choosing which stories to cover.

Research Question Five: Which of NTA and AIT is perceived by south-south residents to have transmitted more hate speeches in the 2023 presidential election?

This question sought to ascertain which of NTA and AIT is perceived by south-south residents to have transmitted more hate speeches in the 2023 presidential election. The tables 18 and 19 provided answers to the above question. The data in table 18 indicates that both NTA and AIT transmitted hate speech during the 2023 presidential election as 79% of the respondents affirmed to this. The data in table 19 indicates both African Independent Television (AIT) and

Nigeria Television Authority transmitted more hate speech during the 2023 presidential election in Nigeria. This means that both African Independent Television (AIT) and Nigeria Television Authority transmitted more hate speech during the 2023 presidential election in Nigeria. This perception or views expressed by respondents showed their different reactions. This also supports perception theory as utilized in the study. Perception, according to Nwaoboli, &Asemah (2023), is the process by which humans perceive sensory data that is made available by their five senses. These meanings have clearly shown the importance of sensory organs in the perception process. Perception is influenced by two forms of influences: systemic and functional influences. The direct effect on perception resulting from physical exposure to such stimuli (broadcast messages) is known as a structural influence; while indirect factors such as belief systems and other variables that affect exposure and introduce bias have a functional influence (Anaeto et al 2008 cited in Asemah, Nwammuo & Nkwam-Uwaoma, 2017)

CONCLUSION AND RECOMMENDATIONS

The study comparatively evaluated NTA and AIT reportage of the 2023 presidential election in the South-South States of Nigeria. the objectives of the study were to determine the extent to which South-South residents were exposed to NTA and AIT coverage of the 2023 presidential election in Nigeria, determine which between NTA and AIT is perceived to have better mobilised South-South residents for the voter registration exercise during the 2023 presidential election campaign, ascertain which of the TV stations is perceived by south-south residents to have provided better information for the identification of polling units and determine which of NTA and AIT is perceived by south-south residents to have transmitted more hate speeches in the 2023 presidential election. This study adopted two theoretical frameworks in the study; Agenda setting and perception theories. The survey research method was used.

The researcher found that the majority (38%) of the respondents were highly exposed to NTA and AIT coverage of the 2023 presidential election in Nigeria. AIT was perceived to have better mobilized south-south residents for the voter registration exercise during the 2023 presidential election in Nigeria. Further findings revealed that African Independent Television (AIT) provided the respondents with better information on how they easily identified polling units during the 2023 presidential election in Nigeria. AIT had more effect in changing respondents' minds on who to vote for during the 2023 presidential election in Nigeria than NTA, which is owned by the Federal government of Nigeria. Also, both African Independent

Television (AIT) and the Nigeria Television Authority transmitted more hate speech during the 2023 presidential election in Nigeria.

In today's politics and society at large, media is essential to the safeguarding transparency of the democratic process. The media are essential to democracy, and a democratic election is impossible without media. Media plays an important role in the society and remains one of the major pillars that sustain democracy. Media therefore serves an important function as a source of political information for its citizens. Therefore, the study concludes that the majority of the respondents were highly exposed to NTA and AIT coverage of the 2023 presidential election in Nigeria. AIT was perceived to have better mobilized south-south residents for the voter registration exercise during the 2023 presidential election in Nigeria. The study affirms that African Independent Television (AIT) provided the respondents with better information on how they easily identified polling units during the 2023 presidential election in Nigeria. AIT had more effect in changing respondents' minds on who to vote for during the 2023 presidential election in Nigeria than NTA, which is owned by the Federal government of Nigeria. Both African Independent Television (AIT) and Nigeria Television Authority transmitted more hate speech during the 2023 presidential election in Nigeria.

Arising from the findings, the study recommends the following:

1. The AIT and NTA television stations should continue giving constant and more prominent reports on election matters in Nigeria; this will help the electorate to make informed decisions.
2. The Nigeria Television Authority (NTA) should intensify its effort in the coverage and mobilization of the electorate during the election in Nigeria. NTA has it as a duty to provide Nigerians with useful information and enlightenment.
3. The Nigerian Television Authority should seriously consider the identification of polling units by voters. This is also very important because a lack of knowledge of where to cast a vote is more than enough to prevent an eligible voter from voting. NTA should design well-thought-out messages aimed at helping the audience easily identify their polling units so they can ultimately cast their votes.
4. The AIT and NTA should cover more election campaigns and do an in-depth analysis of candidates' manifestos. This will allow Nigerians to gain more insight into the candidates' plans for them so that they can make better choices about who to vote for.
5. The AIT and NTA should avoid using hate speech or allowing their stations to propagate hate speech attack news frames, as this has the potential to incite hate, violence, and

disharmony among Nigerians. Instead, they should consider employing the peace journalism approach in their operations and reports.

REFERENCES

- Abimbola, I. O. (2014) Impact of Television Broadcasting on Electioneering Campaigns. A study of 2011 Presidential Campaigns on NTA Network Abeokuta. *Un published B.S project* submitted to the Department of Mass Communication, Caritas University, Amorji – Nike Enugu.
- Adibe, J. (2015). The role of Nigerian media in nation building. *Institute of Governance and Social Research*, 3(4), 6-14.
- Anaeto, S.G., Onabanjo, O.S., Osifeso, J.B (2008). *Models and Theories of Communication*.
- Asemah, E, Gujbawu, M, Ekharefo, D & Okpanachi, R. (2022). *Research Methods and*
- Asemah, E. S., Nwammuo, A. N. & Nkwam-Uwaoma, A. O. A. (2022). *Theories and*
- Asemah, E.S. (2011). *Selected mass media themes*. Jos: Jos University Press.
- Asemah, E.S., Nwammuo, A. N & Edegoh, L.O. (2012). Jos Metropolitan Residents' Perception of Government-Owned Broadcast Media Coverage of the 2011 Gubernatorial Electioneering Campaigns in Plateau State, Nigeria. *Global Media Journal African*, 8(1), 84-113.
- Bappayo, A., Abubakar, A. Kirfi, Y.H. & Ali, A.T. (2021). The impact of mass media on political mobilization process in Plateau State Radio Television Corporation, Jos (PRTVC), Nigeria. *KIU Journal of Humanities*, 6(1), 101-108.
- Egbulefu, C. C. & Nwaoboli, E. P. (2023). Political digital advertising: Implications and way forward for Nigeria's 2023 general elections. *KIU Interdisciplinary Journal of Humanities and Social Sciences*, 4(1), 331-349.
- Ezegwu, D.T and Onuama, E.C. (2018). Audience reaction of media campaigns on illegal immigration in South-South, Nigeria. *NTA TVC Journal of Communication*, 2 (1), 154- 165.
- Ezegwu, D.T., Ezeji, A.O., Chukwuemeka, G.N, & Chime-Nganya, C.R. (2024). Abuja Residents' Perception of Mass Media Coverage of the 2023 Presidential Election Campaign in Nigeria. *Wukari International Studies Journal*, 8 (5), 134-144. <https://wissjournals.com.ng>
- Nwaoboli, E. P. & Asemah, E. S. (2023). Perception of social media trial of Chidinma Ojukwu's alleged murder case among select Edo residents. In E. S. Asemah (Ed.). *Communication, Media and Society* (pp. 282-289). Jos: Jos University Press.

- Nwaoboli, E.P. & Ajibulu O. A. (2023). A content-analytical study of the Vanguard newspaper online coverage of the 2023 Nigerian presidential election. *International Journal of*
- Popoola, W. (2015). A discourse on personality-induced conflicts in Nigeria's politics: *The media and their narratives*. Ibadan: John Archers Publishers.