COVERAGE OF CONSUMERISM IN THREE SELECTED NIGERIAN MAINSTREAM NEWSPAPERS

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Abstract

This study examined the coverage of consumerism by three Nigerian mainstream newspapers-The Nation, Daily Trust and Punch between July 2019 to June 2020. The study adopted content analysis as method of study and Agenda Setting theory as framework. Findings revealed a gap in the coverage of consumerism in the selected newspapers. Findings also show that the stories on consumerism were published mainly in the inside pages and on a dedicated column, which limited their prominence. The study concludes that there are gaps not just in newspaper coverage, but also in newspaper content especially as it relates to prominence given to the reportage of consumerism. Therefore, it is recommended that media should give prominence to consumerism stories so that issues bothering on consumerism can be placed on the front burners of public discourse just as the other stories that are accorded prominence. It is also recommended that print media organizations reevaluate their editorial stance and house style so as to give adequate attention to issues faced by consumers in exchange relationships. Finally, it is recommended that gatekeepers should consider creating a consumer beat in their respective print media organization, as it will ensure the reportage of more activities and foster conversations about the need for consumer protection.

Introduction

Generally, businesses exist to satisfy the interests of its stakeholders and to fulfill the business objectives of survival, profitability, expansion, growth and social responsibility

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