




**The Companion to Communication
and Development Issues**

Essays in Honour of Prof. Des Wilson



Contents

Contents	iv
Dedication	ix
Acknowledgements	x
Preface	xi
Notes on Contributors	xv

PART I: INDIGENOUS COMMUNICATION ISSUES

Chapters

1	Mapping the Territory of Indigenous Communication: Wilson versus Wilson by <i>Ayobami Ojebode, Ph. D.</i>	1
2	Non-verbal Communication and African Indigenous Communication by <i>John Okon</i>	17
3	The Art of Story-telling for Child Moral Education in Tivland: Relevance in an Information Age by <i>Jude Kur, Ph. D.</i>	31

PART II ETHNO-CULTURAL AND CONFLICT COMMUNICATION ISSUES

4	Practices and Challenges of Media Performance in Conflict-Prone Multicultural Nigeria by <i>Prof. Umaru Pate, Ph. D.</i>	55
5	Utilising African Traditional Communication for Conflict Management in the Post-Amnesty Era of the Niger Delta Region in Nigeria by <i>Essienubong Ikpe, Ph. D.</i>	69

6	Ethnic Diversity, Ethical Issues and Cultural Revival among African Peoples: The Place of Communication by <i>Aniefiok Udoudo, Ph. D.</i>	85
7	Entrenching an Afro-centric Cultural Paradigm: Localising the Agenda Setting Model by <i>Presly Obukoadata.</i>	97
8	Traditional Edutainment, Modern Mass Media and Africa's Cultural Relevance by <i>Ntiense Usua</i>	111
9	The Cultural Implications of Media Imperialism for Nigeria's Development by <i>Ezekiel Asemah</i>	133
10	Indigenous African Musical Composition: An Experiment on Anie Ulong Idot Ekpo in Annang by <i>Sunday Udofia</i>	145
11	Indigenous Communication System in Managing Ethnocentric Crises: Implications for Development Goals Achievement in Nigeria by <i>Ogonna Anunike</i>	161
12	Trado-media and the Resolution of Mbiakong and Ifiayong Usuk Conflict by <i>Nevelyn William and Joseph Edem Udo</i>	171

PART III COMMUNICATION, POVERTY AND DEVELOPMENT ISSUES

13	Poverty in the World's Southern Regions and Communication of the Solutions by <i>Herbert Batta, Ph. D and Ibanga Isine</i>	189
----	---	-----

- 14 **Poverty, Community Dialogue and Participatory Development in Nigeria**
by Uwem Akpan, Ph. D. 207
- 15 **Urban Poverty and the Mass Media in Nigeria** *by Gideon Isika* 219
- 16 **Indigenous/Modern Communication and the Paradox of Development in Nigeria**
by Ben Nwanne, Ph. D. 237
- 17 **An Appraisal of Advocacy for a Synergy between Traditional/Modern Media and the Paradox of Development in Africa**
by John Orhewere, Ph. D and James Onosu 253

PART IV: POLITICAL COMMUNICATION ISSUES

- 18 **Mass Media and Democracy in Nigeria: The Prospect of a Pan-Nigerian Public Sphere**
by Prof. Lai Oso, Ph. D. 271
- 19 **Argument for a Wilsonian Theory of Political Communication**
by Nsikak Idiong, Ph.D. 297
- 20 **The Press and Crises of Political Development in Nigeria: A Review of Intergroup Struggle for the Control of Power during Democratic Periods**
by John Galadima, Ph.D. 309
- 21 **The Mass Media and the Challenges of Election Crises in Nigeria. A Road Map to 2015 General Elections** *by Christopher Ochonogor, Ph. D and Christie Omego* 331

- 22 **Political Communication, the Media and Sustainable Political and Democratic Development in Nigeria** *by Ifeanyi Nwokeocha* 341

PART V: INFORMATION AND COMMUNICATION TECHNOLOGY ISSUES

- 23 **The Problems of ICTs in Research by Mass Communication Scholars in South South Nigerian State Universities**
by Sifon Ibekwe (Post Humous) 351
- 24 **Computer-Mediated Communication (CMC) and the Challenges before Users in Nigeria** *by Prosper Festus Olise, Ph. D.* 373
- 25 **Information and Communication Technologies as Catalysts for Socio Economic Transformation in Nigeria**
by Nicholas Iwokwagh, Ph. D and Paul Obagwu 393
- 26 **The Internet: A 21st Century Medium of Communication for Public Relations and Advertising Practice in Nigeria**
by Obiageli Ohiagu. 405
- 27 **New Media, Cultural Imperialism and Global News Flow: Portents for Third World Development** *by Venatus Agbanu* 423
- 28 **Information and Communication Technology in Media Practice: Implications for Nigeria**
by Nnamdi Nwanyanwu and Amadi Okechukwu 445
29. **Mitigating the ICT Effects of Climate change**
by Assang Benjamin Enahoro 459

PART VI: GENDER, HUMAN RIGHTS AND OTHER SOCIAL ISSUES

- 30 **Gender Stereotypes and Trado-modern Communication Delivery Systems in Rivers State**
by Godwin Okon, Ph. D and Morgan Omodu 479
- 31 **Mass Media Role in Decommodification of Women and Children**
by Charles Obot, Ph.D. 489
- 32 **Eradication of Violent Cultures against Women in Nigeria: The Role of the Electronic Media**
by Regina Acholomu, Ph. D. 505
- 33 **Communication, Equity and Human Rights Issues in Nigeria** *by Nsikan Senam* 519
- 34 **Crime, Media, and Africa's Development Crises: The Need for Social Reconstruction**
by Aniekan S. Brown, Ph. D. 537
- 35 **Western Media Portrayal of Africa and the Challenges of Rebranding the Continent by Local Media** *by Chinedu Ugwonna.* 549

Index 561

ACKNOWLEDGEMENTS

Dedicated to

Professor Desmond Ephraim Wilson

the Lettered Man
the Man of Distinctive Abilities
the Man of Experience and Diligence
the Dedicated Professional
the Consummate Researcher
the Prolific Writer
the Man of Diverse Responsibilities
the Man of Goodwill
the Learner, the Teacher, the Servant

his handbook and many which preceded it
could not have been possible without the
Professor Comfort Okon
the Man of Experience and Diligence
the Dedicated Professional
the Consummate Researcher
the Prolific Writer
the Man of Diverse Responsibilities
the Man of Goodwill
the Learner, the Teacher, the Servant

the Lettered Man
the Man of Distinctive Abilities
the Man of Experience and Diligence
the Dedicated Professional
the Consummate Researcher
the Prolific Writer
the Man of Diverse Responsibilities
the Man of Goodwill
the Learner, the Teacher, the Servant

ACKNOWLEDGEMENTS

This handbook and many other activities which preceded it, could not have been possible without you: Professor Comfort Ekpo, Prof. Charles Uko, Prof. Anthony Akpan, Prof. Okon Ansah, Prof. Umaru Pate, Prof. Lai Oso, Dr. Ebenezer Soola, Dr. Danjuma Gambo, Dr. Essien Ikpe, Dr. Nkereuwem Udoakah, Dr. Mbuk Mboho, Dr. Ashong Ashong, Dr. Grace Nwagbara, Hon. Esemey Eyiboh, Dr. Peter Esuh, Dr. Nsikan Nkana, Chief Nduese Essien, Mrs. Elizabeth Wilson, Ima-Abasi and IniAbasi Wilson, Michael Nzan, Aniebo Samson, Iboro Otongaran, Ibanga Isine, Dr. Prosper Olise, Nsikan Senam, Eldred Amadi, Ogonna Anunike, Sam Otuonye, Dr. Charles Obot, Mrs. Ndifreke Gomina, Godfrey Batta, Dr. Angela Nwammuo, Dr. Nsikak Idiong, Dr. Godwin Okon, Dr. Uwem Akpan, Nevelyn William, Dr. Mfon Itok, Lucky Ojobor, Abdullahi Bashir, Dr. Aniefiok Udoudo, Nicholas Awakpa, Sunday Akpan, Dr. Ita Ekanem, Joe Effiong, Nigeria Union Journalists: (AKS), Tom Alemoh, Dr. Ben Nwanne, Akpandem James, Okon Udoeyo, Emmanuela Ibok, Sam Akpe, Soni Daniel, Mojeed Musikilu, Bassey Udo, Hon. Harcourt Whyte Dike, Sunday Antai, Uduak Ekong, Elsie Udofia, Helen Udofa, Comfort Umanah, Dr. Nicholas Iwokwagh, Dr. Victor Kogah, Maurice Onyiruka, Dr. Fautinus Ginikanwa, Dr. Jude Kur, Dr. John Orhewere, Dr. Herbert Batta, Chinenye Nwabueze.... THANK YOU!

Preface

It is impossible to contemplate life without communication and life, without progress, advancement, improvement and in one word, development; is meaningless. That is why Watzlawick's "Man cannot not communicate" resonates well with everyone and Des Wilson's "Communicate or Perish" makes a whole lot of meaning. We see communication as meaning, message, understanding, medium and; development, not as skyscrapers, GDP, flyovers, concrete/asphalt jungles and mega cities but as food, decent habitation, sound health, peace of mind, education, gainful work, safe environment and all such things that ensure the dignity of the human person.

There is a strong nexus between development and communication. The state of communication resources is indicative of a people's level of development. Importantly, communication provides the platform for the broadcast of development goals, issues, and programmes in both endogenous and modern ways.

These concerns indicated above and the fact that Africa is embroiled in development crises namely poverty, health crisis, cultural crisis, debt crisis, environmental crisis, moral crisis, education crisis, etc. propelled the Department of Communication Arts, University of Uyo, associates, former students, students and friends of Professor Wilson to act. The action came in the form of organising the Des Wilson Conference on Communication held at the University of Uyo, Uyo, Nigeria on March 17th to 18th, 2011 to celebrate on the theme: Indigenous/Modern Communication Systems and Africa's Development Crisis. The well-attended conference was also meant to celebrate one of Africa's renowned exponents of indigenous communication systems – Professor Des Wilson – his life, times, and scholarship particularly because just the previous year, he marked his sixtieth birthday.

This book is a product of that conference. Indeed, earlier, a fraction of the scholarly papers were published in the *Journal of Media and Aesthetics* and, at the conference, a collection of essays

published by VDM Verlag Dr. Müller Saarbrücken, Germany; edited by Ebenezer Soola, Herbert Batta, and Chinenye Nwabueze and titled: *Communication and Africa's Development Crisis* was presented to honour Professor Des Wilson.

In this book, there are 35 chapters and six parts. Part I deals with Indigenous Communication issues and has three chapters. Chapter 1: Mapping the Territory of Indigenous Communication is written by the erudite international scholar, Ayobami Ojebode. Chapter 2 is on Non Verbal Communication in Indigenous African Communication System and is contributed by John Okon—a United States-based academic. Chapter 3, contributed by Jude Kur looks at the relevance of story telling for child moral education in Tivland in an information age.

Part II deliberates on ethno-cultural and conflict issues. Prof Umaru Pate is the author of Chapter 4 which is on media performance in conflict-prone multi-cultural Nigeria. In Chapter 5, Essienubong Ikpe, an Associate Professor of Communication Arts delves into the use of African traditional communication to manage the Niger Delta conflict, post amnesty. This part contains nine chapters in all which address pertinent issues such as ethnic diversity, Afro-centric cultural paradigms, traditional edutainment, cultural/media imperialism, indigenous African musical composition, and conflict/ethnocentric conflict management through indigenous media.

Poverty and development issues form the preoccupation of Part III. In five chapters, this part of the book examines poverty in the world's South in chapter 13. Chapter 14 by Uwem Akpan looks at community dialogue and participatory communication as necessary requirements for the mitigation of poverty via development. In Chapter 15, Gideon Isika assesses the role of the mass media in instigating rural-urban drift and providing solutions to urban poverty. Chapters 16 and 17 by Ben Nwanne and; John Orhewere and James Onosu respectively provide insights into trado-modern communications systems and the paradox of development.

In Part IV the discourse is on political communication issues given elaboration in five chapters. Chapter 18 contributed by Prof.

Lai Oso, a distinguished development/political communication scholar deals with the prospect of forging a Nigeria-wide public sphere through the instrumentality of the media and politics. In Chapter 19, Nsikak Idiong proposes a Wilsonian theory of political communication to give a lie to the fact that folk media studies are Des Wilson's only research interests. John Galadima provides an in-depth expose on the press and the crises of political development in Nigeria in Chapter 20 and in Chapters 21 and 22, Chris Ochonogor and Christie Omego, and Ifeanyi Nwoke respectively deal with the media, the electoral process, and democratic developments in Nigeria.

Part V is concerned with ICT issues. This section addresses the problems of ICT use by researchers. In Chapter 23, is by Sifon Ibekwe who died shortly after presenting this article. We publish it posthumously and ask the good Lord to rest his gentle soul. In Chapter 24, Festus Olise evaluates the challenges which users of computer-mediated communication face. Chapter 25 situates ICTs as catalytic to socio-economic transformation in Nigeria and in Chapter 26, the Internet as a 21st Century medium for PR and Advertising comes under focus. In Chapter 27, Venatus Agbanu interrogates what the new media, cultural imperialism and global news flow portend for the Third World. In Chapter 28, the authors explicate the implications of ICTs for media practice in Nigeria. In Chapter 29, Assey Enaharo deals with ICTs and climate change.

Finally, Part VI focuses on gender, human rights and a few other social issues. Godwin Okon and Morgan Omodu deal with gender stereotypes and trado-modern media systems in Chapter 30. In Chapter 31, Charles Obot examines the role of the media in decommodifying women and children. Regina Acholonu's discourse in Chapter 32 is on the role of the electronic media in combating violent cultures against women. Nsikan Senam gives insights into communication, equity, and human rights in Nigeria in Chapter 33. Chapter 34 by Aniekan Brown and Chapter 35 by Chinedu Ugwonno examine the media's reconstructive propensity regarding the fight against crime as well as the portrayal of Africa in the Western press

and the need to rebrand the continent.

A good look at the parts and chapters of this book shows that not only are the topics broadbased, incisive, and instructive; the treatment is in-depth and the contributors come from a multiplicity of communication schools – the Uyo School, the Ibadan School, the Maiduguri School, the Jackson School, etc. This explains the breadth of perspectives which run through the chapters. It is evident that in terms of addressing the place of communication in Africa's development crises, the authors are not only diagnostic, they are equally prescriptive. Our candid conclusion is that communication stakeholders, development planners, professionals, and scholars have in this volume a rich mine of cutting edge knowledge to explore, tap from, synthesise, and refine. Welcome to *The Companion to Communication and Development Issues: Essays in Honour of Prof. Des Wilson*.

Notes on Contributors

1. **Ayobami Ojebode, Ph. D.** is a senior academic at the Department of Communication and Language Arts, University of Ibadan, Ibadan.
2. **John Okon** is of the State University of New York, Albany, United States.
3. **Jude Kur, Ph. D.** is a Senior Lecturer at the Department of Mass Communication Technology, Federal University of Technology, Minna, Niger State.
4. **Prof. Umaru Pate** teaches at the Department of Mass Communication, University of Maiduguri, Borno State.
5. **Essienubong Ikpe, Ph. D.** is an Association Professor at the Department of Communication Arts, University of Uyo, Nigeria.
6. **Aniefiok Udoudo, Ph. D.** lectures at the Department of Linguistics and Communication Studies, University of Port Harcourt.
7. **Presly Obukoadata** teaches at the Department of Mass Communication, Delta State Polytechnic, Ogwashiukwu, Delta State.
8. **Ntiense Usua** is a lecturer in the Department of Linguistics and Communication Studies, University of Port Harcourt.
9. **Ezekiel Asemah** is the Co-ordinator of Triumphant Educational Institute, Jos, Plateau State.
10. **Sunday Udofia** is a doctoral scholar at the Nnamdi Azikiwe University, Awka and lecturer, Department of Music, University of Uyo, Uyo.
11. **Ogonna Anunike** is a Senior Lecturer at the Federal Polytechnic, Oko, Anambra State.
12. **Nevelyn William** is a Ph.D. student and lecturer at the Department of Communication Arts, University of Uyo, Uyo
13. **Joseph Edem Udo** works with the National Identity Management Commission, Uyo, Akwa Ibom State.

14. **Herbert Batta, Ph. D.** is of the Department of Communication Arts, University of Uyo, Uyo.
15. **Ibanga Isine** is an editor at the Leadership newspaper, Abuja.
16. **Uwem Akpan, Ph. D.** a former broadcast editor, lecturers at the Department of Communication Arts, University of Uyo, Uyo.
17. **Gideon Isika** is a doctoral student at Ebonyi State University and lecturer at the Department of Mass Communication, Delta State Polytechnic, Ogwushi-Ukwu, Delta State.
18. **Ben Nwanne, Ph. D.** is a lecturer in the Department of Mass Communication, Delta State University, Abraka.
19. **John Orhewere, Ph. D.** teaches at the Federal Polytechnic, Auchi, Edo State.
20. **James Onosu** is a lecturer at the Department of Mass Communication, Federal Polytechnic, Auchi.
21. **Lai Oso, Ph. D.** is a Professor of Mass Communication at the School of Communication, Lagos State University, Lagos.
22. **Nsikak Idiong, Ph. D.** is a lecturer at the Department of Communication Arts, University of Uyo, Uyo.
23. **John Galadima, Ph. D.** lectures at the Department of Mass Communication, University of Jos, Jos.
24. **Christopher Ochonogor, Ph. D.** is a lecturer at the Department of Linguistics and Communication Studies, University of Port Harcourt.
25. **Christie Omego, Ph. D.** lectures at the Department of Linguistics and Communication Studies, University of Port Harcourt, Port Harcourt.
26. **Ifeanyi Nwokeocha** is of the Heritage Polytechnic, Eket, Akwa Ibom State.
27. **Late Sifon Ibekwe** was a Chief lecturer at the Department of Mass Communication, Akwa Ibom State Polytechnic, Ikot Osurua.
28. **Prosper Festus Olise, Ph. D.** is a lecturer at the Department of Mass Communication, Delta State University, Abraka.
29. **Nicholas Iwokwagh, Ph. D.** is a Senior Lecturer in the Department of Mass Communication Technology, Federal University of Technology, Minna, Niger State.

30. **Paul Obagwu** is of the Department of Mass Communication Maurid Institute of Management and Technology, Nasarawa, Nasarawa, State.
31. **Obiageli Ohiagu** is of the Department of Linguistics and Communication Studies, University of Port Harcourt, Port Harcourt.
32. **Venatus Agbanu** lectures at the Department of Mass Communication, Anambra State University, Igbariam.
33. **Chinedu Nwanyanwu** teaches at the Rivers State College of Arts and Science, Port Harcourt.
34. **Amadi Okechukwu** is of the Department of Mass Communication, Rivers State College of Arts and Science, Port Harcourt.
35. **Godwin Okon, Ph. D.** is a lecturer at the Department of Mass Communication Rivers State University of Science and Technology, Port Harcourt.
36. **Morgan Omodu** lectures in the Department of Mass Communication, Rivers State University of Science and Technology, Port Harcourt.
37. **Charles Obot, Ph. D.**, an experienced television journalist is a lecturer at the Department of Communication Arts, University of Uyo, Uyo.
38. **Regina Acholonu, Ph. D.** a veteran broadcast administrator is a senior lecturer at Caritas University, Enugu State.
39. **Nsikan Senam** is trained in legal studies, once practiced television broadcasting and lectures in the Department of Communication Arts, University of Uyo, Uyo.
40. **Aniekan Brown, Ph. D.** a well-read criminologist, lecturers at the Department of Sociology and Anthropology, University of Uyo, Uyo.
41. **Chinedu Ugwonno** is a postgraduate student at the Department of Communication Arts, University of Uyo, Uyo and works for City Hill Media Initiative, Awka.