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Articles

Can Nollywood Save Nigerian Children from an Impending Mass Society?

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Abstract: The mass society theory presents the media as a predator that would eventually eat up the culture and ethos of a society where it operates (McQuail, 2005). Today's children are being fostered by the new media, more or less, rather than the family or society. They are a product of the media and they know only little of 'their culture' as more and more families are gaining access to digital pay TV, Internet and its array of social media networks. These media give children and young adults an almost limitless exposure to all sorts of program beamed through the satellite from around the world. Children are finding the 'new media' as sweet escape from the 'boring', 'old school' state-owned TV which propagate relatively better, the Nigerian culture. This paper argues that the huge popularity of the home video media in Nigeria can be used to stem the negative effects of mass culture and mass society. But there is still a huge challenge regarding contents to which the paper recommends ten proactive measures.

Keywords: Mass society, mass culture, mediated media influence, mean world syndrome.

Introduction

The concept of mass society states that modern society has been (is being) transformed by powerful new media such as communications satellite, GSM, TV and the home video, fostering new norms, beliefs,

attitudes and even new behaviors on a large scale in place of old ones. Instead of a homogenous society exemplified by diversity of culture and complex idiosyncrasies, we are living in a world of 'mass culture' – same 'language', dance, taste, religion, etc.

In its absolute sense, the mass society theory predicts that the media is a predator that would eventually eat up the culture and ethos of a society where it operates, (McQuail, 2005). Children, the custodians of a nation's future heritage, have been worst hit by the effects of new technologies of media among all demographic groups. Today's children are being fostered by the new media, more or less, rather than the society. They know not so much about their native dialects or vernaculars (Chioma, 2011, p.715) culture and 'their culture' is a product of the media – depending on whatever is transmitted via mass communication systems (Onabajo, 2011, p. 248).

In a study of average minutes a day spent on all media in leisure time in ten European countries among children and adolescents 9-16 years old, Johnson-Smaragdi found that the home videos consumed the highest time after TV games, (Johnson-Umaragdi, 2001, p.25). The study found that on the average, 9-16 year-olds in ten European countries devote about four-and-half hours a day to all mass media –music media excluded. Patterns of children media use however vary within countries due to different media policies, socio-cultural background, level of economic development and other factors.

In Nigeria, children constitute a large percentage of the home video audience. The home video industry has benefitted from epileptic power sup ply which makes regular TV viewing difficult in most homes. In other words, the home video seems to be as devastating as TV in terms of potentials to propagate a mass culture. Most home video films in Nigeria are shot locally and their contents largely project the Nigerian culture. However, TV (free-to-air and pay TV) appears to be effective instruments of westernization. It is a predator on the Nigerian culture (Onabajo and M'bayo, 2008:7). Besides the few details supplied by Morah and Omojola (2014, pp.385-402) on interactivity and community relevance, it may be too early to assess contributions of the digital large screens as outlets for home video especially for children.

The problems emanating from the thematic characteristics of Nollywood (i.e. Nigerian home videos/films) have been articulated elsewhere by various experts and researchers [for example, studies by Ademola (1997), Ekwuazi (1991), Ekwuazi & Nasidi (1992), and Oyebanjo (2003), Ntiense (2011),

Ndubuisi et al. (2011), Owolabi, et al. (2014). These include the positive portrayals of vices and negative cultural practices such as rituals, violence, robbery and other crimes and immoralities. Through rigorous policy measures and control, the National Films and Video Censors Board (NFVCB) has reduced the incidence of warped themes. The NFVCB's main protection of children against negative or corrupt communication in home videos is through 'classification' and 'censorship'. Unfortunately, the vast majority of Nigerian children are still heavily exposed to films and videos meant for adults.

The NFVCB assumes that children would demonstrate enough self-restraint to take their prying eyes off films and videos classified "above 18", or that when parents see the "parental guidance required" tag on a film, it would spur them to deny children access to such films. This has not been the case in practice. This expectation from children is made more difficult since there is proportional allocation of time (Popoola, 2014, p.79; Onabajo, 2011) that could enable them prepare for that viewing responsibility. Owolabi, et al. (2014) found that exposure to foreign films is a major factor in indecent dressing among youths and that Cable TV and Home video constitute roughly 50 per cent of media through which youths view foreign films. The effects of

deliberate and non-deliberate exposure of children even to wholesome films meant for adults (for example a very romantic scene)are already telling on the children – corrupted morals, declining love for virtues, criminal tendencies, unusual dress sense, foul language, etc.

Theoretical Background

In proposing the Activation Theory of Media Exposure, Donohew argues that an individual will seek to satisfy the need for stimulation and information when attending to a message before they seek to fulfill information need alone. For instance, teenagers could be persuaded to be alcoholics or sexual perverts through TV/home video program that are very entertaining but which have alcoholic and sexually pervert scenes.(Donohew, Palmgreen and Duncan, 1980).

Similarly, the Cultivation Theory propounded by Gerbner states that television can have direct effect on viewers through consistent exposure to particular programs. The theory predicts that those who watch four or more hours a day of TV (heavy viewers) would suffer from the 'mean world syndrome' (that is, they will see the world as worse than it actually is) than those who view less than four hours per day (light viewers). Gerbner submits that too much viewing of violence on TV would produce a more fearful

populace. (Gerbner and Gross, 1994).

The divergent views of scholars on the relationship between the media and society may be broadly divided into two. On one side are scholars who postulate that the mass media are directly shaped by society – the social, political and economic structures and institutions in the society impact on the media. Whoever controls the society controls the media. On the other pole are theorists who suggest that it is the media's normative influence that shapes the society. A violence-dominated media, for example, engenders a violence-dominated society (Akinfeleye, 1990, Folayan, 2014,M'bayo&Onabajo, 2008,Morah&Omojola, 2014).

Those who belong to the 'interdependence school' argue that both the media and society exert mutual influence at the same time. For instance, while McLuhan suggests that the media is changing the way people think, act and feel (McLuhan, 1964),McQuail posits that such changes are usually 'mediated'; that is, the consequences of communication technologies come about due to symbolic changes. He summarizes mediated media power into seven frames:

- Media attract and direct public attention
- Media persuade in matters of opinion and belief
- Media influence behavior, intentionally or not
- Media define reality
- Media confer status and legitimacy
- Media inform quickly and exclusively but selectively. (McQuail, 2005, pp. 81-5;129-30).

Children and Television: Between Rights and Protection

The United Nations Convention on the Right of the Child's resolutions (valid for children below the age of 18) is formally endorsed by all countries except Somalia and the United States as at 2005. Article 13 of the Charter states:

"1. The child shall have the right to freedom of expression; this right shall include freedom to seek, receive and impact information and ideas of all kinds, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any other media of the child's choice.

2. The exercise of this right may be subject to certain restrictions, but these shall only be such as provided by law and are necessary:

- For respect of the rights or reputations of others, or
- For the protection of the national security or of public order (ordre public) or of public health or morals."

Article 17(e) encourages "the development of appropriate guidelines for the protection of the child from information and materials injurious to his or her well-being bearing in mind the provisions of articles 13 and 18". (Feilitzen and Bucht, 2005:7)

Quite often, children are relegated to the background in the society. They constitute about one-third of the Nigerian population, for instance, yet they have no say in the things that affect them, usually because it is assumed that children are so young they cannot take appropriate decisions. Programs meant for children constitute less than 10 per cent of programs on TV, on the average, yet children constitute over 50 per cent of the TV audience.(Folayan, 2008).

Tapping the advantages of the Home Video

Although more and more homes in Nigeria are having 'TV reach' (they have TV sets and TV signals), more homes do not have 'TV access' (even though they have TV sets and TV signals, they are not able to watch TV often.) Note Feilitzen and Bucht:

In many African countries, most children do not have access to television and broadcasting is often restricted to a few of the country's languages. The African delegates at the Second World Summit on Television for Children in London, in 1998, stressed the importance of radio, local and international programming in the child's own language. (2005, p.15)

A major reason for inaccessibility is lack of affordable electricity. Herein is a great potential for home video, in that, with home video, the viewer can choose what to watch when to watch and where to watch TV/video. Access to home video is more available than TV since many homes can watch home videos whenever there is public electricity or they can put on alternative energy supply. Unfortunately producers of home videos in Nigeria very rarely feature children in lead roles or as role models in their productions. When they feature in films, children are more often "extras". Aki and Pawpaw, perhaps the most popular 'children' home video stars, are well over 18 years of age, not minding their dwarf frames; hence they cannot be regarded as children. Often, attempts to play children roles by Aki and Pawpaw fail dismally because they could not really interpret children. At the moment, there is no popular Nigerian home video conceptualized and written by children or written for children with children constituting the bulk of the cast.

Mass Culture: Effects of the Motion Picture on Children

Opubor and Nwuneli (1999) observe as follows:

The masses are bound to become more educated. New social problems will emerge with increases in boredom and loneliness amidst millions of city dwellers and industrial workers. This will, in varying degrees, lead to anti-social activities as well as self-destruction…film and cinema should therefore 'engage' people positively. There are many Nigerians, who like Olu Akaraogun say: 'I admit that as a kid I was a fanatic of films about America's Wild West. Later on, I gathered that the younger generation raved about Indian films. Currently, thanks to Bruce Lee and the incredible martial arts of Kung Fu, the young generation thinks of the so-called Chinese films made in Hong Hong. (p.45)

Opubor's and Nwuneli's predictions are a reality in today's Nigeria. Many children and young adults are crazy about foreign movies and soap series, most of which find their ways into the country through film pirates. A single DVD could contain as much as 24 hours of motion pictures, 'engaging' these children and young adults negatively in many cases. If the current TV and home video viewing habits of children are sustained, in the next few years we may see more of the following:

- 'The Mean and Scary World Syndrome' – Nigerian children, due to too much viewing of victims of violence in films may become afraid of the world around them; having watched TV series of broken relationships and failed marriages, youths grow up scared of going into relationships and marriage.
- 'Desensitization to real-life' – Children would trivialize certain things that are of crucial importance. Some special children motion pictures such as foreign cartoons hide under humor to portray negative actions such as violence and children who grow in that nurture may see violence as normal parts of life.
- 'Aggressive behavior' – Children are 'believers' and 'actors': they accept virtually anything they see and act them out. When they view too much of aggression, foul language, etc, they demonstrate what they have learned in their own behaviors, overtly or covertly.
- 'Mass culture' – Children will exhibit a new 'Nigerian culture' – that which is fostered by the foreign media, not the real Nigerian culture. A more general term for describing the dominant influence of the media is known as Mass Society. This is a form of society theoretically identified as dominated by a small number of interconnected elites who control the conditions of life of the many, often by means of persuasion and manipulation.

The term was originally applied by C. Wright Mills to refer to large-scale and centralized forms of social organization in which media are necessary instruments of achieving and maintaining dominance of elite interests. The paradigm grew from critical theories that arose from the concept of mass culture. The mass culture concept refers to the culture of the masses (the majority, who often are poorer, more undeveloped, etc.) but scholars found that what obtains is more of mass society than mass culture. The media have become a key instrument to foster the culture of the minority on the majority. Today, in Nigeria more and more families are gaining access to pay TV, generally gratified as status-symbols - DsTV,MyTV, Internet and its array of social media networks, etc. These media give children and young adults an almost limitless exposure to all sorts of programs beamed through the satellite from around the world. Children are finding the 'new media' as sweet escape from the 'boring', 'old school' state-owned TV which propagate relatively better, the Nigerian culture.

The Home Video offers a huge opportunity in re-orientating the children before they grow older and becomes more difficult to bend. As Onabajo has noted, "Nigerian home video has become increasingly popular…We should learn to accept and appreciate Nigerian films, no matter the technical or aesthetic shortcomings; although there is the dire need for thematic relevance."(Onabajo, 2006, p.40).

Learning from Australia

Many countries across the continents have been taking steps to find a satisfactory balance between ensuring the rights of children to information and protecting them from the negative consequences of such exposures. One of the few countries that have recorded good successes in terms of steps to democratize children TV/film viewing is Australia. While many countries have not gone beyond mere classification of films and subtle warnings that 'the following programs are not suitable for people aged below 18 years', Australia has made remarkable efforts to develop children's television and films (whereas it used to be a country where television programing had been largely of cheaper imports from other English-speaking countries, mainly United States and the United Kingdom).

These efforts which began since the late 1970s (and were sustained through regulations by the Australian Children's TV Foundation, ACTF, established in 1982) include:

- Compulsory broadcast of domestically-produced children and adult programs
- Increased quantity, quality, diversity and 'Australianess' of children's programs on commercial TV
- Quota requirements for the broadcast of children programs

Can Nollywood Help Nigerian Children?

The home video media in Nigeria, in spite of the challenges (Daramola, Hamilton and Omojola, 2014, p. 46),has remained hugely popular. Though it has not been fully explored for developmental purposes, rapid changes in information technology have further democratized access to it. The home video stands out in Nigeria in terms of its potential for development communication. It is cheap – the viewer who cannot buy the films can rent or buy extremely cheap (pirated) copies; without electricity many homes in the urban and sub-urban areas watch home videos with their mini-power generators or at formal and informal 'viewing centers' and many more home videos are in indigenous Nigerian languages. But as Owolabi, et al. (2014) and Folayan (2016) has established, there is still a huge challenge regarding contents.

Defleur and Ball-Rokeach, through their Media System Dependency Theory argue that the more a person depends on having his or her needs gratified by media use, the more important will be the role that the media play in the person's life and therefore, the more influence those media will have on that person.

In other words, if more and more people become dependent on media, then the overall influence of media will rise and media's role in society will become more central. Defleur and Ball-Rokeach have listed four components of media system dependency theory:

1) The structure and nature of media systems in the larger societal context affect the amount of influence it can wield on the audience. It is not the 'power' of the media but media content that wields the influence how the media is organized in the society;

2) The degree of audience dependence on media information helps to understand when and why media messages alter audience beliefs, feelings and behavior. The ultimate occurrence and shape of media effects rests with the audience members and is related to how necessary a given medium or media message is to them. In other words, the uses people make of media determine media influence.

3) The modern society relies on the media to understand the social world, to 'escape' from life's hassles, and for

entertainment. Today's world is very complex and without the media, we hardly can make meanings of what happens around us everyday.

4) Not everyone will be equally influenced by the media – those who have greater dependency on the media (such as children and young adults) will be more influenced. (Baran and Davis, 2003).

The foregoing thesis states that: If society X has a highly-developed media system, media will play very important role in the society unlike society Y, which has very low media systems development. They argue further: no matter how well developed or undeveloped the media system is in both societies, media can only affect people's beliefs, feelings and behavior in proportion to how people use the media. Even if the media system is very highly-developed in society Y, if the people in society Y do not use the media, the media cannot exert influence on them. The media has power to exert influence but it is the uses to which people put the media (the proportion of their dependence on the media in their daily activities) that determine this influence.

A looming mass society may sooner or later wipe away the Nigerian cultural identity if appropriate steps are not taken to regulate children's TV/home video viewing (Folayan, 2008; Savage, 2011). Children and youth appear to be a good focal point in motion-picture-centered behavior change programs because they are the elders of tomorrow, are more bendable than youths and adults, are generally heavy TV/film viewers and because behavior change always take a long time to attain (Chioma, 2011). Few TV programs devoted to kids (such as Tales by Moonlight and Kids Say the Dardnest Things have revealed that children-focused programs are potent in positively molding children. (Saturday Punch, 2016).The following reforms are highly recommended in this regard:

• Establishment of a Nigerian Children Films/Home Video Foundation by the NFVCB or the Federal Ministry of Culture to provide funding and technical support for children home video production

• Production of films principally aimed at total positive development of children (edutainment, rather than purely entertainment films)

• Involvement of children as writers, actors, consultants in films targeted at children. Producers of children films should not think for the children, but think through the children. Children, though generally 'learners', are not as gullible and naïve as often assumed. Advances in pre-school and primary education curricula and in information technology have

vastly improved the ability of the Nigerian children to reason. We have to 'enter into the children's world' to understand them. But regarding the 'hook' and 'hidden' effects of motion pictures, children may not readily distinguish what is good from what is bad.

- Films okayed for adults by the NFVCB should not feature scenes in which children are negatively presented
- Children should be featured in lead and supporting roles in films meant for adults, since adults too need to 'learn' so much about the world of children (how children think and interpret their environment)
- Most children watch (films on) TV – including home videos relayed on TV - at prime periods of broadcasting (6pm -10 pm); hence regulations should be made to revise the current Children Belt in Nigeria. Children Belt should be moved to the time children are likely able to watch the films, not 2-5pm week days as it is currently

(when they are still in school) or Saturday or Sunday mornings (when they are on bed or doing house chores or in church).

- To reduce the commercial pressure on children, advertising should be drastically reduced on children TV programs and home videos/soaps.
- Children films should be rooted in indigenous culture and indigenous media such as drama, theatre, folk, plays, poems, songs and proverbs should be employed in producing such films. Violence is not the only problem concerning children and the motion picture; hence national culture and values must be projected.
- As suggested by Ndubuisi et.al. (2011), more children films should be produced in indigenous Nigerian languages.
- The National Broadcasting Commission (NBC) should encourage the establishment of Nigerian Children TV Channels (channels targeted exclusively at children) on pay-TV networks.

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Ethics of Conflict-Sensitive Journalism & Boko Haram

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Abstract: This paper discusses some ethical concepts and issues as they relate to conflict-sensitive journalism. These concepts are legitimization, objectivity and fairness, among others. The salient issues are in respect of the search for a globally acceptable ethical system. They include the varieties of journalism practice that exist, the future of the reporter, the dynamic nature of his or her job and the fact that reporters constitute only one group out of many stakeholders whose interests are crucial to the survival of this brand of journalism and the media industry as a whole. The non-recognition of these stakeholders is identified as a major impediment in the way of the search for the appropriate ethical universals. Using Boko Haram insurgency as the archetype conflict, the paper identifies these stakeholders and their interests and asserts that the harmonization of these interests with those of the journalist is necessary for the creation of a suitable ethical system that can significantly guide the conflict-sensitive reporter.

Keywords: Conflict, conflict-sensitive journalism, ethics, insurgents, Boko Haram terrorism, media, media stakeholders, ethical concepts.

Introduction

In 2002, an unknown armed group attacked Abidjan, the financial capital of Ivory Coast and a few other cities in simultaneous shootout that jolted the nation. At the initial stage of the attack, most Ivoirians were incognizant of

any popular insurgent activity. According to Temin (2003, p. 654), the British Broadcasting Corporation (BBC) managed to conduct an interview with a member of the group named Corporal Kwasi. The airing of the interview provided the clue regarding the identity of the group by describing it as a rebel organization even when its members had not named themselves as such. In no time, the group's name - Mouvement Patrotique de la Cote d'Ivoire (MPCI) – and the motive behind their attack became the subjects of discussion in the nation's dialogic space.

Though MPCI had a few local media outlets that were sympathetic to its cause, the group bypassed them and went directly to BBC. This media strategy did not only ensure that the group was announced, it also implied that a BBC story on it would mean that members were into a struggle that was worth the attention of the citizens. If the story had been published by a local radio or newspaper, chances are that the story might not attract the attention it needed. The BBC report succeeded in legitimizing MPCI as a rebel group.

Besides negotiation, which acknowledges their existence, media reports also serve a vital factor in legitimizing and labeling armed bandits as insurgents, rebel groups, nationalists and the like. Boko Haram in its early days was a group

which fought the Nigerian police over the killing of its founding leader Ustaz Mohammed Yusuf who had been accused of giving sermons that were capable of inciting violence. Local and foreign media reports began to refer to the group members as "Jihadists", "Radical Islamists" and Muslim Extremists. These were terms that created some legitimacy and overtly implied some kind of justification for the killings perpetrated by Boko Haram. The group took advantage of this legitimization and began planning full scale attacks on innocent citizens.

Legitimization is only one of the several ethical concepts that apply in conflict-sensitive reporting. In this paper, a set of such concepts are explained but the crux is the argument that a consideration of journalists with regards to their ethics without taking into cognizance the interests of other stakeholders in media industry needs some rethinking. A fresh media stakeholder membership model is proposed as a necessary instrument in the build up to an acceptable ethical system for conflict-sensitive reporting. Ward (2005a, p.4) notes that, the responsibilities of reporters are to the citizens. This makes journalist agents of the global public sphere. The narrow prioritization of interests in media coverage has significant impact on the outcome of conflicts around the world. The

continued right of way accorded journalism ethics smacks of "a consistent pattern that marginalizes or over-emphasizes certain sections of the population" (Deacon, Pickering, Golding & Murdock, 1999, p.42).

The Search for acceptable Ethics of Conflict-sensitive Reporting and Points to Note

In the search for acceptable ethics of journalism it is important that some issues are noted. First is the different kinds of journalism practice that exist. Business journalists and their counterparts who report crime, courts, family, and government and so forth no doubt have some universals they all subscribe to. Nonetheless, there are some striking differences in the way each genre is practiced which, in turn, defines its ethics.

Second is that journalism practice is undergoing rapid changes. The advent of the Internet has made it exceedingly clear that journalism practice will never remain the same again. Singer (2010, p.89) explains that the economic, organizational, narrative and relationship structures inherent in the journalism profession are experiencing a dramatic change. This change is sequel to the collapse of the business models that were hitherto popular and the dire need to develop new methods. New business models would normally elicit new organizational structures including such things as the working

conditions and tasks to be performed by journalists. The deluge of information on media audience (Hume, 1996, p. 142) means that the era of long stories are gone as content consumers now have options more than ever about what to read and digest. Moreover, those who do not intend to be in the journalism profession are increasingly finding themselves doing a similar thing that professional journalists do either intentionally or serendipitously.

This brings us to the third point – the future. Since constant dynamism in the profession is now the norm, it becomes imperative then that what becomes of the profession and the professional is of paramount importance. If a written code is to be produced it should be such that recognizes that the profession has a future.

Lastly, journalists do not work in isolation and as a matter of fact, journalism practice exists because several other associates exist. The issue here is that the media industry has a communitarian aspect to it to the extent that justifies the dictum "I am because we are" (Moemeka, 1998, p.174). According to Moemeka, while members of the community are well aware of and cherish the preeminence of a communalistic existence, they are also mindful of the need for individualistic needs and aspirations which are extensions of those of the

community. Omojola (2008, p. 173-187) reports that:

In addition to scholars and journalists – the only visible self-motivated search enthusiasts - no fewer than seven other active players exist, and the interests of these players (news makers, media content consumers, media users, government/media regulators, media owners, media NGOs and professional associations) are instrumental in the on-going global efforts to seek global media ethics. Careful articulation of the stakeholders' perspectives, to avoid conflict with any eventual broad-based principles, will ensure that the search for a global ethics from the continent is not lost on the path to reality.

The following figure is crafted to reflect the foregoing list of media stakeholders whose interests should be articulated in the discussion about a typical journalism ethics.

Figure 1: Recommended stakeholders needed to evolve acceptable ethics for a typical journalism practice

In this paper, we present a modified set of stakeholders that should be recognized in order to develop an acceptable ethical system for conflict-sensitive journalism.

Contextualizing the Ethics of Conflict Sensitive Journalism

Three ways of contextualizing the ethics of journalism are visible - personal, local and global. The personal ethics perspective stems from the averment that while the global ethics is accentuated by its universals, it is also individually operated. This means that the self cannot be overemphasized in any ethical system. No matter how strong a global ethical standard may be, its success is hinged on that individual who operates it. According to

Omojola (2014), the integrity of any global standard that emerges does not reside in that document but in the operational capacity of the journalist; meaning that personal initiatives are extremely important in the way journalists practice their profession.

Another perspective to ethics is that which wants ethical standards to be based on the local environments in which the journalist operates. This implies that the customs, traditions, educational backgrounds and so forth matter to ethics. Afrocentrism (Asante, 1991) seems to adequately capture this perspective, stating that phenomena should be approached from the perspective of the African. This view undermines both colonial and post-colonial influences on Africans and wants those influences systematically replaced if it is possible. The local perspective to ethics ignores the globalizing world and maintains that in the event of a clash between the two cultures, Africa should take preeminence. Things that are in the interest of Africa should be promoted not necessarily to the detriment of the foreign things but at least to the favor of Africa and Africans. This perspective favors provincialism to globalization.

The third perspective is that which enthuses about the world as a global village. This is predicated on the belief that the journalist is no longer responsible to a local audience but a global one and therefore, his or her profession is influenced by the global environment. The digital culture shaped by the advent of the Internet implies that people are abandoning the traditional way of receiving news which is characterized by heavy editorial control and lack of feedback access. Digital technology has not only provided access and a cheap one for that matter, but is also a threat to the journalism profession. Furthermore, the Internet has increased the ability of the audience to cross check facts in order to know if a journalist is telling a true story.

The dynamism that characterizes journalism has made imperative a reassessment of the ethics of the practice. A multidisciplinary approach is necessary as evidenced in the work of Rao and Wasserman (2007), which informs the communitarian idea. This paper argues that at the three levels, this multidisciplinary approach is necessary for the formulation of acceptable ethics of conflict-sensitive reporting.

Ethical Concepts of Journalism Practice and Relevance to the Conflict Sensitive Media

Journalism is considered to be of high regard and unique (Tebbel 1966, p. 79). In the United States, for instance, it enjoys the protection of the First Amendment to the American constitution. In Nigeria the Freedom of Information Act, while not specifically mentioning journalism practice, enables

reporters' access to information sources. This has made the profession of paramount importance to the public and government which, in most cases, favor a form of control over the media. Such control is deemed necessary with the advent of Internet which is seriously leveling the playing field and dynamically covering the gap that exists between the conceptual parlance "public Interest" and the "interested publics" (Compaine, 2002 p.26). The unfolding dynamism implies that the concepts that shape the ethics of the practice of journalism should be redefined.

Objectivity in news presentation prevents personal opinion or bias. To most journalists it is a "strategic ritual" (Gaye, 1972, pp. 660-679) and some professional communicators believe it influences the way news is accepted (Darley and Smith, 1992, p. 103). According to Hoffman (2007, p. 200), objectivity in media journalism is a commitment which means it is some sort of habitual practice of transparency in reporting, presenting all sides to a story, and using verifiable data for narrative rather than judgment. Objectivity is regarded as challenging because the interested parties who demand it do not usually specify how it should be assessed. For instance, to guard against the broadcast of biased presentations, laws on public broadcasting in the United States require adherence to objectivity and balance in reporting but how both should be enforced is not formally documented.

The conditions for mass media performance are not just the availability of a medium, content, audience, and that contents must have some effect (McNelly, 1966: 345-357) but also that the journalist must be objective in his or her reporting. The concern in focus in this work is that objectivity should have an all-inclusive definition. What the term means to a reporter is not the same as that of the audience of that reporter. Neither can it be the same with the advertiser or other media user.

Objectivity is of great interest to the journalist but other stakeholders in the media industry weigh it on different scales. What this means is that for an acceptable conflict-sensitive journalism to emerge, a kind of balance of interests (Sorauf, 1957, p.630) is expected. What should emerge is a compromise. Compromise in this case may not necessarily mean the promotion of common good but should show that the deal struck took cognizance of the interests of most or all the parties concerned.

The concept of truthfulness further highlights why the interests of other stakeholders must be taken into account when formulating ethics for conflict-sensitive journalism. A

journalist is asked to publish the truth and nothing but the truth. The concept of truth cannot mean the same thing for a journalist, an insurgent, a militant or kidnapper. To a terrorist, the killing and destruction of the opponents who oppose his terrorism activity likely represents the truth. Such bizarre acts would involve suppressing information and attacking whoever attempts to unearth his or her evil behavior. The argument in this presentation is that for the conflict-sensitive journalism to prosper it is crucial that the journalist contextualizes his ethics within what obtains in the entire media industry.

The concept of fairness to the journalist may not be the same with other stakeholders. McMahon (2010, p.91) corroborates this, stating that what often seems fair to the parties to an arrangement and to non-participant observers might seem unfair to others. Cole and Zieky (2001, p.369) report that no acceptable universal has emerged in spite of research efforts at evolving the appropriate definition of fairness. One thing is however certain: group differences constitute a critical issue whenever one attempts to define fairness. However, closing the gap among the stakeholders in a group can make a long drawn definition less cumbersome.

The militant or insurgent in a conflict being covered by a reporter is a stakeholder in the media industry.

Newsmakers are the people in the news and the agenda-setting ability or capability of a journalist is invariably dependent on his or her "agenda-getting" competency, which is determined by what the newsmaker is willing to release as information. This position makes the reporter less effective or precarious should the newsmaker refuse to cooperate even if the reporter is a daredevil investigator operating dramaturgically. This suggests that the expectation of the newsmaker should form part of the agenda of any discussion on ethics of conflict-sensitive reporting. Group differences need to be properly examined before a workable ethical system for conflict-sensitive reporting can be created.

Conflict and Conflict-sensitive Journalism

Conflict can be contextualized as a phenomenon of humanity, meaning that as humans continue to exist, conflicts will never cease. Persons are either creating conflicts or stopping them. Conflicts exist with all other species of life but they assume a multidimensional meaning at the level of humans. There is hardly anything in the universe and heavens that humans do not have conflict with – God, fellow humans, animals, the environment, the elements and so forth. Conflict arises as a result of one party's intrusion into another and a response to that intrusion and it wouldn't make any

difference whether that intrusion is psychological, physiological, spiritual or otherwise. Few types can be identified Howard (2003):

- Change-sensitive conflicts are those that exist between an established order and those who disagree with that order. This may either be intellectual, violent or non-violent.
- Goal-sensitive conflict arises when a party decides to purse an ambition or aspire to a new level which is being resisted by the other party. The reaction or counter-reaction leading to conflict in this case would depend on the magnitude of the resources involved.
- Hate-sensitive conflict is driven by a violent desire of one party to dominate or decimate the other and violent rejection of this desire by the opposition. This type of conflict is in most cases violent, resulting in hate speeches, fisticuffs, battles or wars.

Journalism is basically a mediation profession. One reason why journalism exists is because interests and conflicts exist and there is a need to balance these interests. This can be done through proper coverage. "Proper" in this case encompasses the ethical issues involved as explained above – legitimization, truth, objectivity, and so forth. In many nations around the world, government and citizens are believed to be two sides with journalists acting as the mediators. The media is regarded as the market place where buyers and sellers meet to do business and pay a token for doing so.

One question keeps lingering: Why is it many journalists, in spite of exercising restraints and fairness in their coverage of conflicts, are still not able to mediate to the point of conflict resolution? As of mid 2016, Boko Haram attacks in Nigeria had drastically reduced compared to the previous two years. This was attributed to renewed military response and support from foreign countries rather than the efforts of reporters. This article submits that for journalism practice to have the desired positive effect on conflict resolution it is important that the ethics that drives the profession take into cognizance all the interests that are represented in that conflict.

The linear way of reporting, which makes a journalist think mainly of his or media content consumers and advertisers, constitutes serious concern to observers. According to Howard (2004, p.16), journalist should "avoid reporting a conflict as consisting of two opposing sides." They should find other affected interests and include their stories, opinions and goals. This article identifies those stakeholders who the journalist should consider discoursing with as a step toward better ethics. The discourse process

involves the harvesting of these interests and what they represent with a view to determining how they affect journalists' ethical conduct in the public interest. Ward (2005b) calls this coalition-building among journalists and the stakeholders with the intent of writing a code of ethics that is widely accepted.

Stakeholders in the Conflict-sensitive Media Industry

Omojola (2008, p. 173-187) also discusses the error that characterizes any typical search for journalistic ethics. According to him, it is usual for searchers to look at ethics only or mainly from the journalist-audience perspective. This stems from the erroneous perspective that a reporter's concept of social responsibility should be seen primarily from the need of the world citizens who consumes news content. The linear perspective zeroes in on journalist and the audience and this obviously is not inclusive enough to produce any reasonable ethical formula. Prioritizing journalists and their audiences has been the major impediment toward the establishment of the right ethical guide for journalism practice. Gilman & Lewis (1996) note that ethical perspectives are not only socially and culturally constructed; they are also embedded in political and economic interests.

To resolve this error, Omojola (2008) proposes that consensus among the stakeholders (see Figure 1) is necessary for the formulation of a universally accepted global system. What this implies is that any universally accepted ethical system should be socially, politically, culturally and economically configured and such configuration is certainly beyond the purview of the journalist and his or her audience alone.

This presentation still subscribes to the multi-stakeholder perspective but in the case of conflict sensitive journalism some modification is necessary to accommodate additional stakeholders as noted earlier. For instance, arms suppliers in violent conflicts are rarely mentioned whereas they are the force that ignites and sustains terrorist actions. There are also agents or agencies (to stakeholders) whose interests must be factored in. For instance the Nigerian army declared wanted, detained and later released three persons – Ahmed Bolori, Ahmed Salkida and Aisha Wakil – who were suspected to be agents of Boko Haram, one of the world's deadliest terror groups. Wakil had openly declared, at least once, that striking a peace accord between the group and the Nigerian government could bring peace prospects. Besides agents, terror groups also have backers who wield both political and financial influence though suspected persons in this regard have always come out to deny links with violent groups. Using Boko Haram as an archetype,

the following stakeholders are recommended:

- Terror Group, including their agents and backers: The Boko Haram terror has always acknowledged the backing of God or Allah in all its activities. However, this backing has been found to go beyond an unseen almighty being. A former governor of Borno State of Nigeria constantly faced the allegation that he was a staunch supporter and financier of the group. Besides that, two law makers from the same Borno State (the base of Boko Haram) were quizzed by the country's state security services over the allegation that they were among Boko Haram financiers. The interests of the group and its agents should be critically examined to see how they could influence the ethics of reporters.
- Journalists: Journalists are the professional communicators. They are trained unlike their pseudo-counterparts popularly referred to as citizen journalists. Professional journalists are the most prominent focus of the search for the ethics of conflict-sensitive journalism.
- Arms suppliers: This category has significant interest in any typical conflict and their economic interests are crucial to a conflict (Morah and Omojola, 2011, p.157). Their interest in a conflict is complicated because the same suppliers supplying arms to rebels could also be the same supplying their opponents.
- The audience comprises the news consumers. Coincidentally, they are among the victims of conflicts.
- Government: Government seems to be most the popular stakeholder. Besides the fact it is usually a party to the conflict, it is also empowered by law to regulate the media and in a conflict situation endeavors to control it. In the case of Boko Haram, several government agencies are involved including the armed forces, the Presidency and so forth.
- Media owners: These are the investors from whom journalists receive their pay as salaries or allowances. The ethics that drives their businesses and investments should be considered in any discussion about the ethics of conflict-sensitive journalism. Social media operators are also included in this category.
- Media users – These are the advertisers and their agents, public relations officials, commercial news couriers and the like.
- Non-governmental Organizations: NGO's have been

playing a significant role in Nigeria. Bring Back Our Girls (BBOG) is just one of the several NGO's involved in the Boko Haram affair and has been featuring significantly, calling on the government to ensure that the Chibok girls kidnapped by the Boko Haram Group are set free. The group has also called on the government to protect journalists and all those involved in the attempt to solve the problem.

• Foreign Countries: Embassies of foreign nations in the country experiencing conflicts have often been targets of terrorists. The American embassies in both Nairobi, Kenya and Dar es Salam (Tanzania) were bombed simultaneously but extra security caution taken by embassies in Nigeria may have prevented Boko Haram from attacking embassy buildings in Lagos or Abuja.

• International (multilateral) organizations: Terrorist activities constitute a serious concern to multilateral and global organizations. The Boko Haram insurgents attacked the United Nations office in Abuja in 2012 and similar attacks have been carried out in other countries. Such attacks have made the global body an interest party and a stakeholder since it has the task of ensuring global peace and security

Figure 2: Recommended stakeholders needed to evolve acceptable ethics for conflict-sensitive journalism practice

Suggested agenda and fora for stakeholder discussions

Regular meetings and interaction media of stakeholders, both formal and informal are necessary for any unversally acceptable ethical system to emerge. One meeting may never be enough to thrash all the issues involved. The challenge of getting the agents of terrorists to attend meetings becomes obvious as they would not want to be seen publicly associating with insurgents in many cases. However, in the case of Boko Haram, at least one of the group's agents had once voluntereed to represent its interest at meetings with the Nigerian government. In the case of equipment suppliers, it is possible to trace the arms used in a conflict to a country. It is the resposnbility of the ethical searchers to get those countries involved to participate in the meetings. Agenda in respect of journalists may include the following:

- The extent to which the journalist can go in the coverage of conflict events.
- What do the ethical elements of objectivity, fairness, truth and so forth mean to the journalist and other stakeholders especially in the face of the attempt by the warring parties to control the media?
- To what extent can the reporter's working tools be used in a conflict situation?

- What would be the insurance cover for journalist working in a conflict-ridden environment?
- How much help are the NGOs or the professional associations willing to give the reporter who finds himself or herself in trouble doing his or her job.
- What are the government rules that govern the coverage of conflicts and do those rules conflict with those of the journalists?
- How far are the insurgents willing to allow a journalist probe their agents or backers? Is there any red line?
- What are the roles of international organizations especially the United Nations with regard to conflict sensitive reporting? How do these roles conflict with those of journalists?
- What do media users and news content consumers want from conflict-sensitive reporters?
- What should be the role of other countries regarding the coverage of events in conflict-affected environments.

As these issues are discussed over and over again by stakeholders, mutual understanding becomes possible, not simply in terms of the ethics of the journalists but also towards finding a lasting peace to make the stakeholder community a better a place.

Conclusion and Recommendation

One issue that may bother a stakeholder meeting enthusiast is the fear that some participants could disorient interactions and meetings, thereby frustrating stakeholders and their good intentions. For instance, government could misread these intentions and harass journalists and stakeholder representatives or agents. Boko Haram agents have accused the government of incessant harassment and treating them as though they are also terrorists. This is why we recommend that media scholars, who are more intellectually positioned, should assist journalists in conceptualizing such stakeholder meetings, the agenda and other issues involved. In this way, media scholars become part of the stakeholders, specifically as backers of professional communicators.

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Sanitation Exercise in Lagos State, Nigeria: The Imperative of Integrated Communication Strategy

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Abstract: Lagos State, one of Nigeria's most prominent political subdivisions, has for some years, been organizing a general sanitation exercise on the last Saturday of every month. Recently, though, a court ruled that the state government does not have the legal backing to restrict vehicular and pedestrian movement during the three-hour activity (7-10a.m), which allegedly amounts to a waste of precious time. The court case had been complicated by residents' incessant complaints which culminated in the cancellation of the exercise. This paper is an assessment of the residents' level of compliance with the program directives. It examines the government's communication strategies for mobilizing residents and how effective they were. An attempt is made to craft a fresh strategy that helps avoid time wastage. Focus group and interview data were generated to facilitate the investigation. Findings show that compliance level was low in spite of the government's use of force to drive it. Results also show that sustained compliance with any beneficial directive on sanitation exercise is possible in Lagos if an integrated communication system is pursued. Unimpressively, however, government's strategy was anything but integrated while the exercise lasted.

Introduction and the Problem Statement

On March 16, 2015, a federal court nullified the restriction order on movement in respect of the monthly environmental sanitation held in Lagos State, southwest Nigeria every last Saturday morning (7-10a.m). This was sequel to a suit brought before it by a lawyer who questioned the legality of the restriction. The court case was the culmination of several issues that the residents had raised, including waste of precious time, disruption of social events and shortening of business deliverables.

Citizens had also alleged that government was incompetent in the way it implemented the sanitation program owing to lack of the appropriate mobilization and communication strategy. Many residents stressed that government never made any adequate arrangement for the disposal of the refuse gathered during the exercise as it ended up littering the streets in a very shameful way. They claimed that if the tools needed were ever made available, most residents were oblivious of the availability.

Objectives of the Study

This paper therefore seeks to examine the level of compliance of Lagos residents during the environmental sanitation program. It attempts to show how communication can help in mobilizing the people to participate in a sanitation exercise without having to force them. The specific objectives are:

1. To examine the compliance level of residents with regard to the environmental sanitation exercise in Lagos State.
2. To examine the communication strategy and the efficiency profile of that strategy.
3. To attempt a more robust communication programme for the mobilization of residents for a sanitation exercise in Lagos State.

Research Questions

1. What was the level of compliance with regard to the environmental sanitation exercise in Lagos State?
2. How efficient was the communication strategy (if any) in mobilizing people for the sanitation exercise?
3. What kind of communication programme will be efficient in mobilizing Lagos state residents for a sanitation exercise?

Significance of Study

This study is significant in the following ways:

1. It would expose the failures that characterized government's communication strategy.

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2. It births a reliable communication strategy to engage the people for development.

Conceptual Framework

Mobilization for participation is a communication function. It deals with the application of the relevant strategies to create awareness on a program with a view to mobilizing the people for action. Community mobilization encompasses a range of interventions and approaches, including community functions, training or sensitization sessions, town hall meetings and other cultural activities. Such sensitization and awareness creation could involve the use of various communication channels with relevant messages created to suit the target audience. Mobilization is deemed effective when there is a commensurate response action from the targeted audience in terms of participating in the program.

Environmental sanitation deals with activities aimed at improving or maintaining the standard for basic environmental conditions affecting the well-being of people. These conditions include clean and safe water supply, clean air, efficient and safe animal, human, and industrial waste disposal systems, protection of food from biological and chemical contaminants, and adequate housing among others.Oregonlaws.org defines the phrase as the art and science of applying sanitary, biological and physical science principles and knowledge to improve on and control the environment and factors therein for the protection of the health and welfare of the public.

Monthly sanitation exercise was one of the initiatives of Lagos State government to enable residents maintain a clean environment. This exercise was held on the last Saturday of every month, requiring residents to stay at home and clean their surroundings for three hours from 7 to 10a.m.Government agencies were to mobilize residents for the exercise, monitor activities and provide the necessary tools needed (including trucks) to clear the gathered garbage. Anyone flouting the movement restriction order was promptly arrested and prosecuted.

Theoretical Framework

Theodore Newcomb (1953) developed a Co-orientation Model as a helpful tool in relational analysis of dyadic pairs. This simple, yet insightful, model consists of two communicators, A and B (or simply AB), and their "orientation toward some object of communication, X. Any subject, behavior, attitude, belief, event, or object, which is the focus of communication for the two participants, has the potential to be the object of communication.

Each of AB has a simultaneous co-orientation toward his or her communication partner (usually the level of attraction and feelings

toward the partner) and toward the object of communication (the degree of positive or negative attitude about X). The Newcomb's ABX Model is based on the psychological view with communication as a way in which people orient to their environment and to each other based on the concept of balance between one's attitudes and beliefs and those that are important to an individual. Akmalrahman (n.d) adds that if the balance is disturbed, communication is used to restore it.

Co-orientation occurs when two or more individuals are simultaneously oriented to one another and to something of mutual interest. The assumption is that individuals behave toward each other based on their perceptions of the other's views and intentions regarding the object of mutual interest. Groups of individuals also act toward other groups based on perceptions of other groups' views, positions, and intentions.

This theory is relevant to this study. In planning a communication campaign for activities like the environment sanitation, the need strongly exists to establish the activity as an issue of common interest between the residents and government. Clean environment should be highlighted as mutually beneficial to both sides. This strategy can be an effective solution to the problem that emerges in the form of distrust towards the state government

and resistance towards the message, which may be politically, culturally or religiously motivated. The common interest view should reflect in the message content, communication language and channels. While some segments of the population do not require any specialized message construction and delivery, others would. For instance, an environment that is predominantly Yoruba speaking would need to be reached in that particular language and through the channels they would respect, or else, it would be difficult to achieve believability and acceptability of the message in that area. Yoruba is the dominant ethnic group in Lagos State.

Communicating for Mobilization

Communication performs various functions. These include: information, education, mobilization, entertainment and so forth. For each of these functions, communication is shared within a context that would ensure the purpose of the sharing. While communication meant for information would normally be designed as a narrative like the news bulletin, those meant for mobilization would be designed to persuade and elicit action.

Mobilization is defined as a process that engages and motivates a wide range of partners and allies to raise awareness of and demand for a particular development objective through face-to-face dialogues and other forms of interactions. Members

of institutions, community networks, civic and religious groups and others work in a coordinated way to reach specific groups of people for dialogue with planned messages. In other words, social mobilization seeks to facilitate change through a range of players engaged in interrelated and complementary efforts.

The process usually takes the form of large public gatherings such as mass meetings, marches, parades, processions and demonstrations. Following changes in communication patterns today, mobilization has gone beyond the face to face gatherings as people have variously been mobilized for action through technology. For example, the Arab Spring mobilization began on the social media. Also, Nigerians were mobilized through the social media for Occupy Nigeria in 2012 to protest the petroleum subsidy removal. Advocacy, capacity development, communication and social mobilization strategies are most effective when their design is in consonance with local processes and experiences. Capacity development, advocacy and community mobilization are said to be most effective when they have broad involvement and participation including government institutions, non-governmental organizations, communities and households, as well

as other sectors of society such as private enterprises and the media.

The underlying factor in mobilization is effective communication. To this end, we consider the necessary forms of communication that are applied during mobilization. Depending on the message and the audience, communication can be intrapersonal, interpersonal, group, intercultural or mass communication. It is important that a development agent understands these in designing a message and choosing the relevant channel for the communication program. Sometimes it would require a combination of different forms for maximum impact.

Intrapersonal Communication

Intrapersonal communication takes place within one person. There are three concepts of intrapersonal communication, namely: self-conception, perception and expectation. Self-conception has to do with how one sees himself, while perception is one's orientation of others. Self-conception lies internally and perception focuses outward. Both are deep rooted in beliefs, values and attitudes. They are intertwined to create a better understanding of both within and the outside world. Expectation is the futuristic-oriented message that deals with long term occurrences. People form expectations on the basis of learned ideas within the society. This trio must be considered in creating a

development message because the attitude of the recipients, their beliefs and values which determine their self-conception and perception can also affect their level of expectation. Communication planners must take cognizance of this to ensure they interact with the recipients in order to achieve congruence, believability and acceptance.

Interpersonal communication occurs between persons, mostly in a face-to-face situation from a group of two. It gives room for both verbal and non-verbal expressions because participants see one another. Okunna (1999) opines that feedback is immediate (verbally or non-verbally) in interpersonal communication. Persons who are involved interactively do maintain eye contact, hear each other, observe and respond to each other's non-verbal reactions. They change ideas, views and experiences at depths. The settings of interpersonal communication involve people relating in close proximity.

Nwodu and Fab-Ukozor (2003) opine that interpersonal communication is strong in supporting the behavior change process, particularly in explaining in detail, responding to questions and doubts, persuading and convincing target audience about the value of the proposed behavior. It is also good in legitimizing a program idea, addressing rumors and building consensus.

Group Communication
Group communication is categorized into small group and public speech. Nwodu and Fab-Ukozor (2003) stress that small group communication entails communication between a group of individuals numbering between three and 15 people. In the case of public speech, the number of people who constitute the target group is usually large and diverse in nature. This diverse nature affects the understanding and interpretation of the message sent. This type of communication is also useful in behavior change communication to elicit views from the target population. It is also good for advocacy programs.

Mass Communication
Baran (1999) defines mass communication as the process of creating shared meaning between mass media and their audiences. It involves the use of technologically sophisticated media to gather, package and send messages across to diverse audiences. This means that regardless of the size of audience, and nature of message, a communicative exercise is hardly regarded as mass communication if it does not pass through any of newspaper, magazine, books, radio, television, film and internet. This type of communication is relevant in behavioral change process because it would enable development agents in

reaching wider audience at the same time.

Intercultural Communication

Blake, Cooper, & Calloway-Thomas (1999) define culture as the composite set of patterns of behavior, language, mores, history, philosophy, values, belief structures and religion that guide the day-to-day relations between inhabitants of a given community. They opine that culture involves a diverse set of attributes that forms the foundation of human interactions. Considering the diverse nature of the cultures of the Lagos residents, it is necessary that attention is paid on the task of communicating across cultures in the sanitation communication campaign. The cultural warrants of the people as expressed in their belief systems must be taken into consideration in planning the program.

Intercultural communication involves communication across cultural or racial boundaries. Nwodu and Fab-Ukozor (2003) submit that this form of communication takes into account the cultural diversities existing in the world of humans. Communicating effectively at the intercultural level requires the communicator to have a deep grasp of the cultural values, norms, and codes of the target audience.

Environmental Sanitation and Development

The Environment is the aggregate of the physical and biological entities that supports the existence of human life. It is both natural and human-created. Environmental sanitation is the cleanliness of the surrounding vis-à-vis buildings, sources of food, water supply etc. Blackburn, et al (2004) defines environmental sanitation as the process of creating and improving on an environment that poses no hazard to man. Environmental sanitation therefore is expressed as the control of all the factors in man's physical environment that may exercise deleterious effect on his physical development, health and survival.

Adeniyi (1994,cited in Owoeye & Adedeji, 2013) defines it as the use of different means to protect public health through regular removal of wastes, maintenance of clean surroundings, good food and appropriate personal hygiene. It also involves regular supply of safe water, prevention of pollutions, and provision of decent housing with appropriate facilities essential for human conveniences.

Moemeka (1989) defines development as a positive change for the better from conditions (social, economic, political, cultural and human) that are no longer considered good enough for the goals and aspirations of a society to those that are most likely to meet those goals and aspirations. This means, going by this definition, that environmental

sanitation is necessary for development.

The World Commission on Environment and Development (WCED, 1987, cited in Owoeye and Adedeji, 2013) has observed that for development to be meaningful, it must be sustainable. In its report, sustainable development is expressed as developments that meet the needs of the present time without compromising the ability of future generations to meet their own needs. Environmental sanitation is the major guarantee for the achievement of sustainable development. It does not only ensure the sustenance of human life, it also ensures the sustenance of wild life, ocean life, plant life etc. If a factory produces or a residence carries out its chores without proper disposal of waste, pollution ensues.

Certain diseases are known to be prevented by ensuring a clean environment. Some of them include: malaria, cholera, cough and many more. Munir (2015) outlines the following benefits of environmental sanitation:

- To reduce the occurrence of diseases and number of death toll associated with poor hygiene.
- To improve upon poor sanitation, inadequate toilets, lack of understanding about the importance of toilet and sanitation, current poverty level, and low level investment by all

tiers of governments and local communities.

- To make government and the governed understand the concept of environmental sanitation and sustainability which is more of a journey than a stage to reach?
- To bring a reversal to options of either you buy water or drink polluted one.

Methods and Results

Focused group discussion research method was adopted to generate data for this study from among Lagos residents. Five individuals (R1, R2, R3, R4, R5) participated: three male, two female. Discussion lasted for fifty-five minutes. In-depth interview was also conducted with an official of the Lagos State government to discuss the issues relating to government's handling of the environmental sanitation exercise in the state. Based on the objectives of the study, relevant questions were raised. The discussants cut across the three senatorial zones of the state namely Lagos West, Lagos East and Lagos Central. The following are the discussion outcomes.

Compliance level of residents to the environmental sanitation exercise

To examine this, respondents were asked how often they participated in cleaning activities during the monthly sanitation exercise in Lagos state. They were also asked how often they complied with restriction

of movement during the monthly sanitation days in Lagos state.

Their responses showed that though they complied with restriction orders, largely because they had no choice and to avoid harassment from government agents, they did not really participate substantially in cleaning their surroundings. The only person, who claimed he did, said he hired someone to clean their premises once in a while, while he stayed indoors during the period. Another said he participated only when he was able to or had the chance. "I either went to work clandestinely or stayed indoor," he said. Others said the three hours were an extended sleeping moment since the government had made it impossible for them to attend social programs such as weddings, house warming, etc. Below is a summary of transcripts.

R1 – I clean my interiors only; I comply by staying home during the three hours.

R2 –Sometimes I hire someone to clean the premises; I stay home and rest.

R3 – Sometimes I clean my premises; most times I just stay indoor.

R4 – I rarely participate; the three hours are for extended sleep since I can't honor weddings and other social engagements.

R5 - I don't participate in cleaning; sometimes I go to work earlier before 7am.

Current communication strategy and its efficiency in mobilizing people for the sanitation exercise.

To examine this, respondents were asked if they believed that government used the appropriate communication strategy to ensure residents' compliance with the sanitation exercise orders. They were also asked their views on the arrest and detention of defaulters and the restriction of movement.

Only one respondent acknowledged that government communicated with residents, but he was quick to mention that it was inadequate. He also said that arresting people was necessary to instill discipline, but was again quick to add that there should be a balance to ensure that the exercise achieved its aim of instilling the culture of cleanliness in people as against punishing them. Others said the use of force and arrest was not necessary. They said instead of arrest, there should be a proper awareness strategy to mobilize people for participation which unfortunately, according to them, was not a visible part of government's strategy. One respondent said: "I think there should be no restrictions on movements during sanitation exercise. I'm of the opinion that a defaulter should be someone whose environment is not clean, especially on environmental sanitation days." Below is the summary of transcripts:

R1- I don't see enough communication; No need to arrest people.

R2 – I see communication, but not enough; Arrests may help instill discipline.

R3 – Instead of arresting people, they should use more communication for awareness.

R4 – No need for arrests, because there is no proper awareness.

R5 – Emphasis should be on developing the culture of cleanliness not monthly sanitation.

Communication programme for the mobilization of residents for environmental sanitation in Lagos state.

Respondents were asked to mention the appropriate campaigns that could help mobilize people for an environmental sanitation exercise in Lagos state. All respondents agreed that a mix of communication methods and channels would be more apposite. They further suggested that message should be focused on the health benefits of having a clean environment. They mentioned channels like bulk SMS, social media interactions, billboards and radio. The following statements from the five respondents aptly summarize the transcripts of the item on the appropriate mobilization campaign:

R1 – I will like to see billboards and social media messages on environment sanitation awareness.

R2 – They should engage telecom companies to send bulk SMS on the sanitation program.

R3 – Radio and television messages focusing on health implications of a clean environment are crucial.

R4 – Awareness should be through every available communication channel.

R5 – Awareness should focus on healthy clean environment; last Saturday should be for inspection, to check those who are complying and those who are not.

The following are the specific words of R5:

> *"For me, all possible communication campaigns could be deployed to mobilize people to clean up their environment always, while the last Saturday could be set aside as a special environmental inspection day of the month when people with filthy environment would be arrested and fined or jailed as defaulters".*

Respondents were also asked their views on how clean Lagos of today is. While some said that Lagos is relatively clean compared to some other cities in the country, others were of the opinion that Lagos may be relatively clean in terms of physical structures, but is not in some other aspects as many areas still lack public water supply and depend on bore-holes which must be regularly treated to be useable. Noise and air pollution, according to the

respondents, also constitute a serious issue that urgently needs attention.

Interaction with Advocacy unit of the Sanitation Department at the Lagos State Ministry of Environment

Two officials of the advocacy unit of the department in charge of sanitation programs responded to an interview on the subject of investigation. One of them responded on every issue, while the other merely concurred on some answers or simply kept quiet on others.

On mobilization strategy, they said that the unit zeroes in on a local government area monthly to ensure proper mobilization of the residents for the sanitation exercise. They claimed that the public relations department of the ministry of environment would send information through the mass media and on Facebook social media platform to notify people about the exercise. They also said that they received assistance from a few non-governmental organizations (churches in particular)in the aspects of advocacy and monitoring in some selected areas of the state. Top civil servants were always part of the mobilization efforts, according to the respondents. They are expected to submit reports on their areas of participation.

In addition to the foregoing, the respondents said that the unit also organizes seminars for people in the non-formal sector about the need to keep their environment clean. On the effectiveness of the communication, health officers of the selected local council areas must submit a monthly report stating the level of compliance. Based on the reports submitted, the unit later goes on compliance verification. Any resident defying the authorities were promptly arrested and prosecuted using the mobile courts. Fine, sealing off of premises or jail awaited defaulters. The officials agreed that that the change in attitude towards any sanitation program would better be achieved through communication. Unfortunately, they stressed, that level of communication required to produce appreciable results is not something government was capable of achieving alone.

Qualitative Assessment of Data

On residents' compliance with the environmental sanitation law, it is evident from the responses that though residents compulsorily stayed home on environmental sanitation days, many did not participate in cleaning their environment. They either slept for additional hours or watch television indoors. Others merely cleaned their interiors as they normally did every weekend. For instance, R1 stated in response that she stayed indoors and cleaned her interior, R2 and R3 said they sometimes cleaned their premises, while R4 and R5 rarely did. These

responses show the attitude of residents to the exercise, hence the need for a fresh strategy for mobilization. It was observed that most landlord associations used the three-hour window for their meetings. They simply discussed their welfare and collected their dues at such meetings. Though responses from government officials show that there was some level of compliance, they admitted it was low. Moreover, since they based their assessment on one local council area, it may not be wise to extrapolate from such a single case.

Responses to the issue of existing mobilization method and arrest of defaulters show that residents were not satisfied with the level of awareness on the policy. The fact that they preferred awareness creation and mobilization by communication to arrest and detention, show that the government may have been focusing on punishing people instead of mobilizing them to participate. For instance, R1 responded: 'I don't see enough communication; no need to arrest people," meaning that communication should be the focus while the use of force could only be justified after the proof of communication had been established. This response is in line with what R3 and R4 said. Their responses confirm the need for a better mobilization strategy. R5 even extends his response by prescribing that

emphasis should be on developing the culture of cleanliness not monthly sanitation. This can only be done through communication not arrests. R2corroborates some level of communication on the part of government but says it was not enough. He also believes that arrests may help instill discipline but that should be after communication has played its role and this is in line with the assertion of Waila & Tini (2011). The respondents' mention of a combination of communication channels shows that residents expect the government to communicate with them via all available channels rather than use one or a few. R1 says she will like to see billboards and social media messages on sanitation awareness. This is an affirmation that multiple channels of communication are needed for awareness. R2, R3 and R4 support the idea of integrated communication channels. R2 recommends that they should engage telecom companies to send bulk SMS on the sanitation. R3 suggests that radio and television messages focusing on health implications of clean environment should be introduced whileR4 recommends that awareness should be through every available communication channel. R5 goes further to advocate the awareness campaign that focuses on clean environment, adding that the last Saturday of the month should be for inspection - to know those who are complying and those who are not.

These responses are in line with the idea of using integrated communication channels.

Government officials agree that that the change in attitude they desire to see would better be achieved through communication. They also believe that the level of communication required to effectively mobilize people cannot be handled by government alone and suggest further collaboration with relevant agencies in the private sector. These suggestions clearly support the need for a combination of communication methods.

Conclusion and Recommendation: The Imperative of Integrated Communication in Sanitation Exercises.

This paper set out to examine the communication strategy for mobilizing residents to participate in Lagos State monthly environmental exercise. It sought to know the level of compliance to the policy on environmental sanitation and how effective the communication strategy had been. Investigation showed preponderant punitive measures rather than communication strategy to mobilize residents for participation, which exacerbated poor results. However, findings have shown visibly that a combination of communication methods would be necessary for effective mobilization, at least from the point of view of respondents.

It is on this basis we recommend an integrated mobilization communication strategy. The essence of this strategy is to enlighten, inform and mobilize Lagos state residents. It is also integrated because it would take into consideration the cosmopolitan nature of Lagos State. This strategy should be led by the relevant government agency, in collaboration with selected broadcast stations (radio and television), relevant private organizations, including telecommunication, ICT firms and advertising agencies, civil society organizations as well as ethnic nationalities.

This integrated communication strategy promises to be more impactful than the strategy of compulsion adopted by the state government. This is because it focuses on enlightenment which is necessary to provide residents with information they need to imbibe the culture of sanitation. The strategy is also collaborative, involving the private sector. This implies that mobilization will not be seen as sole government efforts, but an endeavor that the private sector also has a stake in.

Message content should focus on the benefits of sanitation and hygiene to public health and the economy. It should inform through editorials and news bulletins, SMS, chats; enlighten through drama, music, talk shows, current affairs discourse and

mobilize through advertisements. Specifically, we recommend as follows that:

- Telecom companies should send bulk SMS to subscribers at least twice every month, one of which should be a day to the sanitation day. The question of who pays for this should be resolved between them and government.
- Government should partner relevant ICT firms to set up and manage dedicated social media accounts to interact with people on this.
- Government should partner with major advert agencies to run adverts on their billboards for enlightenment and mobilization.
- Religious organizations should include information about the program in their weekly publications and services as well teach members about it.
- Street and estate associations should be approached as platforms to mobilize residents for sanitation even as they hold their meetings same day.
- Partnership with relevant non-governmental organizations and entertainment practitioners should be done to produce relevant drama that would run on radio and television. Notable actors and actresses should feature.
- Partnership with broadcast organizations is required to produce and run talk shows, call-in program and discourse.
- Communication content should be focused on health benefits of a clean environment.
- Government should explore further ways of encouraging residents to keep their environment clean apart from the last Saturday of the month exercise.
- Schools should teach about health implications of a dirty environment as a way of sensitizing the pupils of the importance of environmental sanitation.
- Government should re-introduce sanitation agents who would not only recommend dirty premises for sanctions, but also enlighten the residents on the need for sanitation.
- Other environmental cleanliness efforts regulated by the government, like street sweepers and refuse picking trucks should be well focused to function more efficiently.
- Environmental sanitation rules around major markets should be vigorously enforced. Open markets in Lagos are notorious for filth.
- The use of more traditional media channels in the rural areas to mobilize people should be promoted.

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How Lagos Newspapers Report China in Nigeria

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Abstract: This study is anchored on a range of perspectives regarding the traditional role of the mass media. Whitney (1975, p. 69) asserts that they inform, educate and entertain people as well as deepen their perspectives on issues, but Lasswell (cited in Popoola 2012, p.160) avers that surveillance of the environment, correlation of parts of the society in responding to the environment and transmission of social heritage from one generation to another are their topmost functions. Rao (1968, cited in Martin and Chaudhary, 1983, p. 102) says: "the mass media may not be the prime movers of development in general, but they provide part of the necessary social interactions in a development cycle." The reports in the Nigerian media on China, a key player in global affairs, were examined with reference to these perspectives. A survey carried out across print media establishments in Lagos, Nigeria, with agenda-setting theory as the anchor, found out that a major determinant of the way China was reported by the Nigerian print media was the newsy nature of developments back home in China. The newsy nature, however, was what the Nigerian editors considered it to be.

Keywords: Reporting, print media, surveillance, correlation, framing, agenda setting, China, Nigeria.

Introduction
Development within the People's Republic in China (PRC), following the ascension of Xiaoping and the aftermath reforms he embarked upon, has earned China a considerable media attention in Nigeria, over and above other Asian

countries. The developments in China today have further confirmed Napoleon's observation long time ago. Quoting Kennedy (1993) through a book entitled Preparing for the Twenty-first Century, Hague and Harrop (2004, p. 67) say "when China wakes, she will wake the world."The truth of the matter is that China is not only awake today, it has become a powerful force, a regional power and in the words of Magstadt (p, 230) "a nascent superpower." With an estimated population of 1.28billion and growing at 0-6 per cent per year, the country remains a political community with the highest population in the world. Her economy, according to Hague &Harrop (p. 68) has grown fourfold since 1978 and is likely to become the world's largest in the first half of the century. The country is the world's fourth largest exporter with particular strengths in assembly and manufacturing. Foreign editors of print media establishments in Lagos who are the main respondents in this study say China is constantly in the news in Nigeria as a result of her heavy presence in the various segments of the Nigerian economy, especially in the areas of health-care, commerce, communication, electrical appliances, education, arts and culture, among others.

Objective and Method of the Study

The objective of the study is to ascertain how the People's Republic of China was reported by the Nigerian press. To this end, the study used the survey method in gathering data from respondents who are senior journalists and head of foreign desks of Lagos-based national newspapers and prominent weekly news magazines. A simple open-ended questionnaire was drawn up to elicit their comments on the reportage of Chinese related stories in their medium. Open ended questionnaire, according to Sobowale (2008, p. 48) "permits the respondent to answer the question the way he wants with little or no restrictions at all." The respondent has much latitude to respond to the questions as it pleases him or her. The choice of open-ended questions was informed by the manageable small sample size of the respondents.

The population for the study comprised 57 print media establishments identified by Akinfeleye (2003, pp. 47-57) and Komolafe (2004, pp. 107-112) in Nigeria. A sample size of 20 was extracted for this study. This figure represents 64 percent of the 33 Lagos based print media. Those not sampled and no longer in circulation include: Daily Times, National Concord, Sketch, National Interest, National Mirror, The Democrat,

TNT, The Comet, Satellite, The Republic, Lagos Horizon, Classique and Tempo. The study was carried out in the month of January, 2013.

Research Questions

1. How often is China reported in the Nigerian print media?
2. What is the nature of Chinese stories reported and what informed their publication?
3. Are Chinese stories favorably or negatively reported by the Nigerian print media?
4. How is Chinese stories rated compared to other countries in the Asian geo-political zone?
5. Could the popularity of Chinese products in Nigeria, especially in the areas of health care, electronics/communications and electrical appliances be attributed to the prominence given to the Chinese community?

Conceptual Framework

Reporting

Reporting simply means to account for a situation. It is a kind of "surveillance duty" according to Iyere (2011, p.116). It is not only about accounting for a situation. It also involves relaying that account to an audience that is literate enough to decipher that account, as content availability does not automatically translate to reach (Morah, 2011, p.130). Hence, Popoola (2011, p. 4) says a reporter is a person who has undergone training in the art of information

gathering. The information, when packaged, is called news. In the context of Akinfeleye (2011, p. 95) "news is an account of what the public wants to know, what they must know, what they ought to know and as a commercial proposition."

Print Media

Print media refers to newspapers and magazines. A newspaper is a periodic publication containing timely reports. According to Newsom and Wollert (1988) cited in Popoola (2005a, p. 138-139).

> *The newspaper is the medium 'of record'. It's what you consult to find out the most important information about everything that happened on a certain date in a community and surrounding area. Newspapers are valuable information sources. They provide clues that a reporter can investigate to find a story that was missed.*

Just as newspaper offers information on happenings in a political community, the medium also provides the lead which reporters could pursue for publication. Tracing the origin of the name, Uyo (1987, p. 6) says:

> *There is a French word nowelles, which through imitation in Middle English, became newes. The French also have a word papier, derived from the Latin word papyrus, the material on which people could*

write and print. News and papier together make up newspaper.

Magazine

Unlike newspaper, magazines are collections of various editorial materials, which are judged to be of interest to the reading public especially when public interest is conceptualized as a value that has the potential of universal application (Omojola, 2011, p.353). Attempting a distinction between newspaper and magazine, DeFleur and Dennis (1981, p. 148) say magazine "show less concern for information on the immediate day's events and more for interpreting and correlating topics in a broader context."Magazine is a hybrid of books and newspapers. The word 'magazine' is an outgrowth of the French word "magasin", which in turn comes from the Arabic "mahkzan", meaning a general storehouse. In journalism idiom, newspaper and magazines are known as print media because they simply involve impressing ink on paper.

Literature Review

A major problem confronting China in the post-Mao era has been how to erase the negative impression created by foreign media. Since the cold war era between the US and USSR, the Western press and their allies across the world had embraced framing when reporting communist China. The situation would become worse whenever China was involved in certain things that ran contrary to the interests of the West. For instance, Burleigh (2009, p. 136) recalls how the Western media portrayed Chinese sale of arms to Palestinian Liberation Organization (PLO); an action which was editorially framed as a subtle support for terrorism. Here, PLO was portrayed by the West as a terrorist organization rather than a freedom fighter (Eze, 2011, p. 51). This explains why Fairclough (1995, p. 83) says "framing can be blatantly manipulative." In the context of Hague & Harrop (p. 114), framing has to do with how an event is narrated as a coherent story:

> *A frame focuses on particular aspects of a problem, its origins, remedies and evaluation. It encourages viewers and readers to portray the topic in a similar way.*

Quoting Entman (1993), Hague and Harrop (p. 115) further contend that "as the concept of a story suggests, the journalist must translate the event covered into an organized narrative which connects with the viewer or reader". However, Parenti (1986, p. 220) is of the view that for framing to be effective, it must rely on truth, adding that "the most effective propaganda is that which relies on framing rather than on falsehood."He stresses that by bending the truth rather than breaking it, through application of

emphasis, nuances, innuendo and peripheral embellishments, communicators can create a desired impression without resorting to explicit advocacy and without departing too far from the appearance of objectivity.

Framing could be achieved through the manner in which news is packaged, the degree of exposure, placement of story/picture (whether front page or back, lead story or last), the tone of presentation (sympathetic or slighting), and the type of headlines among others. Hence, Baran and Davis (2009, p.322) say "news coverage can strongly influence the way news readers or viewers make sense of news events and the major actors in the events."In this way, it is possible for the media to mislead their audience by telling them what to think about a story.

In the post-Mao era during which Dominick (2009, p. 427) says "the market place, rather than the communist party is now the major influence on the content of Chinese media," a window of opportunity is open for Chinese media to erase some of the derogatory ways by which China has been portrayed. Dominick has observed that under the new dispensation, the country now has about 2,000 newspapers and 10,000 magazines with a combined circulation of nearly 200 million. Says he: China recently replaced Japan as the country with the largest newspaper circulation and now has16 newspapers that rank among the top 100 in circulation. (Dominick, p. 427). Parenti (p. 131) avers that the US media mirrored the shift in official policy and suddenly discovered that "China was no longer a menacing giant nor a mindless ant-hill but was inhabited by human beings who like to play ping-pong, sip soda, and even fall in love and do a turn on the dance floor."

Furthermore, Parenti (p.131) asserts that the "fanatical Asian communists" were now described as "moderate."Quoting a well-known US magazine, Newsweek in its August 29, 1977 edition, Parenti says "Peking's post-Maoist leaders are presiding over a strongly entrenched and resolutely pragmatic government." Quoting the New York Times in its edition of December 31, 1978, Parenti adds that "press reports still talked about mass discontent, poverty, instability, lagging production and other signs of political and economic disarray in China."

While post-Mao reforms in China are globally applauded with commensurate publicity by the foreign media, the fact remains that framing still continues to play a prominent role in the reportage of China in the foreign media. They wait patiently for events to unfold; following which it is packaged in

form of framing. Magstadt (p. 235-236) capture this trend in the following words:

> China has begun suffering from an increasing crime wave. Theft and robbery have been particularly bad in the cities, while drug related crimes and prostitution are also on the increase – all representing the underside of China's economic expansion. Corruption is also rampant in China now. Business and politics have become tainted by routine acts of bribery, nepotism and unofficial favoritism.

Hardly is there any country in the global arena that is spared of crimes as well as the social-economic and political challenges listed in the foregoing. The problem is a global one though the proportion varies from one country to another.

Theoretical Framework

The primary obligation of the mass media in any polity is that of feeding the citizenry with information about happenings in their environment and beyond (Abubakar, 2011). Lasswell (1948), cited in Popoola (2005b p. 30), says that the three major functions of the mass media are "Surveillance of the environment, correlation of parts of society in responding to the environment and Transmission of social heritage from one generation to next." For a better understanding of the paper, each of the three concepts could be briefly explained.

Surveillance has to do with the primary responsibility of the media with regard to combing the environment for useful information that would make life meaningful for the people. In this context, the media, especially the print brand, having professionally combed the environment could discourage any practice that does not conform to the laws of the land in the area of trade relations as well as bilateral agreements between Nigeria and China. Correlation, on the other hand, involves interpretation of the information collected from the environment. When editorial, news analysis or commentary is published on the developments in China, the Chinese government may be forced to take some positive action to redress any ensuing problems.

Transmission of social heritage from generation to generation is the socializing function of the media through conscious education and enlightenment. It is an established tradition that newspapers and magazines must devote substantial space to foreign news in order to keep their readers abreast of development in their environment and beyond. This norm must be maintained and passed on from generation to generation; hence, the theoretical role upon which this study is erected is the agenda-setting theory of the mass media.

Reflecting on this, Dare (1997, p. 535) says "studies have indicated

that the news media perform an agenda-setting function" pointing out that "those topics given the most coverage by the news media tend to be the topics the audience identify as the most pressing issues of the day. Semetko (1996, p. 271) made a similar assertion. He contends that "agenda-setting research has provided substantial support for the hypothesis that the issues that are most prominent in the news are also the issues that are most important in public opinion." This is exacerbated by the fact that the media, such as the press, do not exactly reflect social reality because news is filtered, chosen and shaped by reporters and their editors (Abdulrauf, 2011, p.341).Explaining further, Folarin (1998, P. 68) declares:

> *Agenda-setting implies that the mass media predetermine what issues are regarded as important at a given time in a given society. Agenda-setting theory does not ascribe to the media the power to determine what we actually think; but it does ascribe to them the power to determine what we are thinking about.*

The fact that the media perform the agenda-setting function toward an audience is an indication of a social responsibility function. According to Adenle and Oso (2014, p. 103), "rather than helping to reinforce or re-inscribe unpopular practices, they should…help the society realize the need for a balance in power and politics." The social responsibility tasks of a reporter can, therefore, not be over-emphasized.

Data Analysis

This study adopted the survey method in gathering data from respondents who are senior editorial staff members of print media establishments in Lagos. Simple open-ended questionnaire was administered on the editors (foreign desks) who, by their experience, and professional placement are more suited to respond to the questionnaire items. The newspapers and magazines media whose editors were contacted are listed hereunder:

1. The Guardi
2. The Nation
3. The Sun
4. The Punch
5. Business World
6. Daily Champion
7. ThisDay
8. Nigerian Compass
9. Newswatch newspaper
10. Daily Trust
11. Business Hallmark
12. PM News
13. Nigerian Tribune
14. Vanguard
15. Hallmark newspaper
16. National Daily
17. National Mirror
18. News watch magazine
19. Daily Independent
20. The News magazine

The respondent's responses to the items are hereby presented.

Table 1: Reporting China in The Nigerian Print Media

Item	Option	F	%
How often is China reported in the Nigerian press?	Daily	-	-
	As the need arises	20	100
	Total	20	100

Table 1 shows China is reported in the Nigerian print media whenever the need arises, meaning that any time newsworthy story comes in, it gets published after passing through the gate-keeping process of the newsroom.

On the nature of Chinese stories reported as well as what informed their publication, the foreign desk editors claimed it centered on politics, crime, economy, relations between Nigeria and China, technology, road construction, energy, sports, tourism, and agriculture, among others. The foreign desk editor of National Mirror said, while adducing reasons for the publication of Chinese stories that, "Some of the stories are irresistible and would surely serve the best interest of Nigerian readers, especially, stories on technological breakthrough and medicine."

The PM News/The News magazine foreign desk editor on his part says the Chinese stories got published because they were of special interest to readers. "Stories about crime, community development, disasters, Chinese government policies that could affect Nigerians in China as well as Nigerian businessmen and women in China usually receive special considerations while deciding on stories for publication".

The foreign desk editor at ThisDay newspaper similarly contends that the Chinese steady growth, their exploits in automobile and communication technology as well as cheap products are newsworthy factors which the medium usually consider.

Table 2: How Favorable are the Published China-related Stories?

Item	Option	F	%
Are Chinese stories favorably or negatively reported?	Yes	9	40%
	No	12	60%
	Total	20	100%

From Table 2, 40% of the respondents said the Chinese stories were favorably reported while 60% disagreed. Some of the 40% respondents who claimed the stories were positively reported contended that the stories were true reflections of the situation in China. A growing

economy, an emergent regional power in Asia, as well as a country exerting enormous influence on Nigeria aptly capture this situation. The 60% who said "no" argued that the question is "neither here nor there" as newspapers and magazines, based on their professional callings are expected to publish stories as they come, bearing in mind that they are not makers of such stories.

Table 3: Rating Chinese Stories

	Option	*F*	*%*
How is China stories rated viz-a-viz other countries in the Asian Geo-political zone?	Highly rated	13	65
	Lowly rated	4	20
	Equally rated	3	15
	Total	20	100

Going by the statistical information deducible from Table 3, 65% of the respondents rated China over and above other countries in the Asian geo-political zone. The foreign desk editor of PM News/The News Magazine, for instance, argued that "China is growing in leaps and bounds and growing to become a world power in spite of the world's economic recession."He stressed further that "China is gradually becoming the next biggest economy in the world."

The foreign desk editor at Hallmark newspaper said that "Chinese products are readily available, cheaper in comparison with similar products from other Asian countries." Some 20% of the respondents however rated Chinese stories low in relation to other Asian countries. Some of the respondents claimed that the Chinese do not advertise their products and that whenever they have problems, they don't address them openly. The foreign desk editor of Business World newspaper said "the Chinese community still operates with the political philosophy of their country." Some 15% of the respondents, however, said all the countries in Asia were rated equally with China.

Table 4: Popularity of Chinese Products

	Option	*f*	*%*
Could popularity of Chinese products in Nigeria be attributed to the prominence given to the Chinese community?	Yes	11	55
	No	9	45
	Total	20	100

On Table 4, 55% of the respondents claimed that the popularity of Chinese products in Nigeria, especially in the areas of health

care, electronics among others, are as a result of the level of prominence given to Chinese community by the Nigerian print media. The respondent at Daily Independent newspaper argued that "there is no way you can report politics, business and economy without China being a leading economy."

The respondent at National Mirror newspaper said: "Chinese products are popular amongst Nigerians because they are regularly educated, sensitized and enlightened about the robustness of the Chinese economy."A similar view was expressed at the Nigerian Tribune that "China is the second largest economy in terms of the GDP and purchasing power after the USA. It is the world's fastest growing economy with growth rates averaging 10 percent over the past 30 years. China is also the largest exporter and second largest importer of goods in the world."

However, 45% of the respondents differed. One of them from the Sun newspaper said "a field research may be necessary to answer the question." The answer from Hallmark newspaper equally said: "the influx of Chinese products does not mean they have any viable quality."He opined that many of the Chinese products were of low quality. He specifically mentioned Chinese phones which many Nigerian youths are now avoiding

due to its poor quality. Another respondent who shared this position is the respondent from National Daily newspaper. He said the Chinese have studied Nigerians to discover that many are below the world poverty level and therefore taken advantage of that to bring in sub-standard goods. The foreign desk editor at Nigerian Compass, however, quoted the Chinese ambassador to Nigeria Deng Boqing as saying that the "the influx of sub-standard Chinese products in Nigeria was due to the inclination of African businessmen to opt for low prized goods."

Discussion, Conclusion and Recommendations

The study examined the Nigerian press reported China. Nigeria, it should be noted, operates a plural media system in which government, private individuals and religious bodies are the owners of the existing media in the country. However, the print media covered by this study are all privately owned. This decision is not deliberate. The once dominant government-owned print media operating in the axis investigated such as Daily Times, Lagos Horizon and New Nigerian were out of circulation when the study was carried out in the first quarter of 2013. It is instructive to note that government-owned print media across the country have been having it rough since the return of

democratic governance in Nigeria in 1999. One of the reasons for this is the content consumers' lack of trust in what they publish.

A cursory look at the way China is reported, represented or projected in the Nigerian press can be situated within the three main functions of the mass media put forward by Harold Lasswell mentioned earlier. The first is surveillance. An undisputable fact behind the reportage of Chinese stories by all the print media covered by the study is the urge to keep the public abreast of developments in China. That all the surveyed print media arrogated this duty to themselves is normal and should be expected. According to Glynn et al (1999, p. 382) "print and electronic news media have become a ritualized force to which we entrust much of this responsibilities".

The second function is that of correlation. Another major influencing reason behind the decision by the surveyed press to make Chinese stories part of their media menu for their audience stems from the need to keep them (audience) in touch with what others are thinking about the happenings back home in China. There are many Nigerians in China - businessmen and women, students and so forth just as there are lots of Chinese businessmen and women in Nigeria. As a matter of fact, a Chinese town exists at Ojota, a Lagos suburb. There are also Chinese schools in Lagos as well as numerous Chinese hotels and restaurants. The correlation function therefore serves to keep in touch with one another citizens of both countries.

The second function, going by the way it has affected the operations of the Nigerian print media also has a direct connection to the third function of mass media put forward by Lasswell. This function is that of transmission or the passing of the norms from one generation of practicing journalists to another. As some journalists on the foreign desks are disengaging, new and younger ones are being recruited and socialized into this tradition. Even though the surveyed media are privately owned, traces of censorial interference by their owners were not detected.

Going by the nature of Chinese stories published, one could assert that they were guided by professional canons of objectivity. Objectivity in this sense is in the context of Merrill (1974, p. 156) whose goal is that of "reportorial detachment and neutralism" and in the words of Omojola (2008, p. 175) where the audience of the media are not denied the "right to be seen, heard or react" to the published story.

Earlier, the study put forward five research questions in the beginning:

RQ1 asked how often China was reported in the Nigerian print media. The study found out that China was reported whenever newsy activities or development occurred. This is the position of all the foreign desk editors covered by this survey.

RQ2 sought to know the nature of Chinese stories reported. The study found out that they bothered on politics, crime, economy, sports, technology, health care, tourism among others

RQ3 asked if the reported Chinese stories were positive or negative. While 40% of the respondents said the stories were favorable, 60% claimed they were negative. Many of such negative stories were published on front page, others on the back page and the rest published on the foreign page inside the newspapers. Some of the magazines gave cover treatment to Chinese stories.

RQ4wanted to know how Chinese stories were rated by the Nigerian print media compared to stories from other countries in Asia. Some 65% of the respondents rated China highly. Far less 20 percent rated China low and 15 percent rated the country equally along other countries in the Asian geo-political zone.

RQ5 sought to know if the popularity of Chinese products among Nigerians and especially in the areas of health care,

electronics/communication and electrical appliances could be attributed to the prominence given to the Chinese community by the Nigerian print media. Some 55% of the respondents agreed while 45 % disagreed.

Consequently, the study puts forward the following recommendations:

1. Negative stories are highly injurious to the reputation of any nation-state. The need exists to control where it is possible, the outbreak of such stories. To achieve this, the paper recommend the suggestion of Glynn et al (p. 386) that "government and other stakeholders should try to influence the press and by that the public agenda."

2. The Chinese government, corporate bodies and other stakeholders should consciously work towards setting agenda for positive image. This is because reporters are often driven by an assumption that audiences will want to know about the stories published and consequently buy the newspaper or magazine so as to digest its contents. If deliberate efforts have been made to set agenda for positive image, it goes to suggest that when people buy the newspapers, or magazines, what they would read would be

the type of positive stories they wish to see.

3. To tackle the problem of framing which the study identified, the paper recommends the need for the Chinese government to develop the context of media presentations and stories which

can lead reporters to emphasize certain aspects of Chinese life or an event.

4. The various government agencies responsible for the standardization of products should step up efforts at eliminating exportation of poor or sub-standard Chinese products into Nigeria.

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Buildings that Talk! Ornamentation and its Meaning in Osogbo, Nigeria

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Abstract: This discourse focuses on ornamentation and its meaning as projected on contemporary buildings in Oshogbo, south west Nigeria, from the year 2000 to 2015. Ornamentation is examined from the economic, cultural and socio-political perspectives as they relate to home owners. The research highlights four major decorations on domestic architecture elements and their significance in the society. The method adopted is a combination of historical and qualitative analyses. Results show that house owners have a preference for using a myriad of materials for ornamental decoration on their buildings. In many cases a quintessential aestheticism to the environment is noticed as a distinguishing genre in the area of study, which highlights how sophisticated the home owners are in creating artistic forms.

Keywords: Ornamentation, meaning, contemporary, domestic architecture, culture, decorations, Oshogbo, Nigeria.

Introduction

This study highlights ornamentations and the meanings they project on buildings in Osogbo, a city peopled by the Yoruba ethnic group of south west Nigeria. Ornamentation is operationalized in this work to mean a decoration, an embellishment or adornment. The study explored mainly the Osogbo metropolis,

particularly the government reservation area (GRA) where there is a preponderance of contemporary buildings.

Studies affirm ornamentation as a creative work genre of the decorative arts (Darley 1986, para 2).The purpose of this ancient human endeavor is to enhance the beauty of buildings. Man has been decorating his objects, buildings, and himself throughout all of history. The context of ornaments and ornamentation is broad, constrained only by the limits of human imagination (Kaplan, 2009, pp121-132).

An ornament is a decorative device, not essential to the intrinsic structure of the building in context, but often necessary to emphasize or diminish the impact of structural elements, sometimes with iconographic roles (Curl, 2000, para 1) while ornamentation could be ichnographically symbolic to represent a corporate logo. It could be the application of ornaments on objects and people for overall beautiful disposition. Most cultures have evolved their own repertoire of architectural ornaments. Some of these materialize in the form of plant or floral motifs, animals and birds, emblems and heraldry, or human forms as reflected in architectural caryatids.

Ornamentation has been defined by a myriad of scholars from diverse disciplinary backgrounds. Majority of these definitions and explanations agree that ornamentation is an adjunct, embellishment or decoration to enhance aesthetic appeal. In architecture and the arts, it is a decorative detail used to embellish parts of a building or interior furnishing. Ornamentation is derived from a variety of media such as stained glass, studio glass, carved stone, wood or precious metals, Plaster of Paris (POP), clay, cement or even some kind of graphics produced from the computer and posted on the walls of the building visible to the residents of the building or passers-by. In cement and POP applications for instance, the mould for an ornamentation design is casted and impressed onto a surface as applied artifacts on columns or windows as appropriate. A multiplicity of decorative styles and motifs developed for architecture and the applied arts, including ceramics, furniture, metalwork and textiles. Decoration, synonymous with ornamentation is evident in civilization since the beginning of recorded history, ranging from ancient Egyptian architecture to date.

The choice of Osogbo as the study location was inspired by the presence of an art school located in the city. The school was initiated by Horst Ulli Beier, a German with Jewish roots who is remembered for his pioneering role in the development

of drama and poetry forms in Nigeria and a few other African countries. The school has churned out indigenous artists with peculiar art styles and characteristics. Among them are the late Taiwo Olaniyi (also known as 'Twin 77'), Jimoh Braimoh and Muraina Oyelami. These artists are respected and have succeeded in making Osogbo a reference point in art matters. There are many towns and cities in the southwest of Nigeria known for their artistic exploits but none seems to have a formal art school training directed at indigenous talents like the one established by Beier. The presence of the school has attracted researchers including this writer who investigated decorative art works on domestic buildings. The influence of art establishments and the resident's positive proclivity for the arts encouraged UNESCO to declare Osogbo a World Heritage Centre in 2005. A vital part of Osogbo's artistic scene is the Osun Shrine (believed to have impactful healing virtues). The Austrian artist and Osun devotee, Susan Wenger (1915-2009), was once the chief priestess at the shrine.

The ornamentation under investigation in this study should not be mistaken for the house sign design systems invented by Omojola (2015, p.5371). His invention is basically about house numbering that features three distinct design elements namely house number,

street name and the third element in the form of social message and outright advertisement. These elements are graphically packaged and posted on the frontal wall of a building. House sign is a novel marketing outlet that allows short messages to be transmitted to a micro audience that comprises the dwellers of the house and passersby. Building ornaments, while not about numbering, can be used to complement house numbering designs but this aspect is not part of the investigation in this study.

Methodology

The researcher adopted a combination of historical and qualitative analytical approaches for the study. Conceptually, the residences are treated as material (culture) artifacts. Material culture is the physical evidence of a culture in the objects and architecture they make. Therefore, the search for meaning of ornamentation on the buildings necessarily derives from the cultural context of Osogbo and the Yoruba people in general. In addition, the oral historical method was deployed to aid in the collection of historical data on the residential buildings from the patrons and the producers (artisans) of ornamentation in the study area. Specifically, the following qualitative research systems aided the study.

Observation

The strategy of physical observation was adopted to identify

ornamentation on buildings. Graphic illustration and descriptive analysis of the artifacts were carried out. The location of ornamentation on a building is particularly important in relation to its visibility. This was observed as well as identified on the buildings selected for the study. Furthermore, ornamental decoration on buildings is myriad but, only four were identified and discussed namely: floor level definers, the portal, windows, and gates and fences.

Interview

Oral history is the African transitory process of generating information from one generation to the other. Historical data were collected from landlords and their surrogates as the primary entry source. It is a very reliable approach as it gives first-hand information according to Munsterberg (2009, para 3). It is a potent approach for this study, since it allows the culture to speak for itself. The concept of oral historical method connotes a scheduled interview with key persons. These key respondents were the house owners and the artisans responsible for the production of decorations on the buildings. The tool of interview guide was adopted as flagged in Appendix I. The semi-guided interview schedule enabled more interrogation as the recipients responded. Such other data received from house owners captured the values and attitudes placed on the

ornamentation in buildings which aided the understanding of what the decorations symbolize. These were juxtaposed with situations of no ornamentation on buildings. Data collected from artisans in the city also revealed the content and medium of the ornaments and the value placed on these ornamentation motifs beyond economic and status considerations.

Data Collection

The primary source of data collection for this research work comprised the domestic buildings and the decorations on them. The research approaches generated descriptive and analytical data. The approaches had the additional advantage of providing data that came directly from the source that was investigated. The historical approach implied interviewing building owners as well as other informants. Re-living history would warrant interacting with eye witnesses or their surrogates through the oral historical method. It is important to note that the idea of interviewing surrogates became necessary because a number of direct witnesses were indisposed for a reason or the other. It has been established historically that the city of Osogbo grew from the traditional core area (Agbola 1997, p17); that is, the growth of Osogbo Township developed cyclically round the Oba's Palace tangential to the people's daily market place. The open market opposite the palace served as a focal

point and regarded as convenient for the monarch to meet his people when the need arose. The phenomenon is obsolete now for the sake of technology and development. The buildings were therefore chosen according to their locations indifferent areas which developed at different historical periods. An examination of the city revealed that the domestic building types differ according to these historical periods (Okpakoand Amole 2012, p.55). The selected buildings thus captured the historical periods implicitly in the different zones related to the historical development of the city. This selection process added the historical dimension to the selected buildings. The selected buildings were those identified as indigenous buildings with ornamentation. The selection was based on chronology and time. The selected buildings for investigation were chosen using the snowball sampling method because the landlords of the initial buildings carefully chosen did assist robustly in locating other ornamented buildings. Each building was cautiously investigated.

Findings and Discussion
The findings and discussion are qualitatively executed in the following paragraphs, using narratives and pictures. Decorations appear on some elements of the buildings such as the door and its terrace, the gable end of roof and pediments and the aeration holes that allow air into the ceiling, usually on the façade which appears extinct now in contemporary architecture. Further to the element where decoration appears on buildings is the long stripe of mould round the building top. This signifies the roof level and floor level definer located half way of the building height (with reference to a storey building). Others elements of decoration are the arches and columns of varying sizes and forms, the veranda balusters, the windows and window hoods of all forms, the fascia board, the wall treatments and rustications in addition to the gates and fences. Four elemental decorations were chosen for discussion of all the points of building embellishments reiterated. These are the floor level definer, the portal terrace, windows, and the gates and fence.

The Floor Level Definer (FLD)
The floor level definer is an indicator signifying the floor levels in a storey building. This is diversely expressed as desired by either the building contractor or the property owner. Some other prototypes are cantilevered with a combination of two/three floors on the same structure whereas some express no indication for the floor level. Plate 1 is an illustrated example of the contemporary FLD decoration variant. Two indicators in Plate 1 mark the FLD. There is a thin line divider protruding or rather a relief strip halfway the building height.

This goes round the building but the circle is incomplete for the decisive facade design. The second indicator of the FLD in the same Plate 1 is the differential hues displaying the demarcation of the lower and upper floors. In this circumstance, the building wall is turned into a painting canvas on which two colors are applied, thereby segregating the floor levels. The interface of the two colors is indicative of the floor level. Both the color differentiation

indicator and the relieved protrusion do not completely go round the building. The overall outlook is aesthetically pleasing to the eyes.

The structure in Plate 1, built in 2003, belongs to a journalist. The building had been renovated thrice in compliance with the extant environmental standards. The façade bears a double twin column over-hanging a vaulted arch, which emphasizes the building portal. The simplicity of his house is attractive.

Plate: 1. A thin, protruding floor level definer (FLD) on a contemporary Ornamentation genre; in conjunction with the color differentiation application mark the floor level

The Portal Terrace

The portal terrace is synonymous with the door and doorway as well as its surroundings leading into a building. An illustration is in Plate 2

below. The house is just one year old at the time of investigation, according to the co-landlord. The stone tiles on the floor and building facade welcome an approaching

visitor by their striking visibility. The tiles on the columns and remote wall portion are two of a kind. The first one is the rectangular (almost) flat stone tiles chipped into the walls of the prominent segmental arch and columns encountered as one approaches the entrance. This brand of stone tiles one comes across in most contemporary ornamented buildings.

The second is the smooth type on the far left behind the columns. The lower part of the wall bearing the smooth stone tiles hosts a half of the white baluster inlet gate before the black remote door into the house.

The over-hanging ceiling is decorated with white Plaster of Paris (POP). The remote building wall has two distinguished color combinations which enhance the aesthetic beauty of the building. A touch of horticulture is palpable at the portal terrace of this building. The sprouting flowers should soon attain maturity in a couple of months to further add splendor to the terrace. The owners (married couple) of the house by profession are interior and exterior designers and to them it should be the case of a house that talks. One of them said: "We want the house to say welcome to you before we say it!"

Plate 2: A Contemporary portal terrace decoration

The Elemental Window Decoration
The window is an element of the building usually chosen for ornamentation to add beauty for aesthetic purposes. It is a functional device on the building, dedicated to achieving free movement of fresh air exchange in and out of the building. Ventilation within the building is a necessity for good health. The contemporary taxonomy of window designs is diverse and appealing. They achieved aesthetics with different shapes and sizes. The designs hardly have hoods except one example located on one of the chalets of an almost completed building in the GRA. The buildings in the compound are actually completed and at the finishing stage.

Plate 3: An arched contemporary window design

Plate. 3 is a unique window design after the late Roman example (Adam, 1989.pp.55-103). Its shape is arched at the top and comes down with two legs as in arch and column. It is sculpted round. A strip of mound forms the base line of the pseudo-column legs, giving it a balanced overall design. The location of the window, the wall color, colors of the molded frame, the glass and the steel are harmonious. It is perfect, and aesthetically pleasing. Most other forms of the contemporary shutters are as represented in Plates 1 and 2; while others are much wider with four to six vertical and four horizontal rows. The one in Plate 2 is structured with

two vertical and four horizontal rows.

A most unique one that is worthy of mention is the Oriel shutter type which existed in ancient period now resurfacing in the contemporary time. It has a semi-circular window design. In England about the late medieval ages, such projection on a lower floor was called a 'Bay' window (Adam, 1990, p.159). In other words, the Plate 3b window type is a projection from both the upper and lower floors giving it a nomenclature of Oriel and Bay windows. But for this research, it is taken as Oriel window. Historically, the Oriel window was defensive in origin by being able to monitor assailants without being noticed from within. This window type came to have a luxurious character with seating space and large areas of glass in the late medieval ages. The type in Plate 3b is a modification to the late medieval age form as the content in height is half glass and half concrete/stone tiles. This corroborates Cordell's observation that the Yoruba adopts change in their culture and any imported idea is never taken hook line and sinker but slightly modified to suit their cultural setting, making it exclusively Yoruba or Nigerian (Cordwell, 1983).

The Gates and Fences in Contemporary Architecture
The custom in Osogbo currently is that people delineate their properties by erecting a fence to distinguish one property from another and as a way of forestalling encroachment. This is unlike in the ancient time when people built houses without fence and owners could perceive passersby' footsteps close to the window. Low fences though less protective enables easy sighting of an intruder which elicits a prompt call to the police. Plate 3a is an illustration of a low fence and gate in the contemporary time. For any visitor to gain access into the compound, he would require the attention of the residents. Plate 3b is another example of a relatively low fence. Though not as low as Plate 3a, it, however, is low compared to some high fences that have no see-through framework. It is aesthetically notable that the hue and decoration on the fence is very similar to the edifice within the fence.

Plate 3a: Atypical Low Fence and Gate in Contemporary Architecture

Plate 3b: A relatively low fence in contemporary time

The high fence, illustrated in Plate 4a, has deceptive convex shaped decorations of sharp Piercing rods in black color targeted as piercing instruments against unwelcome guests. Both house owners and the builders work together to fashion out defensive decorative features on buildings to combat burglars and assailants. The wall of the high fence is decorated with a semi-circular shaped stone tiles towards the base,

in segments of 2.4 meters interjection by four sided pillars. A space measuring 0.6 meters is earmarked for horticultural decoration to compliment the fence. These are the main decorative features of the contemporary fences whether high or low, denoting class for the owner and occupant. Plate 4b is an aggressive looking gate that any stranger will should dislike. It appears like the gateway to the residence of the Prince of Persia, the biblical demon that specializes in usurping people's blessings. The gate is high, so is the fence. One could only observe the roof of the storey buildings behind the walls. These frontal elements (gate and fence) are not looking friendly at all. The gate is solid metal with a high grade gauge up to the top. The upper part has decorations with piercing, pointed rods, welded to a curved framework, ready to waste the blood of its victims.

Plate 4a: A Contemporary High Fence Belonging to the Gate in Plate 4b.

Plate 4a: A 'mean' looking gate detesting the presence of strangers

The Socio-economic and Political Considerations

The Yoruba have a culture that is rich in art and are among the most prolific people in the world of art (Delange, 1974; Ottemberg, 1983; Drewal and Pemberton, 1989). The study shows that residents at the GRA are oil company workers, business men and women, retired civil servants scheming for political positions, government officials and politicians in both active and retired capacities - all using the Osun State capital (Osogbo) as a country home. The aesthetics and meaning of ornamentation on domestic buildings in this location is not far-fetched as such houses belong to owners who are in the upper-crust level of the society.

The decorations are seen within their own aesthetic framework. Behind this is the idea that art has its functionality value (Lazzari and Schlesier, 2008, pp. 35-41). The function of art is to enhance the beauty on what it is imputed, thereby transforming the appeal of its host. Aesthetics connote beauty and the philosophy behind it including everything that contributes to our perception of creative expression. The purpose of ornamentation in buildings is to add beauty to the appearance and make it appealing to the eyes.

Lazzari and Schlesier (2008) have noted that ornamentation serves more than adding beauty to things. It may also direct a particular attention to major elements of the building such as doors and doorways serving as the entrance, the columns and arches, as well as wall treatments. The decorations of these elements not only add to the aesthetic treatment of the building but the meanings are also derived in relation to their functions. The function of an element confers meaning on that particular element, not only in connection with what it metaphorically connotes. Ornamentation on building elements may also be symbolic of wealth, class and power. For instance, a door is a door but the value goes beyond a door if it has an embellishment on it. The decoration that Yoruba create on the entrance through a facade calls for attention (Darley, 1986. para 2). Denyer's allusion of the decoration on Yoruba doors emphasizes the significance of the entrance or an inroad to the Yoruba race. The door itself tells one the relative importance and the power of the one who owns the house. Yoruba doors and doorways are so important that other ornamentations on the building are metaphorical accents punctuating the structure.

The ornamentation on the elemental decoration of the door in Plate 2

indeed signifies class, power and opulence. The use of beauty expressed as symmetry is common in the design of domestic buildings, in the ancient designs, as well as other contemporarily decorated designs and more recently in cities. Taking into account the entire sensory life of human beings, contemporary urban planning, architecture, and landscape design all have an eye for aesthetics. In this sense, modern design is interested in the shape of a city, house or park more than its function. The artist is more interested in form as well as the expression of both meaning and beauty in our surroundings.

Ornamentation also serves as an impressive metaphor for wealth and power since it is expensive to create and install, especially on a large scale (Whitehead, 2010, pp1-4). The subject is aesthetically pleasing, adding interest and complexity to a large expanse of bare walls, transforming the ordinary into the sublime. Ornamentation often carries political significance with ornamental elements chosen for propagandistic goals (Whitehead, 2010, pp1-4).

The meaning of these decorations, relative to their forms, emphasizes the importance of their formal qualities (Panofsky, 2012, pp.8-15). This is especially true when their contents are read in the context of structuralism in which the social and cultural structures also shape the

meaning of the art of ornamentation (Lazzari and Schlesier, 2008. pp 35-41). Stone or ceramic tiles cut into shape, for instance, are applied as appropriate in landscape or portrait orientation on the wall or floor to create artistic designs. These social and cultural structures are seen to contextualize the aesthetics of ornamentation art from the structuralist perspective. This is in view of the fact that human culture may be understood by means of behavioral structure, substantiated by concrete reality rather than theoretical idealism (Mann, 2016 para. 3).

Conclusion

The study discussed ornamentation on contemporary buildings and their meaning in Osogbo, Osun State of Nigeria. The discussion has affirmed that aesthetics with regard to ornamentation is not just about beauty and the philosophy behind it, but everything that contributes to our art experience. The varieties of ornamentation adopted on these buildings are influences of a combination of the Brazilian and classical architecture some of which still reflect the originality of its source while others have undergone modifications to be uniquely Yoruba style. Ornamentation in domestic buildings has a positive influence on the economy of the artisans and the house builders as well as enhances the general urban landscape of the city. It creates the means of livelihood for these artisans and fosters development of Osogbo.

The rapid development of city has exacerbated the penchant of the wealthy class for land acquisition to build structures with impressive ornamentations. It, however, gladdens the heart that even poor people still endeavor to erect their own structures with decorations they can afford. While such buildings are not visible in areas as expensive as the GRA, they still attract some attention in their humble locations and exhibit some semblance with classical architecture ornamentation. The cheering news is that both the poor and rich are ornamentation-conscious!

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