

MEDIA WORKERS AND THE COVERAGE OF INDUSTRIAL RELATIONS IN NIGERIA: A STUDY OF PRINT MEDIA

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Abstract

The mass media and its workers have come to occupy strategic position in the society. This is due to the fact that they are custodians of information, hence they have considerable access to information and they are expected to disseminate such for public consumption. Whatever they decide to do with these, will go a long way in determining the direction in which a society moves, since people often act on the basis of information available to them. This study sought to explain media coverage of industrial relations particularly from the premise of the challenges posed by the dual identity of media workers as professionals as well as union members. The Marxist school of thought and the liberal democratic tradition approaches were adopted to help us understand if industrial relations matters are only reported during crisis while many achievements of workers are left unknown. The findings revealed amongst others that print media coverage is dependent of people's opinion and outlook in a given industrial relations situation. The study concluded that, media workers, irrespective of their location within the job hierarchy are as vulnerable within the employment relationship as workers in other industries. Amongst the recommendations was that there is need for media workers not to allow themselves to be used against their own professional interests while discharging their duties. This study encompasses both primary and secondary data.

Key Words: Media workers, Print media, Neutral umpire and Industrial relations

Introduction

The need for human beings to communicate with their own kind is generally viewed as a basic human need which is necessary for the survival of human race. In order to ensure the actualization of this need, various medium of communications have been devised over time, and since the human race seems to be large, it has become necessary to devise means of communication that will be capable of reaching a wide and diverse audience separated by space at the same time. Consequently, several means by which messages and information are sent to large audience has evolved. These mediums have been broadly categorized into three by Emery, Anult, Waren, Dode and Mead (1968) namely:

- 1) those which appeal to the sense of sight (that is daily and weekly newspapers, magazines, books and journals),

- 2) Radio, which is termed the sense of sound and
- 3) Television and motion pictures, which appeal both to the visual and auditory sense

It has been argued that one area of social relations that is very important to any human society is that which unfolds the world of work, that is, the employment relations where workers and their employer's interaction are in an unequal partnership that thrives on exploitation of one by the other. Understandably, the relationship is inherently conflictual and the way the media report this interaction influences to a large measure, the public dilemma of satisfying proprietary interests and expressing solidarity with their fellow workers who are in the employ as the propertied class whose members are media workers (Adewumi, 2007). This explains to some extent, the attempt of the ruling classes in different parts of the world to take effective control of the medium of mass communication. This is why the media are regarded as part of the ideological states apparatus that is so important in the unrelenting efforts of the ruling class to impose its own ideas as the dominant ideas in the society. It is against this background that this study seeks to explain media coverage of industrial relations, particularly from the premise of the challenges posed by the dual identity of media workers as professionals as well as union members.

Conceptualization Analysis of the Media Coverage of Industrial Relations

Media workers' schedules include local news anchors, to Hollywood film directors, and everything in between including reporting of industrial relations amongst other issues in society. The people behind print media are authors, publishers, editors, columnists, visual artists, and photographers, who are expected to be neutral umpires in the dissemination and presentation of information in society. An umpire is someone whose job is to make sure that players obey the rules in some sports, for example tennis, baseball, and cricket. While a neutral umpire is someone whose job is to make sure that players obey the rules without prejudice or bias or partiality on his or her part in some sports or situations. Whereas, Industrial relations or employment relations is the multidisciplinary academic field that studies the employment relationship; that is, the complex interrelations between employers and employees, labour/trade unions, employer organizations and the state.

The Conflicting Problem of Media Practice and Industrial Relations

As part of the ideological apparatus earlier mentioned, mass media outlets are owned and controlled by relatively small group of people to serve interest of little minority groups. Even in the case where there is government ownership of the media of communication, there is no significant shift in editorial direction. This reality debunks the idea of the media practitioners as 'neutral umpire' capable of being objective in the discharge of their responsibilities. This is why Emery, Anult, Waren, Dode and Mead (1968) conclude that the mass media are not free agents, they are not able to produce their publications, programmes and events exactly as their owners would want them to be, or in the manner they might seek to reach in keeping with social role as described by the philosophers.

The situation is particularly true of developing countries where both subtle and crude attempts are employed to dictate the direction of editorial orientation. These include inducement, repression and denial of advertisement patronage. In some cases, realizing the terrain within which they operate, some media workers engage in self-censorship. These and similar measures have conspired to render media workers impotent in the discharge of their duties (Adewumi, 2007).

The way and manner in which the society view media workers to a greater extent lies in the tone of language used in reporting industrial relations issues. Oftentimes, industrial relations matters are only reported during crisis period while many achievements of workers are left unknown to the public. This shows that less importance is given to industrial relations. This also partly explains why workers disengagements with management and government take the front pages of newspapers and headlines for the electronic media. The mutual understanding reached by these same people are either reported as cartoons, or simply at the inside page or back page of the newspapers. However, it is important to note that media coverage of industrial relations is very critical, which must not be handled without caution because industrial relation basically affects the economic growth of any nation. It is against this background that this study seeks to unravel the dynamics of media coverage of industrial relations practice in Nigeria, particularly in the light of the fact that media workers are reporting what is affecting their fellow workers in other industries.

The main objective of this study is to examine the coverage of industrial relations matters by the print media and factors that influence the coverage as well as the perspective from which news are reported. The specific objectives are:

- i. To examine the pattern of media coverage of industrial relations in Nigeria.
- ii. To identify the effect of ownership on media coverage of industrial relations
- iii. To identify the constraints militating against a balanced coverage of industrial relations

Research Hypothesis

This study is set to test the following null hypotheses:

1. The fact that journalists are workers influence their coverage of industrial relations.
2. The class interest of publishers influences the editorial judgement of print media workers.
3. Print media coverage is independent of people's opinion and outlook in a given industrial relations situations.

Review of Links between the Perverseness of the Mass Media and Industrial Democracy

It is generally recognized that ours is predominantly the age of the media. The growing use of personal computers, cellular phones, the internet and other accoutrements of telecomedia signal a new era of media perverseness. In the industrial democracies, for example, it is argued that the media, television especially, increasingly replace traditional political institutions as channels of communication between presidents, prime ministers and the broad masses. In spite of the media's pervasiveness and growing complaints about the so-called "CNN effect" as well

as recognition of the media as the cutting edge of the democratic wave, scholarly mapping analysis and projection of these trends remain underdeveloped. After several decades of media research, Barbie Zelizer could lament, as late as 1993 that “ Media power is one of the outstanding conundrums of contemporary era in public discourse, in that we still cannot account for the media’s persistent presence as arbiters of events in the real world”.

The situation is even dismal with reference to Africa media research where Les Switzer in a review of three recent books complains that “ empirical research on the mass media is often lacking in quantity and quality as the contributions of critical scholars are either ignored or misused, while much of the literature is framed in an Euro-American context. One conspicuous blind spot concerns the role of the media in democratic struggles which is often recognized but had been little studied. In spite of its widely acknowledged failings, modernization theory did place communication at the heart of its study of political systems. If we go back, for example, to Gabriel Almond’s 7 variable list of the functional categories of a system, political communication is listed as an input function. Indeed, Almond likens political communication to the circulation of blood. According to him “it is not the blood but what it contains that nourishes the system. The blood is the neutral medium carrying claims, protest and demand through the veins to the heart and from the heart through the arteries flow the output of rules, regulations, and adjudications in response to the claims and demands”.

Theory of Media

Two major approaches have been identified in the study of the role of the media. These approaches were adopted by the Marxist school and the Liberal democratic tradition (Curran, 1981). The Marxist School of thought adopts the holistic view in studying the role of the media. This approach focuses on the relationship between ownership and control of media and the power structure in society. Also, of importance to this approach is the ideological significance of meaning in the messages carried by the media and its effects in reproducing the class system. The Liberal democratic tradition adopts a more pragmatic approach within which media institutions and professionals are taken as enjoying a high degree of autonomy especially in a pluralistic advanced industrial society. Studies under this approach focus on particular aspect of the communication process. Organizational processing of communications, which is the inter-relationships between communicators and their audience, audience effects, the place of the media in the political system, the institutional development of the media and so on.

An examination of the two approaches would reveal that the holistic approach affords a comprehensive understanding of the role of the media in any society. The print media cannot operate in a vacuum. They cannot function out of the context of socio-political reality of a given society. Who owns and controls the print media can best be understood within the class and property relations prevailing in the society. Is it by accident that the class that owns the means of production also owns and controls the means of communication? How can one understand the inter-relationship between communicators and their audience or the role the print media play in

the political process without an understanding of the context within which they operate? As the Liberal-democratic approach can best lead to a superficial understanding of issues involved.

The essential ingredient of the liberal democratic theory is that everybody, no matter their standing in social hierarchy should have unfettered access to public session in the press. Emanating from the liberal democratic theory is the concept of social responsibility which insist on ensuring that all sides of social and political issues are fairly and fully presented so that the public may decide. There are certain factors that will make sure that not all sides to the issues would be given a fair hearing. One of such factors is the question of media ownership and the motives for establishing them as well as access to the media. One major area of concern is the fact that mass media, specifically print media, are owned and controlled by relatively small group of individuals to serve narrow interests. Even in cases where there is government ownership of the media of communication, there is no significant shift in editorial direction. This reality debunks the idea of the media and practitioners as “neutral umpire” capable of being objective in the discharge of their responsibilities (Adewumi, 2012).

In spite of the impasse in Marxist theory, accentuated by the collapse of the society, union and the retrenchment of the communist world, hegemony theory has continued to flower in recent years. Its revival in British political science owes much to Stuart Halss’ incisive deployment of its key insight to the analysis of Thatcherism, showing how, for instance, it employed authoritarian populist theme to rally the nation behind a conservative manner. Of course, the essay of Jürgen Hubermas and others have kept the theoretical debate alive in Europe.

In the Nigerian context, and specifically under the military regimes, the state sought to create hegemony by rallying the nation behind military messiahs employing a benign ideology of order and unity and the cooperation of democratic activist into a legitimizing framework. This framework which include the transformation of a military Messiah (Abacha) into a civilian president could not be sustained, however because of the relentless opposition of civil society led by a section of the media and because also the opposition of the international community which is reflected in the international media, and finally because it failed to rise above the constraints of a failed adjustment policy. Unsurprisingly, the death of the dictator in 1998, paved way for the de-militarization of the policy and a return to liberal democracy in 1999 under the watchful eyes of the media and international community.

Methodology

The pattern and nature of this study demands that emphasis be placed on survey research. Thus, the design adopted for this study is survey research. Here the design focused on exploratory cross-sectional study of the population, what this means is that a fraction of the population was selected for study, the data was only extracted once. Exploratory survey studies are used to investigate and understand a particular issue or topic area without predetermined notions of the expected responses. The design is mostly qualitative in nature, seeking input from respondents with open-ended questions focused on why and/or how they perceive certain aspects

of the society. An example is the survey by Wells, Rozenblum, Park, Dunn, and Bates (2014) to identify organizational strategies that promote provider and patient uptake of personal health records. This method also aligns with Adewumi's (1983) view in his qualitative study on mobilization and participation of workers in industrial actions predicated on a survey of selected strike actions in Nigeria (1979 – 1983). Finally, this method of research agrees with Shadare's (2003) view in his qualitative study predicated on secondary or library sources of data collection method on adjustment mechanisms of new workers in industrial organization.

Study Population

The target population for the study was determined from the total list of print media in Nigeria that has labour column on their papers. This includes all labour journalists of print media sector in Nigeria. The print media sector of Nigeria has more than 21,000 employees spread across the country who could be given equal independent chances of being included in the sample. However, a convenient sample of 100 journalists as well as union representatives was selected from these three organizations chosen.

Sampling Technique

The study captured print media workers, and adopted the multi-stage sampling technique to draw sample for this study. First, the study divided the print media organizations into clustered area and these clusters consist of the various newspapers with labour column as well as union representatives. In the same vein stratified sampling was used to divide the print media companies into three organizations. Same procedure of stratified sampling was applied to each stratum in the selection of sample elements. This method is essential for the study because it ensures that every member of the targeted population is given a fair chance of being selected into the sample.

Method of Data Collection

Data were collected through the use of questionnaire. The questionnaire consists of close ended and open-ended questions which were administered to the respondents during resumption briefing hours and were retrieved back after 24 hours of administration. This was so because it is the only avenue one can meet the respondents in one point and according to their professional departments. The secondary data sources mainly include relevant literatures in the field. However, all the data collected from these sources provided composite and corollary evidence for presentation of this study.

Data Analysis

All the data collected were presented using frequency table, followed by a description to what is inside the table. In providing answers to the research objectives and testing the validity or otherwise of the hypotheses formulated, a standard statistical test known as quantitative data analysis was used.

Presentation and Interpretation of Data

Table 1: Breakdown of the Stories Published by the Three Newspapers from 2012 – 2020

Media Outlets	Frequency	Percent	Valid Percent	Cumulative Percent
Thisday	573	30.0	30.0	30.0
Punch	943	49.3	49.3	79.3
Guardian	396	20.7	20.7	100.0
Total	1912	100.0	100.0	

Source: Field Survey, 2020

Table 1 shows that the total number of stories published by all the newspapers on industrial relations is 1,912. The Punch newspaper took the lead by publishing more stories with a total number of 943 stories representing 49.3%. The Punch is followed by Thisday newspaper which recorded 573 stories representing 30.0% and Guardian newspaper having 396 representing 20.7% stories of industrial relations being published by that newspaper.

Table 2: Breakdown of the Stories Published by the Three Newspapers Yearly

Year	Thisday	%	Punch	%	Guardian	%	Total	%
2012	43	7.6	76	8.3	28	7.1	147	7.8
2013	77	13.6	130	14.2	41	10.4	248	13.2
2014	55	9.7	92	10.1	39	9.9	186	9.9
2015	81	14.3	107	11.6	56	14.2	244	13.0
2016	96	16.4	129	14.0	54	13.7	279	14.9
2017	68	11.9	140	15.3	63	16.0	271	14.4
2018	73	12.9	109	12.0	49	12.5	231	12.3
2019	69	12.2	120	13.2	44	11.2	233	12.4
2020	5	0.9	9	1.0	18	4.5	32	1.7
Total	567	86.3	912	99.7	392	99.5	1,871	99.6

Source: Field survey, 2020

Table 2 above indicates that in 2012, a total of 147 stories were published by Thisday, Punch and Guardian newspapers. This total numbers represent 7.8% of which Thisday published

43 stories, Punch 76 stories and Guardian 28 stories respectively. This figure represented publications from 29th January to 30th December, 2012.

In 2013, Thisday newspaper covered 77 stories, whereas Guardian newspaper published 41 stories, while Punch published 130 stories giving a total of 248 stories put together and scoring 13.3%. Punch came up with 92 stories in the year 2014, Guardian published a total of 39 stories in that year, while Thisday reports a total of 55 stories bringing the grand total of the three newspapers to 186 representing 9.9%.

A total of 279 industrial relations stories found their way to the three newspapers in 2016. Guardian has 54 stories, 96 stories on labour issues were published by Thisday newspaper while Punch had 129 labour stories in its record for that year representing 14.9%. For 2017, Guardian has 63 labour stories, Thisday newspaper published 68 labour stories while Punch recorded 140 labour stories for that year totaling 271 all put together and representing 14.4%. In 2018, a grand total of 231 labour stories were published by the newspapers under study representing 12.3%. Punch has 109 stories, Guardian had 49 stories and Thisday had 73 stories. 2019 saw Thisday having 69 labour stories, Guardian 44 and Punch 120 stories totaling 233, representing 12.4%. In 2020, 5 stories were recorded for Thisday newspaper, 18 stories were recorded for Guardian newspaper while Punch has 9 labour stories recorded for the year 2020 given a total of 32 stories from the three newspapers, representing 1.7%.

It can be said that from the year 2012 -2020 Punch News Paper published the highest number of industrial relations stories from year to year. While Guardian published the lowest number of industrial relations stories from year to year. Also, Punch newspaper had the highest number of industrial relations stories in the year 2017 with a total of 140 stories, while Thisday published 5 industrial relations stories in 2020 accounting for the lowest stories published during January to October 5th, 2020.

Table 3: Prominence Given to Industrial Relations Stories

Newspapers	FPL	%	OFP	%	BPL	%	OBP	%	IP	%	Total	%
Thisday	15	2.6	20	3.5	11	1.9	54	9.5	467	82.3	567	99.8
Guardian	8	2.0	22	5.6	4	1.0	33	8.4	325	82.9	392	99.9
Punch	27	2.9	56	6.1	13	1.4	45	4.9	771	84.5	912	99.8
Total	50	7.5	98	15.2	28	4.3	132	22.8	1,563	249.7	1,871	299.5

Source: Field Survey, 2020

Key:

FPL... FRONT PAGE LEAD

OFP... OTHER FRONT PAGE

BPL... BACK PAGE LEAD

OBP... OTHER BACK PAGE

IP..... INSIDE PAGE

Table 3 shows the prominence that the press attaches to labour issues. Thisday Newspaper out of 567 stories has 15 stories representing 2.6% stories published as front-page lead and 20 stories representing 3.5% stories came up as stories still on the front page. Back page lead has 11, representing 1.9% while other stories on the back page are 54, scoring 9.5%. inside page has the highest number of stories with 467 accounting for 82.3%. Guardian Newspaper has 8, representing 2.0% for front page lead, 22 representing 5.6% came under other front page. Back page lead has 4, representing 1.0%, 33 meaning 8.4% for other back page and inside page having 325 representing 82.9%. in Punch Newspaper, inside page continued its lead with 771, representing 84.5% out of 912 of total stories published. Front page lead in the Punch has 27, representing 2.9% ,56, representing 6.1% for other front page, 13, representing 1.4% for back page and 45, representing 4.9 for other back page. Front page lead has a total of 50 stories representing 7.5%, 98, representing 15.2% for other front page, while back page lead has 28 representing 4.3% , other back page having 132, representing 22.8% and inside page having 1,563 representing 249.7%.

Hypotheses Testing

Decision Rule

One has to understand that statistical hypothesis means a statement or an assumption about an unknown parameter in a given population. This unknown parameter could be mean score of responses of a given population. In this study, any mean score above average would imply support for the hypothesis of the study and less will be the opposite.

Hypothesis 1: Ho: The fact that journalists are workers does not influence the coverage of industrial relations

Hi: The fact that journalists are workers influences the coverage of industrial relations.

Table 4: Respondents' Responses to the Hypothesis Question

Responses	Yes	No	Total
Observed Frequency	45	55	100

Source: Field survey 2020

The question was posed to know whether a relationship exists between print media workers and workers in other sectors of the economy in order to highlight the second objective of the study which seeks to identify the effect of ownership on media coverage on industrial relations. It could be seen that an aggregate of 55% of respondents responded negatively to this question which indicate that there is no relationship between print media workers and workers from other sectors of the economy. This aligns with the analysis of this study that a cordial relationship does not exist between media workers and other sectors' workers. This was found in the tone of language used by most Nigerian media which portrays workers as "trouble makers" for embarking on strike action without any attempt by the media to tell the full story of the origin

of the issues at hand. Media workers oftentimes report negative stories about workers. A preview of some newspaper's headlines (which are stories on the prominent section) are usually captioned in a negative tone against labour.

Quite interesting these same media houses are the ones who report and emphasize the huge turnover and the increase of profit margin of various organizations without taking into cognizance the team (workers) that make such success a reality. When the need arises to report issues of poor working conditions of these workers whose candid efforts contributed immensely to the growth of the bragging organization, the media workers will report the issues unfavourably. For this basic reason, media workers are not seen as co-workers to workers in the other sectors of the economy. Perhaps this is also the reason why journalists report labour matters partially, falsely and unfavourably and quote such act as "professionalism or professional journalism".

Hypothesis 2: Ho: The class interest of publishers does not influence the editorial judgement of print media workers

Hi: The class interest of publishers influences the editorial judgement of print media workers

Table 5: Respondents' Responses to the Hypothesis Question

Responses	Yes	No	Total
Observed Frequency	75	25	100

Source: Field survey 2020

This question was intended to determine whether class interest of publishers influence the editorial judgement of print media workers in order to establish the pattern of media coverage of industrial relations in Nigeria as stated in the first objective of this study. From the trend of responses in the above table, it could be seen that an aggregate of 75% of respondents responded negatively to this question. It could be stated without fear of contradiction that class interests of publishers influence the editorial judgement of print media workers. This is evident in the analysis of the first question which shows the prominence given to industrial relations by media houses as a function of the class interest of owners of means of production that is, the directors/publishers of such media houses. Hence every story allowed to be published is that which caught the interest of the publisher. This depicts the pattern of media coverage of industrial relations in Nigeria

Hypothesis 3: Ho: Print media coverage is independent of people's opinion and outlook in a given industrial relations situation.

Hi: Print media coverage is not independent of people's opinion and outlook in a given industrial situation

Table 6: Respondents' Responses to the Hypothesis Question

Responses	Yes	No	Total
Observed Frequency	15	85	100

Source: Field survey 2020

From the above table and considering the decision rule earlier stated, it could be said that print media coverage is dependent of people's opinion and outlook in a given industrial situation. However, the mass media and media workers have come to occupy a strategic position in any society. This explains why media and media workers have been assigned roles such as "custodian of public conscience as well as essential agents in facilitating the development process". The media therefore can be seen as an essential apparatus in the struggle for control of thought in any society. It is this that partly explains the attempt of the ruling class in different parts of the world to take effective control of the media of mass communication thereby instigating constraints militating against the balance coverage of industrial relations issues specifically those issues that does not serve their interest as employers of labour. This also is the sense in which media are regarded as part of the ideological state apparatus that is so vital in the unrelenting efforts of the ruling class to impose its own ideas as the dominant ideas in the society. Consequently, it can be said that the modes of communication and cultural expression are a reflection of the structure of social relations in any society. Essentially, the mass media of communication help in reproducing class relations by way of relaying social knowledge and social imagery.

Discussion of Findings

The findings of this study revealed that the print media coverage is dependent on people's opinion and outlook in a given industrial situation. This further clarifies the first objective of this study which is to establish the pattern of media coverage of industrial relations in Nigeria. This finding also aligns with Gabriel Almond's 7 variable list of the functional category of a system where he likens political communication to the circulation of blood. According to him "it is not the blood but what it contains that nourishes the system. The blood is the neutral medium carrying claims, protest and demand through the veins to the heart and from the heart through the arteries flow the output of rules, regulations, and adjudications in response to the claims and demands". This buttresses the fact that whatever media and their workers decided to report to the people goes a long way in determining the direction of the society.

Furthermore, the findings of this study also disclose that class interests of publishers influence the editorial judgement of print media workers. This is evident in the analysis of the first question which shows the prominence given to industrial relations by media houses as a function of the class interest of owners of means of production (Table 1). It also clarifies the second objective of this study to identify the effect of ownership on media coverage of industrial relations. It also aligns with the Marxist school approach which focuses on the relationship between ownership and control of the media and power structure in society as well as the

ideological significance of the meaning in the messages carried by the media and its effects in reproducing the class system

Finally, the finding of this study revealed that a cordial relationship does not exist between media workers and other sectors' workers. This finding aligns with Emery, Anult, Waren, Dode and Mead (1968) conclusion that the mass media are not free agents able to produce their publications, programme or films exactly as their owners would like to do or in the manner, they might seek to reach in keeping with their social role as neutral umpires with great access to information. This is particularly true of developing countries such as Nigeria where both subtle and crude attempts are employed to dictate the direction of editorial orientation. This agrees with the views emanating from the liberal democratic theory that the concept of social responsibility should insist on ensuring that all sides of social and political issues are fairly and fully presented so that the public may decide. There are certain factors that will make sure that not all sides to the issues would be given a fair hearing. One of such factors is the question of media ownership and the motives for establishing them as well as access to the media. One major area of concern is the fact that mass media specifically print media are owned and controlled by relatively small group of individuals to serve narrow interests.

Conclusion

The media occupy a very important position, for good or for bad in any society. If the role of "watch dog" is properly carried out, the media would go a long way in exposing the gross inadequacies within the system. Media workers irrespective of their location within the job hierarchy are as vulnerable within the employment relationship as workers in other industries. This ordinarily should evoke in them a spirit of solidarity in the coverage of industrial relations phenomenon, particularly where the plight of workers and the responses are concerned. Irrespective of what they think, workers in other sectors of the economy are their class allies with whom they share a lot of deprivations not only within the employment relationship but within the social structure of a capitalist society.

Recommendations

- ❖ There is a need for media workers to decide in whose favour they want to cast their lot. By refusing to give prominence to anti-workers viewpoints or by not carrying news out of context, media workers would have subtly cast their lot on the side of the oppressed and disadvantaged groups in society
- ❖ Also, there is a need for government to provide and encourage an enabling environment for investigative journalism. To be able to do this the media must be imbued with a high sense of responsibility in order to inculcate in them the mindset that they can, and should be agents of positive social change
- ❖ In the same vein journalism practice in Nigeria should no longer rely on the elites as source of news. If there is one area where the concept of social responsibility should come to play, it is in the coverage of industrial relations matters. This is an area of

national development that attracts easy attention as the inequalities that characterize our national life in Nigeria today are markedly reflected in the relations between labour and capital.

- ❖ Furthermore, the challenges of daily work life should be seen as sources of news and should attract media attention.
- ❖ There is serious need for media workers to engage in revolutionary journalism which is necessary in the struggle to achieve just societies.

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