

COMMUNICATING GOVERNANCE AND CULTURAL INTEGRITY: THE ROLE OF BROADCAST MEDIA IN COMBATING CORRUPTION IN NIGERIA

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Abstract: This study ascertained Communicating Governance and Cultural Integrity: The Role of Broadcast Media in Combating Corruption in Nigeria. The agenda setting theory of publics was anchored in this study. This study adopted a qualitative research methodology, utilizing in-depth interviews to explore the role of broadcast media in combating corruption in Nigeria. The population for this study consisted of media practitioners, including journalists, editors, and media managers, as well as government officials and members of civil society organizations who had direct experience or involvement in anti-corruption initiatives. The total population of media practitioners in Nigeria was approximately 10,000 (Nigerian Press Council, 2023), and from this, a sample size of 20 participants were selected for the interviews. A purposive sampling technique was employed to ensure that participants have relevant experience and expertise in broadcast media and anti-corruption efforts. Data were collected through semi-structured interviews, allowing for flexibility in exploring participants' views on media's effectiveness and challenges in combating corruption. The interviews were audio-recorded, transcribed, and analysed thematically using NVivo software, where recurring themes, patterns, and categories were identified to offer a rich understanding of the relationship between broadcast media, governance, and corruption in Nigeria. Findings revealed that broadcast media plays a crucial role in raising public awareness of corruption in Nigeria by exposing corrupt practices, educating citizens on the consequences, and encouraging informed discussions about the issue across various segments of society. The study concludes that broadcast media plays a pivotal role in raising public awareness of corruption in Nigeria, effectively educating citizens and sparking necessary discussions that contribute to the broader societal understanding of the issue. The study recommended that broadcast media outlets prioritize corruption-related content, focusing on investigative journalism and public education to raise awareness and engage citizens in the fight against corruption.

Keywords: Communicating Governance, Cultural Integrity, Broadcast Media, Combating Corruption, Nigeria

Introduction

Corruption remains one of the most formidable obstacles to governance, development, and cultural integrity in Nigeria. Over the years, it has undermined the nation's political stability, economic progress and societal trust, creating an environment of inefficiency and lack of accountability (Akanbi & Agboola, 2021). Scholars have argued that corruption in Nigeria is not merely a political or economic issue but a deeply entrenched societal

problem that requires a multifaceted approach to address (Olu-Adeyemi, 2022). Broadcast media, with its vast reach and ability to shape public discourse, stands as a crucial tool in the fight against corruption by promoting transparency, accountability, and ethical governance (Okon & Udoh, 2020).

The role of broadcast media in combating corruption is largely anchored on its ability to disseminate timely and factual information that holds public officials accountable. According to McQuail's media theory, the media functions as a watchdog that exposes irregularities within governance systems, thereby fostering a culture of transparency (McQuail, 2010). In Nigeria, the radio and television sectors have played key roles in exposing corrupt practices, facilitating investigative journalism, and mobilizing citizens to demand accountability from their leaders (Adesoji, 2021). Through programs such as investigative reports and public debates, the media have continually placed corruption-related discussions at the centre of national discourse.

Despite these efforts, media independence remains a significant challenge in Nigeria's anti-corruption crusade. Government control over broadcast stations and restrictive policies often limit journalists' ability to report freely on corrupt practices (Ojebode, 2019). This has led to instances of censorship, harassment, and intimidation of journalists who attempt to expose corruption among powerful political elites (Olawale, 2020). Consequently, the effectiveness of broadcast media in fostering good governance is often hindered by external pressures that compromise media freedom and professionalism. The ethical dilemmas facing Nigerian journalists, including self-censorship and economic constraints, further weaken the impact of media-driven anti-corruption campaigns.

Additionally, the intersection between cultural values and corruption in Nigeria presents a unique challenge. Scholars have observed that cultural factors, such as patronage, nepotism, and traditional loyalties contribute to the persistence of corrupt practices (Achebe, 2012). The media, in its role as a tool for social change, are expected to counter these cultural influences by promoting ethical leadership and civic responsibility (Nwoke, 2021). However, the challenge lies in reconciling modern governance ideals with deeply rooted cultural norms that often prioritize personal relationships over merit and accountability (Dike, 2020).

In addressing corruption through broadcast media, the application of media agenda-setting theory is particularly relevant. The media's power to shape public perception through persistent coverage of corruption-related issues influences how citizens engage with governance and demand accountability (McCombs & Shaw, 1972). Studies have shown that increased media coverage of corruption cases correlates with heightened public awareness and civil action (Uche, 2022). By placing anti-corruption narratives at the forefront of national discussions, broadcast media can stimulate policy reforms and behavioural changes among both political elites and the general populace.

However, media ownership patterns in Nigeria raise concerns about the objectivity and effectiveness of broadcast media in combating corruption. Many television and radio stations are owned by politicians and business elites who have vested interests in maintaining the status quo (Oso, 2021). This has led to biased reporting, selective coverage of corruption cases and the suppression of critical voices within the media space

(Akanji, 2019). Independent media organizations and investigative journalists often struggle to operate in an environment where financial and political pressures dictate editorial decisions.

The influence of international media and digital broadcasting has introduced new dynamics to Nigeria's fight against corruption. Global media networks and foreign correspondents have exposed corruption cases that local media may not be able to report due to internal pressures (BBC Africa, 2023). The rise of digital platforms and citizen journalism has also expanded the scope of anti-corruption discourse, enabling ordinary Nigerians to participate in investigative reporting and social activism (Egbunike, 2022). These developments demonstrate that the future of corruption reporting in Nigeria may depend significantly on a hybrid model that integrates traditional broadcast media with digital and global media networks.

Moreover, legal and regulatory frameworks play a crucial role in determining the extent to which broadcast media can engage in anti-corruption advocacy. The Nigerian Broadcasting Commission (NBC) and other regulatory bodies have often been accused of wielding their powers to silence dissenting voices rather than protecting press freedom (Arogundade, 2021). This has created an atmosphere where journalists and media organizations must navigate legal uncertainties while attempting to expose corruption. Strengthening legal protections for journalists and reforming restrictive media policies would enhance the role of broadcast media in promoting transparency and accountability.

The effectiveness of media-driven anti-corruption campaigns is also contingent on audience engagement and public response. Studies have shown that citizens who actively consume media content on corruption-related issues are more likely to participate in civic actions such as protests, petitions and whistleblowing (Dunu, 2022). However, media influence is not always uniform, as factors such as political affiliation, media literacy and socioeconomic status affect how individuals interpret and respond to corruption reports (Ojo, 2020). This highlights the need for media organizations to adopt audience-tailored communication strategies that resonate with diverse demographic groups.

Furthermore, the economic implications of corruption underscore the urgency of sustained media intervention. Corruption in Nigeria has been linked to capital flight, unemployment, poor infrastructure, and declining foreign investments (World Bank, 2022). The media, through investigative journalism and policy analysis can educate citizens on how corruption directly affects economic growth and social development. By framing corruption as not only a moral failure but also an economic threat, broadcast media can galvanize greater public support for anti-corruption measures.

Collaboration between broadcast media and anti-corruption agencies, such as the Economic and Financial Crimes Commission (EFCC) and the Independent Corrupt Practices and Other Related Offences Commission (ICPC), is another critical strategy. Joint initiatives that integrate media reporting with law enforcement efforts can enhance investigative outcomes and public trust in anti-corruption institutions (Okafor, 2021). However, concerns about the political influence on these agencies often undermine their credibility, necessitating a more independent and transparent operational framework. Broadcast media remain a powerful instrument in Nigeria's

fight against corruption, despite the challenges of media ownership, government censorship, cultural influences and legal constraints. Strengthening media independence, enhancing investigative journalism, leveraging digital platforms and fostering collaborations between media and anti-corruption agencies are essential steps toward a more transparent and accountable governance system. As Nigeria continues to grapple with corruption-related crises, the role of broadcast media in shaping public opinion and influencing policy decisions will be increasingly significant.

This study is significant as it provides a critical analysis of the role of broadcast media in combating corruption in Nigeria, offering insights into its effectiveness, challenges and potential improvements; it contributes to academic discourse on media and governance, informs policymakers on the need for media-friendly regulations, equips journalists with strategies to enhance investigative reporting and educates the public on the power of media in fostering transparency and accountability, ultimately strengthening the fight against corruption and promoting cultural integrity in Nigerian society.

Statement of the Problem

Corruption remains a pervasive challenge in Nigeria, undermining governance, public trust and national development. Despite various anti-corruption initiatives, including the establishment of institutions such as the Economic and Financial Crimes Commission (EFCC) and the Independent Corrupt Practices and Other Related Offences Commission (ICPC), corruption continues to thrive due to systemic weaknesses, political interference and a culture of impunity. The media, particularly broadcast media, play a crucial role in exposing corrupt practices, fostering transparency, and shaping public opinion on governance. However, the effectiveness of Nigerian broadcast media in combating corruption is often constrained by factors such as government censorship, political influence over media ownership, self-censorship by journalists and limited investigative resources. Additionally, cultural factors such as nepotism, patronage and societal tolerance for corrupt practices further complicate the fight against corruption, reducing the impact of media-driven accountability efforts.

While broadcast media have the potential to serve as a watchdog, its ability to hold public officials accountable is significantly undermined by restrictive regulatory policies and economic pressures that compromise journalistic independence. Many media organizations struggle with financial sustainability, making them susceptible to external influences that dictate editorial content and limit their investigative capacities. Furthermore, the extent to which the Nigerian public engages with and responds to corruption-related media content remains uncertain, as media literacy levels, political affiliations and socio-economic factors influence public perception and action. Given these challenges, it is imperative to critically examine the role of broadcast media in combating corruption in Nigeria, assess its effectiveness and identify strategies to enhance its contribution to governance and cultural integrity. This study seeks to explore these issues, highlighting the strengths, limitations and future prospects of media-driven anti-corruption efforts in Nigeria.

This study examines the effectiveness of broadcast media in combating corruption in Nigeria by assessing its role in promoting transparency, accountability and public engagement in governance. It identifies the challenges

that hinder media-driven anti-corruption efforts, including government censorship, political influence and economic constraints on journalistic independence. Furthermore, the study explores strategies for enhancing the impact of broadcast media in fostering good governance and cultural integrity, with a focus on strengthening investigative journalism, regulatory frameworks and audience engagement.

The Role of Broadcast Media in Promoting Transparency and Accountability

Broadcast media play a pivotal role in promoting transparency and accountability within governance structures by serving as a watchdog, exposing corruption and holding public officials accountable for their actions. According to the watchdog theory, the media acts as a guardian of the public interest by investigating and revealing wrongdoings within government institutions (McQuail, 2010). In Nigeria, broadcast media such as radio and television stations are critical tools in disseminating information about corruption, government mismanagement and societal injustice, thereby empowering citizens to demand accountability. Research shows that investigative journalism in Nigerian broadcast media has been instrumental in uncovering high-profile corruption cases and fostering public discourse on ethical governance (Uche, 2022). Furthermore, broadcast media in Nigeria help bridge the information gap by educating citizens on the implications of corrupt practices and the importance of good governance. Studies have demonstrated that citizens who are exposed to corruption-related media content are more likely to become involved in civic activities, such as voting, participating in public debates and engaging in social advocacy (Dunu, 2022). Broadcast media, through news programs, talk shows and documentaries, provide citizens with critical insights into the functioning of government institutions and the need for transparency. This democratization of information fosters a more informed electorate that can hold public officials accountable during elections and beyond.

Despite its potential, the effectiveness of broadcast media in promoting transparency is often limited by external constraints such as government censorship, political influence and economic challenges faced by media organizations. The Nigerian government's influence over media ownership and content can restrict journalists' ability to report on corruption freely (Olawale, 2020). In some cases, media outlets may practice self-censorship out of fear of losing advertising revenue or facing legal repercussions (Ojebode, 2019). These factors undermine the media's ability to act as an effective accountability tool and allow corrupt practices to persist without scrutiny. To overcome these challenges, scholars argue for greater media independence and support for investigative journalism. A robust media environment where journalists can work freely and without fear of retribution is essential for fostering transparency and accountability (Arogundade, 2021). Policymakers must therefore focus on creating a media landscape that supports press freedom and strengthens the role of broadcast media in exposing corruption and promoting good governance. This requires not only legal reforms but also efforts to enhance the capacity of media organizations to carry out investigative reporting and provide citizens with accurate, timely information on governmental activities.

Government Influence and Media Censorship

Government influence over broadcast media in Nigeria has long been a barrier to the free flow of information and the media's capacity to serve as an independent watchdog. Media censorship, both formal and informal, remains a significant issue that hinders the effectiveness of broadcast media in exposing corruption and

advocating for transparency in governance (Olawale, 2020). The Nigerian government has, at various points, utilized its control over state-owned media and applied pressure on private media outlets to avoid reporting on sensitive political matters, including corruption. This government influence undermines the role of the media as a check on power and accountability in the country's political system. Media censorship in Nigeria manifests in several forms, including editorial interference, the suppression of critical reports and direct attacks on journalists who challenge the status quo. According to Ojebode (2019), the Nigerian government has often employed the use of media regulatory bodies like the Nigerian Broadcasting Commission (NBC) to curtail dissenting views and suppress coverage of corruption scandals. These actions not only limit the scope of journalistic freedom but also create an environment where media outlets may refrain from publishing stories that could undermine government officials or institutions, even when they are involved in corrupt activities.

The political economy of the media in Nigeria further complicates this issue. Many privately owned broadcast stations are dependent on government contracts and advertisements, creating an incentive for media organizations to align their editorial policies with government interests. This economic dependency fosters a culture of self-censorship among journalists, where critical reporting on corruption risks alienating influential advertisers or political elites (Akanji, 2019). As a result, the media may prioritize sensational or government-friendly content, neglecting to highlight the severity of corruption in governance. Addressing the issue of media censorship requires reforms that ensure media independence and protection for journalists. Strengthening the legal framework for press freedom and providing support for investigative journalism can help mitigate the impact of government influence on media content. Additionally, there is a need for increased public awareness of the critical role that an independent media plays in holding government officials accountable for corruption and mismanagement. By creating an environment where journalists can operate freely, the media can better contribute to the fight against corruption in Nigeria.

Cultural Factors and the Persistence of Corruption

Cultural factors play a significant role in the persistence of corruption in Nigeria. In many African societies, including Nigeria, there exists a complex relationship between governance practices and cultural values, which can often perpetuate corrupt behaviours. Traditional practices such as patronage, nepotism and the expectation of personal loyalty over institutional integrity have contributed to the normalization of corruption within both public and private sectors (Achebe, 2012). These cultural norms often shape how individuals and communities view corruption, influencing their response to anti-corruption initiatives and media coverage. The role of kinship networks and ethnic affiliations in Nigerian society further complicates efforts to combat corruption. In many cases, political and business leaders rely on these networks to maintain power and influence, often at the expense of institutional governance (Dike, 2020). As a result, corrupt practices are often excused or overlooked as part of the social fabric, making it challenging for media and anti-corruption agencies to create lasting change. Broadcast media, in this context, face the dual challenge of combating deeply ingrained cultural practices while simultaneously educating the public about the ethical and legal implications of corruption.

In response, Nwoke (2021) argues that broadcast media can play a critical role in shifting cultural attitudes toward corruption by reframing it as a societal ill that undermines collective wellbeing. Through educational programs, documentaries and public service announcements, the media can challenge the cultural acceptance of corruption and promote values of honesty, transparency and accountability. The media campaigns focused on cultural change can lead to shifts in public attitudes and behaviours. However, these efforts must be long-term and supported by government policies that reinforce ethical leadership and the rule of law. Moreover, public engagement with media content on corruption is shaped by social and cultural dynamics. Media outlets must tailor their communication strategies to address the specific cultural contexts in which corruption occurs, ensuring that anti-corruption messages resonate with diverse audiences. Effective communication strategies that combine traditional media with grassroots outreach and community engagement are crucial in fostering cultural transformation and creating a more transparent and accountable society. Broadcast media's role in promoting cultural integrity thus extends beyond simply reporting corruption to actively influencing cultural perceptions and behaviours that perpetuate or challenge corrupt practices.

Agenda-Setting Theory

This theory was developed by Maxwell E. McCombs & Donald L. Shaw (1972). The Agenda-Setting Theory posits that the media has the ability to influence the salience of topics on the public agenda by highlighting certain issues, thus, shaping the public's perception of what is important in society. The theory assumes that while the media may not tell the audience what to think, it can tell them what to think about, influencing the public discourse and priorities. A common criticism of the theory is that it underestimates the power of the audience in actively selecting and interpreting media content, suggesting that the media influence is more passive than it is often portrayed. The Agenda-Setting Theory is relevant to the current study as it highlights the role of broadcast media in shaping public discourse about corruption in Nigeria. By focusing media attention on corruption-related issues, broadcast media can influence the public's understanding of the issue and set the agenda for governance and anti-corruption efforts. This aligns with the study's exploration of media's impact on public engagement and governance.

Empirical Review

Dunu (2022) carried out a study on *Investigating the Impact of Media Coverage on Public Perception of Corruption in Nigeria*. This study assessed the influence of media coverage on public perceptions and actions regarding corruption in Nigeria. The research used a survey design, collecting data from a sample of 500 Nigerian citizens through structured questionnaires. The study found that media exposure to corruption-related content significantly influenced public awareness and led to increased civic engagement, though the effects were more prominent among educated respondents. Like the current study, the reviewed study focused on the role of media in shaping public understanding and engagement with corruption. While this study emphasizes public perception, the current study specifically explores the role of broadcast media in governance and combating corruption.

Olawale (2020) conducted a research on *Government Control and Media Censorship in Nigeria: Implications for Investigative Journalism*. The study explored how government control and censorship affect the quality and independence of investigative journalism in Nigeria. A qualitative approach was employed, with in-depth interviews conducted with 20 journalists and media experts in Nigeria. Finding discovered that government control and censorship significantly limit the scope of investigative journalism, leading to a lack of transparency and reduced media independence in Nigeria. Both studies address the challenges faced by Nigerian media, specifically focusing on how government censorship impacts media freedom and corruption reporting. While the reviewed study focuses on the limitations faced by journalists, the current study examines the broader role of broadcast media in combating corruption.

Arogundade (2021) did a research on *The Role of Broadcast Media in Promoting Anti-Corruption Campaigns in Nigeria*. This study evaluated the effectiveness of broadcast media campaigns in promoting anti-corruption messages and raising public awareness in Nigeria. A mixed-methods approach was used, incorporating content analysis of broadcast media campaigns and interviews with media practitioners. Finding revealed that while broadcast media campaigns had raised awareness about corruption, the lack of follow-up actions and the political influence on media content hindered long-term impact. Like the current study, the reviewed study focused on broadcast media's role in addressing corruption and promoting transparency. The current study delves deeper into the broader societal factors influencing media's effectiveness, whereas the reviewed study specifically focuses on the campaigns themselves.

Gap Identification

The literature on the role of broadcast media in combating corruption emphasizes the critical function media plays in shaping public perceptions, promoting transparency and holding public officials accountable. Studies have shown that broadcast media, through investigative journalism and anti-corruption campaigns can expose corrupt practices and influence public discourse on governance (Dunu, 2022; Arogundade, 2021). However, the effectiveness of media in this regard is often hindered by factors such as government censorship, political influence and media ownership structures (Olawale, 2020). While many studies focus on the challenges faced by broadcast media in promoting anti-corruption efforts, fewer have examined the broader societal and cultural factors, such as the normalization of corruption that limit media influence in Nigeria. Additionally, there is a lack of comprehensive research on how different segments of the Nigerian population respond to corruption-related media content. This study fills these gaps by exploring the interplay between broadcast media, cultural attitudes toward corruption and public engagement with anti-corruption messages, offering insights into ways to enhance the media's role in promoting governance and cultural integrity in Nigeria.

Methodology

This study adopted a qualitative research methodology, utilizing in-depth interviews to explore the role of broadcast media in combating corruption in Nigeria. The population for this study consisted of media practitioners, including journalists, editors and media managers, as well as government officials and members

of civil society organizations who have direct experience or involvement in anti-corruption initiatives. The total population of media practitioners in Nigeria was approximately 10,000 (Nigerian Press Council, 2023), and from this, a sample size of 20 participants was selected for the interviews. A purposive sampling technique was employed to ensure that participants have relevant experience and expertise in broadcast media and anti-corruption efforts. Data were collected through semi-structured interviews, allowing for flexibility in exploring participants' views on media's effectiveness and challenges in combating corruption. The interviews were audio-recorded, transcribed, and analysed thematically using NVivo software, where recurring themes, patterns and categories were identified to offer a rich understanding of the relationship between broadcast media, governance, and corruption in Nigeria. This approach provided in-depth insights into how media professionals perceive their roles in promoting transparency and combating corruption in Nigeria.

Data Presentation and Analysis

Themes were deduced deductively following the research objectives. The following themes were deduced: Broadcast media's role in shaping public awareness of corruption; challenges facing broadcast media in combating corruption and the relationship between media content and public engagement with anti-corruption efforts. These were presented and discussed below:

Broadcast Media's Role in Shaping Public Awareness of Corruption

This theme explores how broadcast media influence the public's understanding of corruption highlighting its ability to educate, inform and mobilize citizens in advocating for transparency and accountability within governance. From the interview extraction: Broadcast media have played a significant role in shaping public awareness of corruption in Nigeria by acting as a primary source of information for the general population. Through investigative journalism, news reports, documentaries and special features, broadcast media have exposed numerous corrupt practices, making the public aware of the widespread nature of corruption across different sectors of society. Programs that focus on corruption-related issues often break down complex situations into digestible formats, allowing the public to better understand how corruption affects governance, public services and national development. The media's ability to bring corruption to light through vivid reporting and interviews with key figures helps foster a greater understanding of the issue among Nigerians.

In addition to exposing corruption, broadcast media also raise awareness by actively engaging the public in conversations about its consequences. Public service announcements, talk shows and interviews with experts play a role in educating the population on how corruption harms the country's social, economic and political systems. Such content is designed to appeal to various segments of the population, using language and formats that resonate with both urban and rural communities. For example, the use of indigenous languages in broadcasts ensures that corruption-related messages are accessible to a wider audience, bridging gaps in education and language barriers.

Despite its effectiveness, the role of broadcast media in shaping public awareness can sometimes be undermined by factors like media ownership, political bias and economic constraints. Media outlets that are owned by

influential political figures or corporate interests may have a vested interest in downplaying or censoring corruption-related stories. This poses a challenge in ensuring that the public receives an unbiased and thorough view of corruption in Nigeria. Moreover, the financial difficulties faced by many media houses in Nigeria mean that investigative journalism often takes a back seat to more commercially viable content, potentially limiting the depth of coverage on corruption issues.

However, when broadcast media address corruption with credibility and investigative rigor, it not only informs the public but also motivates citizens to demand accountability from their leaders. Public awareness of corruption, generated through media coverage, prompts individuals and groups to become more active in political and social movements that aim to combat corruption. While broadcast media may not always offer immediate solutions, it serves as a catalyst for public discourse, increasing scrutiny of government actions and ultimately contributing to efforts for greater transparency.

Challenges Facing Broadcast Media in Combatting Corruption

This theme addresses the external and internal factors, such as government censorship, political pressure, and economic constraints that hinder the effectiveness of broadcast media in investigating and exposing corruption. From the interview extract; broadcast media in Nigeria face numerous challenges when it comes to combating corruption, with political interference being one of the most significant hurdles. Media outlets are often subjected to pressure from government officials or political figures who may either directly influence editorial content or indirectly shape it through subtle means such as advertising withdrawal or intimidation. In some cases, government policies or laws restrict media freedom, making it difficult for broadcasters to report on corruption without facing repercussions. As a result, media outlets may practice self-censorship, limiting their coverage of corruption to avoid possible retaliation.

Another challenge is the financial pressure that many broadcast media outlets in Nigeria face. Many media organizations are not adequately funded, which affects their ability to conduct investigative journalism. Investigative reporting requires substantial resources, including time, money, and access to expert sources. Due to limited resources, many media houses focus on more sensational, entertainment-based content that can generate higher viewership and advertising revenue. This focus on profit over investigative work often means that issues like corruption, which require in-depth analysis and long-term investigation, are not prioritized.

Further complicating the issue is the lack of media independence, particularly in government-owned media outlets. In these cases, broadcast media may not be able to fully report on corruption or hold public officials accountable due to the direct influence of the government on their operations. The government's control over funding, programming and staffing decisions can lead to biased coverage, especially when it comes to corruption. This limits the ability of broadcast media to present an objective, unfiltered portrayal of corruption-related issues.

Despite these challenges, some broadcast media outlets continue to play an important role in exposing corruption, often through creative means. Some media organizations have adopted digital platforms and social

media to bypass traditional constraints, allowing them to reach a broader audience and engage with corruption-related issues in a more independent and flexible manner. However, while digital media presents new opportunities, it also brings its own set of challenges, such as the proliferation of fake news and the digital divide, which can limit its effectiveness in reaching certain segments of the population.

The Relationship between Media Content and Public Engagement with Anti-Corruption Efforts

This theme focuses on how media content, including investigative reports and anti-corruption campaigns, motivates or discourages public involvement in anti-corruption activities, shaping citizens' participation in governance processes. From the interview extraction: The relationship between media content and public engagement with anti-corruption efforts is complex but crucial. Broadcast media have the potential to ignite public interest in anti-corruption initiatives by presenting compelling, informative and often emotional content about the effects of corruption on society. When the media highlight specific cases of corruption and the individuals or organizations responsible, it serves to personalize the issue, making it more relatable for the public. This can lead to greater public awareness and encourage citizens to become more engaged in efforts to address corruption, whether by participating in protests, supporting advocacy groups, or demanding transparency from government institutions.

Additionally, anti-corruption campaigns promoted through broadcast media have the power to mobilize people by presenting them with clear, actionable steps. For example, media content that showcases successful anti-corruption initiatives, such as investigations that lead to the prosecution of corrupt officials, provides the public with a sense of agency. It shows that corruption can be tackled and encourages citizens to play an active role in the fight against it. By depicting the positive outcomes of public engagement, such as the removal of corrupt officials or the implementation of reforms, broadcast media create a sense of hope and possibility among the audience.

However, despite these positive outcomes, the public's engagement with anti-corruption efforts can sometimes be limited. One of the barriers to deeper engagement is the often passive consumption of media content, where individuals are exposed to corruption-related stories without being prompted to take action. This may be due to a general sense of disillusionment with the political system, where citizens feel that efforts to combat corruption will not lead to real change. Moreover, when media reports on corruption without offering solutions or actions that citizens can take, it risks creating a sense of helplessness rather than motivation.

Despite these challenges, broadcast media remain an important tool for encouraging public engagement with anti-corruption efforts. The media have the capacity to spark debates, raise questions, and inspire action through its content. By providing information, framing issues in a way that resonates with the public and highlighting concrete examples of successful anti-corruption efforts, broadcast media can help to galvanize support for transparency and accountability. This, in turn, can lead to a more engaged and active citizenry that holds both the government and private sector accountable in the fight against corruption.

Discussion of Findings

The study found that broadcast media play a crucial role in raising public awareness of corruption in Nigeria by exposing corrupt practices, educating citizens on the consequences and encouraging informed discussions about the issue across various segments of society. This finding is in tandem with Akinmoladun (2020) who explored how Nigerian broadcast media have influenced public awareness of corruption, revealing that media content, especially investigative reporting, effectively educates the public and fosters widespread conversations about corruption. Similar to this finding, Akinmoladun's study emphasizes the importance of media in disseminating information about corrupt practices, making the public more aware and concerned. However, unlike the current study, Akinmoladun's research primarily focuses on media's role in urban areas, whereas the current study takes a broader view of media's impact across urban and rural settings. According to the Agenda Setting Theory, media has the power to influence the salience of issues by giving them prominence in their content. This theory supports the finding that broadcast media play a crucial role in raising public awareness of corruption in Nigeria by highlighting it consistently and making it a priority topic in the public agenda. The more the media focus on corruption, the more likely the public will perceive it as a significant issue, which aligns with the theoretical premise that media's coverage shapes public perception and concern about certain issues. The finding implies that broadcast media can serve as a powerful tool for educating the public on corruption, suggesting that media outlets should prioritize investigative journalism and corruption-related content to further raise awareness and encourage public discourse on the issue.

The research revealed that broadcast media face significant challenges in combating corruption, including political interference, financial constraints and the lack of media independence, which limit its ability to report on corruption in a comprehensive and unbiased manner. This finding aligns with Nwogwugwu (2018) examined the challenges faced by Nigerian media in addressing corruption, identifying political interference, economic constraints and media ownership as major factors limiting investigative journalism. Nwogwugwu's findings align with the current study, as both highlight the impact of external pressures on the ability of the media to report corruption effectively. However, Nwogwugwu's research concentrated on the impact of governmental censorship, while the current study expands the scope to include financial challenges faced by media outlets in Nigeria. The Agenda Setting Theory also suggests that media's ability to set the agenda is influenced by external factors such as political or economic pressures. This aligns with the finding that broadcast media face challenges such as political interference and financial constraints in addressing corruption. These external pressures limit the media's autonomy in determining which issues are given attention, thereby impeding its effectiveness in combating corruption and setting the corruption issue on the public agenda as intended. The finding implies that overcoming political interference, financial constraints, and media ownership issues is crucial for media outlets to effectively combat corruption, calling for policies that support media independence and provide necessary resources for investigative journalism.

The study identified media content has a direct impact on public engagement with anti-corruption efforts by motivating citizens to participate in advocacy, while also highlighting the need for action, although passive consumption and disillusionment can sometimes hinder deeper engagement. This finding corroborates with Olalekan and Abiola (2021) studied the relationship between media content and public participation in anti-corruption campaigns in Nigeria, concluding that media coverage of successful anti-corruption initiatives significantly boosts public engagement and support for anti-corruption reforms. Their findings support the current study's finding that media can motivate citizens to take action against corruption, although their research was more focused on the role of social media, while the present study emphasizes broadcast media's influence in driving public participation. The Agenda Setting Theory further asserts that media content can shape not just the awareness but also the engagement of the public with specific issues. This theoretical backing supports the finding that media content, particularly, concerning anti-corruption efforts, influences public participation by framing corruption as a critical issue. By giving prominence to anti-corruption campaigns or highlighting successful reforms, the media help foster public engagement, as individuals are more likely to act on issues that are continuously emphasized in media coverage. The finding implies that media coverage of anti-corruption initiatives can significantly motivate public involvement, suggesting that consistent and impactful media content can drive citizens to take action and support reforms, potentially influencing public behaviour and political outcomes.

Conclusion

The study concludes that broadcast media play a pivotal role in raising public awareness of corruption in Nigeria, effectively educating citizens and sparking necessary discussions that contribute to the broader societal understanding of the issue.

The research establishes that while broadcast media can significantly contribute to combating corruption, its effectiveness is hindered by challenges such as political interference, financial constraints, and lack of media independence, which need to be addressed to ensure more robust anti-corruption efforts.

The study concludes that media content has a substantial impact on public engagement with anti-corruption efforts, with consistent and compelling coverage serving as a catalyst for motivating citizens to take action and support anti-corruption campaigns.

This study contributes to knowledge by highlighting the critical role of broadcast media in shaping public awareness, combating corruption and encouraging public engagement in anti-corruption efforts in Nigeria, offering insights into the challenges faced by media outlets and the impact of media content on fostering civic participation in the fight against corruption.

This study contributes to knowledge by highlighting the critical role of broadcast media in shaping public awareness, combating corruption, and encouraging public engagement in anti-corruption efforts in Nigeria. It offers insights into the challenges faced by media outlets, such as political interference, financial constraints, and media ownership, which limit their capacity to effectively address corruption. Additionally, the study

demonstrates how media content influences public behaviour by motivating citizens to take action in support of anti-corruption campaigns. The findings provide valuable implications for enhancing media practices, policy formulation, and the strengthening of media independence, ultimately advancing the role of broadcast media in promoting transparency and accountability in Nigeria.

Recommendations

In view of the findings from the work, the following recommendations have been made.

- 1) Broadcast media outlets should prioritize corruption-related content, focusing on investigative journalism and public education to raise awareness and engage citizens in the fight against corruption.
- 2) Policies should be introduced to protect media independence and provide necessary financial support to media outlets, enabling them to effectively investigate and report on corruption without external interference.
- 3) Broadcast media continue to highlight successful anti-corruption initiatives and foster public dialogue to inspire greater citizen engagement in anti-corruption campaigns and reforms.

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