



# **MEDIA & COMMUNICATION CURRENTS**

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

**Vol 2. No. 2, December 2018**

**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.

©Department of Mass Communication, UNIMAID, Nigeria 2018

# 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
- Christopher 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, Alcorn 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

Contributors	Title	Pages
Ogunyombo, Oludare Ebenezer Azeez, Olakunle Yunus	Exploring the Perspectives of Selected Public Relations Professionals on the Made-In-Nigeria Campaign	1- 20
Ezegwu, Daniel Too-chukwu Ezeonyejiak, Njideka Patience Asodike, Sylvia Obianuju	Newspaper Framing of Monkey Pox Outbreak and its Influence on Media Audience Perception in South East Region of Nigeria	21-38
Ndinojuo, Ben-Collins Emeka Ph.D Prof. Ihejirika, Walter C.	Nigerian Political Parties and their Social Media Followership: Aftermath of 2015 General Elections	39-58
Musa Taha Taialla Elhadad Ph.D	The Impact of Media Coverage: The Issue of the Grand Ethiopian Renaissance Dam and Inter-Relations between the Eastern Nile Basin Countries	59-77
Jamila Mohammed Dahiru Yakubu Ozohu-Suleiman Ph.D	Disequilibrium in NTA coverage of Political Campaign: Analysis of the 2015 Nigerian Presidential Election	77-89
Ntiense J. Usua Ph.D	Mobilizing against failing media and resisting a failed political system: Mass self-communication for the redemption of the Nigerian state	90-104
Chinedu A. Nwamara	BOOK REVIEW Ezekiel S. Asemah, Angela N. Nwammuo, Adline O.A. Nkwam-Uwaoma, <i>Theories and Models of Communication</i> , Jos University Press, Jos. 2017 ISBN 978166390. p 413	105-108

# EDITORIAL NOTE

Media and Communication Currents 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.

In this edition, Seven articles dealing with media, communication and development issues, authored by scholars are put together for your intellectual thinking. The study by Ebenezer and Yunus Explored the Perspectives of Selected Public Relations Professionals on the Made-in-Nigeria Campaign.

Toochukwu, Patience and Obianuju analysed Newspaper Framing of Monkey Pox Outbreak and its Influence on Media Audience Perception in South East Region of Nigeria.

Emeka and Walter examined Nigerian Political Parties and their Social Media Followership: Aftermath of 2015 General Elections.

Elhadad discussed the Impact of Media Coverage in relation to the Issue of the Grand Ethiopian Renaissance Dam and Inter-Relations between the Eastern Nile Basin Countries.

Dahiru and Suleiman analysed the Disequilibrium in NTA coverage of Political Campaign: Analysis of the 2015 Nigerian Presidential Election.

Usua examined the Mobilizing against failing media and resisting a failed political system: Mass self-communication for the redemption of the Nigerian state and Nwamara reviewed the book Theories and Models of Communication by Ezekiel S. Asemah, Angela N. Nwammuo, Adline O.A. Nkwam-Uwaoma,

These thoroughly reviewed and selected works provide an interesting and insightful read as well as areas for further studies.



**Professor Israel Wilson Udomisor**  
**Editor-in-Chief**