ANALYSIS OF NEWSPAPER FRAMING OF THE 2009 REBRANDING NIGERIA CAMPAIGNS

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Abstract

The image of a country can make or mar it. This is the main reason leaders of many countries aim at maintaining favourable image in their interactions with global community. There are, however, countries that have suffered negative image within the comity of nations and this has affected-them greatly. Nigeria appears to be one of these countries that have tremendous bad image both within and outside the shores of the country, hence the need for the-re-branding of the nation. With the flag-off of re-branding Nigeria campaign in February 2009, the, media were perceived as veritable instruments for actualizing the re- branding Nigeria campaign, How effective the media covered the project is a thing of concern. Therefore, this study sought to ascertain the extent to which the media have been able to cover the re-branding Nigeria company. Using contents analysis, the researcher was able to analysis three national dailies namely: This Day, the Daily Sun and The Guardian newspapers. A sample of 216 editions of the newspapers was randomly selected for analysis. The results revealed that re-branding Nigerian campaigns tended to suffer gross under-reporting in the hands of the print media outfit studied. Based on the findings of the study, it was recommended that newspapers should ensure adequate highlight and coverage of national issues like the re-branding Nigeria campaigns.

Introduction

Reputation is what predisposes parties to consider the possibility of engaging in a relationship. It conditions perception towards acceptability in any socioeconomic interaction; land becomes the bases for assessing individuals and corporate entities in

order to determine; their rating before reasonable members of the human society. Therefore, each country needs to acquire a rentable image projection in other to attract goodwill that can boost her relationship with others: and promote national development (Owuamalam, 2005, p.6). It is the quest for countries to promote good image that led to the coinage of the concept county branding.

Frost (2004; p.8) sun up the tenet of country's image as it affects investor and tourist when he notes' that:

> *There's no arguing that the image we have of another country says a lot about how we view it as a tourist destination, a place to invest or a source of consumer goods.*

The above statement illustrates the weight attached to image as it affects a country. Therefore good image is the hallmark of a country's favour or goodwill at the international, market. "That is why many countries make conscious effort to improve their corporate image in order to advance globally.

Though the term national 'branding is not that common with countries of the world, its tenets have come to-stay. Therefore, countries must make effort to appreciate this new aspect of national development as the risk of not doing so can only be imagined then experienced. Olins (1999) as quoted by Nworah (2005, p.1) warns countries of the risks of ignoring nation branding and predicts that country branding will become normal practice in the coming decades, adding that the lack off interest and belief in country branding by some skeptics is only as a result of snobbery ignorance and semantics.

> *A state just like a company requires a strong brand. To rise above the chattered political landscape, a stale must be able to define and promote its vision... No state' must be* anonymous. *The goal rather is to have a brand that makes winnings friends and influences easy… Building a compelling brand with deep, multi faceted attributes requires commitment. I will require politicians and bureaucrats to understand how identity is developed, promoted and maintained.*

Nigeria, no doubt, needs the much talked about branding in order to promote her image and win favourable reputation. The country, in most cases, has been seen by international community as a corrupt country. According to the 2004 Transparency International Corruption Perceptions Index, Nigeria still ranks as the third most corrupt country in the world in a survey of 146 countries, coming only ahead of Haiti (the second most corrupt country). The re-branding campaign is a "reaction to the statement made in 2004 by the United Nations Conference on Trade and Development (UNCTAD), at a public forum in Lagos, which concluded that Nigeria's poor external image was denying it much needed of foreign, investment to accelerate economic growth" (Nworah, 2006, p.5).

j In retrospect Obasanjo's government in July, 2004 launched an image project for the country Which was called the Heart, of Africa (HOA) project. Planned as an information arid orientation campaign, the Minister of Information at the time of the launching, Chied Chukwuemeka Chikelu, said the project would be informational and

would involve both the media, advertising and public relations practitioners. Despite all action pat in 'place to promote the Heart of African (HOA) campaign, most people perceived it as another; government white elephant project, conceived as a conduit for siphoning public funds and so had continued to create dissent arid cynicism amongst the citizens. It collapsed under its own weight (Nworah, 2006, p. 12) However, on Tuesday, March 17th 2009 at the International Conference Center, Abuja, Nigeria unveiled a new logo and slogan for its national re-branding campaign, which the Information and Communication Minister, Dora Akunyili, affirm signals the march towards national re-birth. The slogan selected was Good People, Great nation', while the logo was simply the word-'Nigeria' but creatively interpreted. It was normally written as 'Nigeria! Good people, Great Nation".

With this development, it is expected that Nigerians will begin to reject the negative labels and adjectives used to describe both the country and her citizens by the western media and even by Nigerians themselves, and strive to do good, to think of the amongst other citizens of the world. As the slogan suggest, nation first and stand Nigeria is a great nation of good people. The media became the major-source of the campaign for the re-branding of the country. Alom (2008 p. 528) observes that "when issues crop up, the press parry out the surveillance of its immediate environment and then pass on the information regarding the situation on ground td the society[11]. In line with this understanding, the media are expected to play a vital role in the dissemination of re-branding Nigeria campaigns. This study, therefore, sought to review how the media covered the re-branding Nigeria project.

Problem

Re-braiding has always been associated with products. However, when the concept is applied to a country, it becomes difficult to comprehend because if a product is bad, the management can decide to kill it, reproduce an improved version or repackage it. But if a country is bad or has a back image, the citizens cannot be killed or reproduced. Even when a good re-branding programme has been adopted by a country, the task of selling the idea to the people becomes a different ball game entirely.

The Re-branding Nigeria campaign was greeted with indifference when it was launched in February 2009. Many had different reasons to reject it; some said it was untimely, while others were of the view that the country had more serious problems to address, definitely not re-branding.

In all this, the media were supposed to play art active-role, in the programme. Yet, the campaign encountered high class criticisms. As the campaign progressed, people differ in their.assessment[:1]bf the performance of the media in realizing its objectives. In this circumstance, it would be helpful to empirically answer the question: what kind of coverage was accorded the re-branding Nigeria campaign by the media?

The major aims of this work therefore, include: to examine the depth of medias coverage of re-branding .Nigeria campaign, to establish the degree of prominence accorded the campaign by the media, to examine the media strategies for the re-branding campaign, and to gauge the success, so far, of re-branding Nigeria Campaigns as reflected in media content'.

Hence, the researcher was inspired to ask the following questions: What is the extent of media coverage of the re-branding Nigeria campaign? What degree of prominence did the campaign receive in media content? Do the Media have specific strategies in their coverage of the Re-branding campaign? How successful is the re-branding Nigeria campaign, as reflected in media content?

Literature Review

The Need for Re-Branding Nigeria

It is obvious that when the concept re-branding Nigeria is raised, people begin to generate mixed feelings as to which way forward. These feeling were what promoted Doki (2005, p. 35) to ask "are we re-banding Nigeria with[1] another name to subsist original name on re-branding the socio-economic, political and constitutional fran upon which Nigeria is founded and defined?" This uncertainty makes it proper to the premise form which the re-branding Nigeria campaign was built.

In 2001 the score card of the President of the Federal Republic of Nigeria r that the diplomatic shuttle of the president changed the nation's image from a 'state' to a trustworthy one. It means that prior to the inception of civil administration 1999: most people of the world avoided the country life plague and treated its citizen common criminals, without boundaries. This picture is a smack a Nigeria s n image, which needs to[1] be urgently redressed (Owuamalam, 2005, p.6).

Asia brand name, therefore, Nigeria suffers a reputation disadvantaged in tin of the world's communalities. It is worthy of note that refutation predisposes pat contemplate

mutual relationship. It induces perception towards acceptability in any economic interaction. It becomes the template for assessing individuals and cot entities in order to determine their ratings before reasonable members of the Therefore, goodwill, favour and understanding is enjoyed by reputation. Having sufficient battered image, the country becomes in dare need of repackaging and representative Owuamalami (2005, p.7) illustrating sorry state of the nation says this:

> *The content of some Nigeria mass media paints a gruesome picture of a country perpetually in crises and turmoil. Il shows banditry and incivility as norms, which are prevalent in the country. Ethnic Chauvinism and political rascality are elevated as desirable attitudes in a world of decent people. It is 'probably the antithesis of national reports and indeed, the provision, of offensive detail in some Nigeria mass media that repel international interest in anything Nigeria.*

Therefore, base on the quotation above, the country becomes in dare need branding in order to have favourable image. The media must be at the forefront of the conclude this section on the need for re-branding Nigeria, the statement of Peter Var as cited in Rob Ferguson's article Brand-Name Government in the October Knowledge[1]-Marketing Watch Newsletter, and quoted by Nworah (2005, p. 3), should employed: "...A state just like a company requires a strong brand. To rise above cluttered political landscape, a state must be able to define and promote its vision state Wants to be anonymous. The goals, rather, is to have a brand that makes friends and; influences easy. Building a compelling brand with deep, multi-fit attributes requires a long-term, term -

oriented commitment. It will require political bureaucrats to understand how identity is developed, promoted, and maintained..."

Media Coverage of Re-Branding Nigeria Campaigns

The place of the media in the coverage of daily events cannot be overemphasis. If the media is taken away from society, it would be difficult for the governed at governors to exist in harmony. In explaining the importance of the media in the cover of events or issues in the society, Adegoke (2001, p. 93) opined that "in a fast m world, facts cannot always speak for themselves; unexplained facts can some actually confuse and deceive. The reader (and Listener) heeds information but also needs analysis; Weeds Background events (information) in order in function as an effective citizen. The country needs effective mass media to give coverage to issues bordering on political communication, international relations and currents national issues"

This is the main reason, when on February 9, 2009, the Minister of Information and Communication, 'Professor Dora Nkem Akunyilij flagged off the National Re-branding Campaign, many expected the media to properly report the essence of the campaign and provide more interpretation for Nigerians.

Uwah (2009,pl) note that "no amount of legislation can effectively tackle the sleaze if the Character rid cultural value orientation of the individuals who run national institutions do not change." It is on the hills of this that! the media become as powerful instrument in re-branding Nigeria campaign since it has the power to induce attitudinal charge and promote national corporate image, aimed at eliciting favourable goodwill

from members; of the public.[1] The media can and should be 'at the forefront of piloting the campaign for.a better Nigeria. Ifode (2009, p. 2) avers that;

> *If the campaign ... were compelling, we would have had fewer problems and possibly developed beyond where we are today. Tribalism and religion are the problems that stop us from probing the corrupt, voting out the ineffective leaders, criticizing the poor performer, appointing the right people for efficiency, punishing the wrong doer, amongst others. They are also the major reason that some Nigerians developed negative attitude towards the nation.*

Again the media can do justice to the issues of tribalism and religions as it affects the country. This will entail a comprehensive and continuous writing of persuasive articles and editorials dissuading the people from tribal and religious alienation which are detrimental to the general well-being of the nation. In inducing attitudinal change in citizens which will metamorphose into change in the society and nations at large, persuasive and factual messages can be packaged in as continuous manner as to register the effect in the minds of the people. This processes is called bursting strategy in advertising and publicity. It requires a continuous effort until the message is registered in the sub-conscious of the[1] people.

As for re-branding Nigeria campaign, it is the duty of the media to cover ands interpret the essence of the re-branding process on the country. Most people still register mixed feelings regarding the campaign. They do not pay attention to the re-branding Nigeria issues not to talk about the new logo and slogan proposed by Akunyili. Through

positive articles and in-depth report of developmental programmes and projects, positive message-oriented cartons, editorials on favourable government politics and catchy advertorials, and publicity, with conscious effort of the government of the day, Nigeria would indeed be re-branded for good.

At this juncture of re-branding Nigeria campaign, the media is supposed to know that whatever they say or do may make or mar the image of the country, which is already at a tight corner. Their action, if negative will be a case of pushing a man who is about to fall. A good example of this is observed on the pages of newspapers but our prime focus is on the cartoon carred by *Newswatch, (2009,* p.9), tiled suicide Note. A man who was about to hang himself, wrote a note captioned: *"lam a Nigerian, a good one. Yet, no job, no food, no Hone: Let them re-brand me-oo or else..."*

Report like this, Will further promote the indifference in the minds of most people about the country. Rather than truncate the effort of the government, the media can be a good partner in the progress and success story of the nation. Prior to the 60's, the media fought vehemently for the actualization of independence, this latter came on a platter of gold. The media can and should equally channel the same effort for the re-branding Nigeria campaign.

Theatrical framework

Media Framing Theory: This theory is used to explain the way by which media house organize news contents in order to convey a particular message to the un-suspecting public! 'Lee; and Maslog (1.005, p. 311) define framing "as the process of

organizing news story, thematically, stylistically, and factually to convey a specific story line".

Entfman (1993, p. 520) as cited in Anyadike (2009, p. 38) observed that "media framing entails the selection of some aspects of a perceived {reality and making them more salient in a communicating text, in such as way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described". In other words, Anyadike (2009, p. 38) added that "the media frame influences" the audience .on how to think about issues, particularly issues of national importance such as population census" or re-branding Nigeria campaign.

In line with the above statements, Oladeinde and Ajibola (2007, p. 377) argue that "by selecting certain facts from a continuous flow of information, emphasizing specific issues or events over others and presenting them in specific order, journalists have the ability to influence attitudes, beliefs and behaviours in a number of ways. Based on this contention, Scheufele, and Tewksbury (2007, p, 90) opine that "the effect of the messages is not a function of content difference but of difference in the modes of presentation.

The relevance of this theory to the study under review is that the media, under the auspices of framing adopts a particular presentation style which is used to projects information; to the audience in order to elicit favourable response from the public. In the case of re-branding, the media adopts a style that influence the mind of the people to thinks positively toward the campaign or negatively as the case of re-branding, the media adopts (as style that influences the mind of the people to think positively toward the campaign or negatively as; the case may be.

However, the most important thing about this theory is that the media adopts various) strategies and techniques to attract the attention of the people to the re-branding Nigeria campaign. These techniques include lead stories, features, advertorials, editorials, press statements, cartoons letter to the editor, and opinion articles, etc. Through such techniques, the media can 'influence attitude, beliefs, and behavior of the public positively in the process of achieving successful acceptance census (Anyadike, 2009, p.m38).

Methodology

The research design for this study is content analysis, because it allows for the review of manifest content of the media. Content analysis is appropriate to this study because the .work itself focuses on the evaluation of media coverage of re-branding Nigeria campaign. Describing the effectiveness of content analysis, Nwabueze (2009: 75) opines: that "content analysis is an objective way of determining and quantifying the existence of certain themes, concepts, characters, sentences, phrases and words within a

This research work, therefore, focused on the analysis of three major national newspapers in Nigeria namely; *The daily Sun, The Guardian and This Day newspapers.* In all, the researcher reviewed these papers for the period of twelve months (January 2009-December) this made the number of newspapers reviewed per year to be 365 newspapers;. For the three national newspapers, the population was 1,095 newspapers. It is important to note that these newspapers were selected because of their influential nature along side with their wide circulation and news coverage.

The sample size for this research work is 216 newspapers. Using Boll and Gall (1971) statement as recorded by Uzoagulu (1998: 67) when he suggested that "for population up to 1,000 use 20 percent; for 5,000 use 10 percent; for up to 10,000 use 5 percent". The researcher shall use 20% of the general population of 1,095 newspapers. In. this case, 20 percent of 1,095 shall be 219.

$$\frac{20}{100} \times \frac{1096}{1} = 219$$

However, the researcher had discovered that using quota sampling, 219 cannot be distributed evenly to the various months that make up for the period this work tends to analyse. This is because when 219 are divided by 12 months, the result will give 6.1 and it *is* obvious that there can never be 6.1 numbers of newspapers. Therefore, for the sake of this work and even selection of sample size, the researcher used 6 newspapers per month, which in turn lead to 216 newspapers. The researcher adopted a simple random selection of the 72 newspapers needed for the sample analysis.

The instrument for data collection was code sheet. The researcher engaged in the coding of the manifest content of the newspapers selected[1] with the help of a coder, in order to arrive at an acceptable and reliable analysis. The inter coder reliability of the study, using pi index, was at 0.99. The researcher employed simple percentage as the method of data analysis. Data, however, were converted into figures and presented in tabular format.

Presentation and Analysis of Data

This section shows the presentation of data after the of three national newspapers namely: *The Guardian,* newspapers. The data was however, presented in tables and study of the manifest content *The Daily Sun and This Day* pie percentages.

Editions for Analysis				**Code**
The Guardian:	Jan. 2009	-	Dec.2009	N1
The Daily Sun'	Jan. 2009	-	Dec. 2009	N2
This Day:	Jan. 2009	-	Dec. 2009	N3

Research Question 1: What is the depth of media coverage of the re-branding Nigeria company?

Table 1: Showing the space and length of contents given to the re-branding Nigeria copings.

	Frequency			**Total**	**Percentage**
Unit of analysis	**N1**	**N2**	**N3**		
1-5 inches	18	42	47	107	56.02
6-10 inches	27	20	28	75	39.27
11-15 inches	-	-	9	9	4.7
16 inches-1 page	-	-	-	-	-
Above 1 page	-	-	-	-	-
Total	**45**	**62**	**84**	**191**	**100**

The table above shows that the numbers of re-branding contents that are within 1-5 inches are 107, which .represent 56.02 percent of the given distribution. Whereas 75 contents representing 39.27 percent cover between 6-10 inches in the space allocated to them: While 9 contents representing 4.71 percent fall between 11-15 inches on the spaces allocated to them.

Research Question 2: What degree of prominence is the campaign receiving in media contents?

Table 2: Examining the degree of prominence accorded the re-branding Nigeria

	Frequency			**Total**	**Percentage**
Unit of Analysis	**N1**	**N2**	**N3**		
Front page '	-	-	-	-	_
Back page	-	-	-	-	-
Centre spread	,	-	-	-	-
Inside page	45	62	84	191	100
Total	**45**	**62**	**84**	**191**	**100**

Table 4 shows that all the materials in the study sample were all given the same level of prominence. This is true considering the fact that all the 191 re-branding contents representing! 100 percent of the distribution were all placed in the inside pages of the newspapers studied.

Research Question 3: What is the direction of newspaper coverage of the Re-branding Nigeria campaigns?

Table 3: Determining direction of the contents on re-branding Nigeria campaign

	Frequency			**Total**	**Percentage**
Unit of Analysis	NI	N2	N3		
Favourable	33	38	63	134	70.16
Unfavourable	6	21	18	45	23.56
Neutral	6	3	3	12	6.28
Indifferent	-	-	-	-	-
Total	**45**	**62**	**84**	**191**	**100**

Indications arising from the table above show that 134 contents representing 70.16 percent! focused, favourable on the re-branding Nigeria campaign. Meanwhile, 45 contents representing 23:56 percent of the re-branding contents were basically unfavourably to the re-branding. Nigeria campaign. Whereas, 12 contents representing 6.28 percent of the re-branding Nigeria campaign were neutral in their presentation.

Research question 4: How successful was the re-branding Nigeria campaigns so far as reflected in media contents?

Table 4: Showing the success rate of re-branding Nigeria campaigns by analyzing the number of media contents that are directed to re-branding Nigeria campaign.

	Frequency			Total	Percentage
Unit of Analysis	Nl	N2	N3		
Re-branding Nigeria Contents	45	62	84	191	0.56

Others Contents	13,343	10,061	10,406	33,810	99.44
Total	13,388	10,123	10,490	34,001	100

Table 9 above shows the number of contents on re-branding Nigeria campaign which happen to be 191 contents out of 34,001 contents of the editions of newspapers studied from January 2009 - December 2009. This figure represents 0.56 percent of the overall^ contents in the .sample studied. Whereas other contents in the newspapers amounted to 33,810 contents which constitute 99.44 percent of the overall newspapers studied.

Discussion of Findings

From the analysis of data presented in this study, it was revealed that news contents covered the issue of re-branding Nigeria campaign[1] more than any other contents in the newspapers, studied. The implication of this is that the materials projected are highly guided by the principles of 5Ws and H, thereby limiting the level of interpretation that would have been injected: into the contents in order to win or convince people on the need to re-branding Nigeria. Although, feature stories were the second most popular newspaper contents that dealt re-branding Nigeria campaign, the percentage of coverage which is 1.65 percent is terribly; minimal for any tremendous impact to be created.

Further analysis also revealed that majority of the newspaper contents did not give adequate coverage to the re-branding Nigeria campaign. This I argument is anchored on the fact that 107 contents out of 191 contents on remanding were reported within the

space of 1-5 inches. This observation's worrisome because the researcher considers 1 - 5 inches of space in the newspaper as too small for any logical presentation aimed at convincing people on the need to re-brand their ways vis a vis the country at large.

It was also revealed, that most of the stories in re-branding Nigeria carried no illustration except photograph. Why it is true that picture speaks a thousand words, these particular pictured were that 'of the Minister of Information and Communication Dora Akunyili and few other government functionaries. This development indicates that not much have been done on 'the' issue of re-branding Nigeria especially from the print media angle.

Another, important; finding revealed that the contents in re-branding Nigeria are placed in the inside page of the newspapers. None was placed in the front page, back page or centre-spread of the newspapers. This shows the degree of prominence placed on the re-branding Nigeria campaign. Although, it was also revealed that most of the stories in re-branding Nigeria 'are moderately persuasive and favourable to the course of the re-branding Nigeria campaign, they were mainly covering issues that relate to government activities and non-governmental organization in the country.

In summation, the study revealed that re-branding Nigeria campaign has been grossly under-reported by the print media in the country. This became more obvious considering the fact that out of 34,001 contents in the sample study, only 191 contents treated issues on re-branding Nigeria campaign. The implication of this statement is made clearer when one observes the fact that the 191 contents did not make up to 1 percent of

the issues reported in the sample study. Rather, it amounted to only 0.56 percent of the overall contents.

Conclusion

The researchers conclude; that re-branding Nigeria campaign via the print media has not been much of a success, even when the red light points towards that direction. This is due to the fact that the researcher among other things shares the view that the media is a strong force the mobilization of the masses for a given course. However, for the re-branding Nigeria campaign to be successful, based on the findings of this work, both the government and the media must work together for the common good bf the nation. This collaboration should be guided by the fact that if this country gets better; it would be for the greater good of the people which the government and the media set out to serve.

Recommendations

Considering the gains of having a country where things are said to be working for the preliterate and bourgeoisies, the researcher is compelled to recommend as follows:

- Government should call a frequent press conference in order to seek new ways of partnering with; the media to project government polices, programmes, activities and the style of media report in the country.
- On the other hand, the media practitioners in Nigeria should see the issue of re-branding Nigeria as a good course that needs their support, given that the government has a positive disposition towards the re-branding Nigeria campaign.

- The people equally need to understand that government with the media alone cannot do anything to change the country. Therefore, they need to contribute their own quota to the greatness of the country.
- Finally, this Work is considered as a spring board research material for all protective researchers in this and other related areas of image making.

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