

The Role of the Print Media in the Electoral Process in Nigeria: A Case Study of the 2007 and 2011 General Elections.

Joyce Habsat Bayero-Imhanobe

Abstract This Study focuses on how communication has helped the socialization of a society, and how it has improved the understanding of values and beliefs amongst various ethnic groups as well as their day to day activities. The researcher opines that without any forms of communication a society will be chaotic and stagnant and transparency which is the pivot of governance of a people can only be effectively achieved through the flow of information from leaders to the masses. She concludes that since the mass media is a general means of communication, balanced information should be a fundamental necessity in the roles of the media.

Key words: Values and beliefs, Forms of communication, Chaotic and stagnant, Flow of information, Mass media

Introduction

The media plays several important functions in any society 'to inform, to educate, to mirror, to entertain, to campaign, to challenge, to entertain and to merchandise' (Curran and Seaton 2010:358). Acting as the watchdog of the society, the media is referred to as the fourth estate of the realm (first three are executive, legislature and judiciary), which is responsible for the relaying of events as they happen in the political, socio-cultural, religion and economic sphere of a country.