

REVISITING THE ACCOUNTABILITY ROLE OF THE MEDIA IN CONTEMPORARY NIGERIA

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ABSTRACT

Section 22 of the 1999 Nigerian Constitution (Amended) states that “the press, radio, television and other agencies of mass media shall at all times be free to uphold the foundational objectives contained in the Chapter 2 of the constitution and uphold the responsibility and accountability of the government to the people.” From the forgoing, this paper seeks to examine the role of the media in promoting accountability in governance looking at some factors such as environment, technological innovation, legal system and media regulation. Social Responsibility theory served as a building block for this study. The study adopted qualitative approach, adopting focus group discussion (FGD) using 12 journalists from 12 different media houses based in Ibadan, Oyo State. Results obtained were analyzed and presented in Percentage tables. Findings showed that the environment was not favourable in terms of societal and welfare of journalists, likewise the legal regulations being introduced every day have the tendency to affect the effectiveness of the media in holding the government accountable. The study recommends that journalists and media professionals should always have in mind the social responsibility function of the media and their place at the Fourth Estate of the realm as the citizens wait on them to provide check and balances on the government for the purpose of accountability.

KEYWORDS: *Accountability, Social Responsibility, Political Environment, Legal System and Media Regulation*