



# **MEDIA & COMMUNICATION CURRENTS**

A publication of the Department of Mass Communication, University of Maiduguri, Nigeria

**Vol 1. No. 1, June 2017**

**ISSN: 2635-389X**

Journal devoted to intellectual thinking, based on historical, epistemological, methodological, theoretical and technical/policy discourses and expositions on any aspect of media and communication

# MEDIA & COMMUNICATION CURRENTS

## EDITOR-IN-CHIEF

Prof. Israel Wilson Udomisor

Department of Mass Communication, University of Maiduguri, Nigeria

## EDITOR

Joseph Wilson, Ph.D Department of Mass Communication, University of Maiduguri, Nigeria

## ASSOCIATE EDITORS

- Peter Sale, PhD (Associate Professor), Department of Visual and Performing Arts, University of Maiduguri, Nigeria
- Chrostopher Mtaku, PhD, Department of Visual and Performing Arts, University of Maiduguri, Nigeria
- Abubakar Mua'zu, PhD Department of Mass Communication, University of Maiduguri, Nigeria
- Mohammed Gujbawu, PhD, Department of Mass Communication, University of Maiduguri, Nigeria
- Nuhu Diraso, Gapsiso, PhD Department of Mass Communication, University of Maiduguri, Nigeria
- Jonathan Miangwa, PhD, Department of Political Science, University of Maiduguri, Nigeria
- Nassir Abba Aji, PhD, Department of Mass Communication, University of Maiduguri, Nigeria
- Mustapha, Momoh, PhD, Department of Business Administration, University of Maiduguri, Nigeria

## EDITORIAL ADVISORY BOARD

- Professor Des Wilson, Department of Communication Arts, University of Uyo, Akwa Ibom state, Nigeria
- Professor Umaru Pate, Department of Mass Communication, Bayero University Kano
- Professor Lai Oso, Faculty of Communication, Lagos State University, Nigeria
- Professor Jerry Domatob, Department of Mass Communication, Alcon State University, Lorman, Mississippi, USA
- Professor Nosa Owens-Ibie, Dean College of Social and Management Sciences, Caleb University, Lagos, Nigeria
- Professor Danladi Musa, United Arab Emirates University, Al-Ain, UAE
- Professor Bala Ahmadu Musa Department of Communication Studies, Azusa Pacific University, California, USA
- Professor Abba Gana Shettima, Department of Sociology and Anthropology, University of Maiduguri, Nigeria
- Professor Mustapha Nasir Malam Department of Mass Communication, Bayero University Kano

# TABLE OF CONTENTS

<b>Contributors</b>	<b>Title</b>	<b>Pages</b>
Amina Abana	Press Coverage of Maternal Health Issues in Selected Nigerian Newspapers	1- 18
Adamkolo Mohammed Ibrahim , Mohammed Alhaji Adamu & Mohammed Gujbawu	Analysis of the Expectation of Effort Expended when ICT is used in Academic Learning Activity: Influence of Effort Expectancy and Moderating Role of Experience	19-38
Ibrahim Muhammad Doko & Yakubu Ozohu-Suleiman Ph.D	An Analysis of Newspaper Coverage of Federal Government, Academic Staff Union of Universities Crisis in Nigeria (July -December 2013)	39-52
Shadrach Idi	An Analysis of Online News Media Coverage of 2015 Presidential Election in Nigeria	53-68
Anderson A. Unwuchola, Toyin Adinlewa & Kenneth Udeh	An Appraisal of the Role of ICT as a Tool for Participatory Democracy in Nigeria	69-87
Amenaghawon Francis Ph.D	Print Media Framing of the Niger Delta Conflict in Two Selected Nigerian Newspapers	88-101
Lukman Adegboyega, Abioye Ph.D	Issues and Themes in Traditional Festivals as Agents of Social Mobilization: A Look at Egungun and Oro Festivals	102-120
Joseph Wilson PhD & Nuhu Diraso Gapsiso PhD	ICTs and the Dynamics of Information Administration in Nigeria: A look at New Media and Information Management in the Face of Contemporary Security Challenges	121-135
Mainasara Yakubu Kurfi Ph.D	Social Media Users Opinion on Facebook and Email Frauds: A Study of the Students of Kaduna State University, Nigeria	136-148
Daniel Ofomegbe Ekhareafu & Isaac Michael, Akoseogasimhe	A Textual Analysis of 2015 Presidential Election Advertisements in Selected Nigerian Newspapers	149-177

# EDITORIAL NOTE

Media and Communication Currents is a new arrival in the communication scene. Is a journal devoted to intellectual thinking, based on historical, epistemological, methodological, theoretical and technical/policy discourses and expositions on any aspect of media and communication. The journal provides an effective platform for dissemination of vital information to educators, students, practitioners and the public on issues affecting communication and national development.

We want to appreciate the public, particularly those who responded to our call for papers. We want to assure all that Media and Communication Currents will provide the platform for stimulation of intellectual knowledge in every sector of national development efforts.

In this maiden edition ten vital and useful articles dealing with issues of communication and development written by experts are put together for your reading.

The study by Abana discussed the roles of communication in the Millennium Development Goals as it affects the health sector, which is a greater concern to everybody and every society.

Ibrahim, Adamu and Gujbawu explored the roles of Information and Communication Technology on students learning efforts. Anderson and others discussed the function of Information Technology as a tool for participatory Democracy in Nigeria, using the 2011 and 2015 general elections of as a reference point.


Doko and Sulieman explored newspapers coverage of social issue from the standpoint of Academic Staff Union of Universities and Federal government crises of July-December 2013. Idi looked at online media coverage of 2015 Presidential election in Nigeria to give an insight on direction of reports and portrayal of political parties.

Abioye introduced a different perspective to the use of communication in dealing with societal issues. He explored the role of traditional festivals as agents of societal mobilization from the standpoint of Egungun and Ore Festivals in Nigeria.

The study by Wilson and Gapsiso examined Media and information management, taking into account current security challenges in Nigeria. Kurfi in his work explored social media users' opinion on Facebook and Email fraud.

Ekhareafu and Akoseogasimhe gave a textual analysis of the Nigeria's 2015 Presidential Election Advertisements as obtained from selected Nigerian newspapers.

The contents of this maiden edition or volume has been very carefully put together by the editorial team to provide readers with the most needed knowledge and information on key areas of communication and national development.



Editor-in-Chief  
Professor Israel Wilson Udomisor