# Global Media Bias and the Misrepresentation of African Nations: An Empirical Analysis of CNN's Reportage of Nigeria

**Nnachi Okafor, PhD, FNIPR, FCASI, arpa**

**Executive MBA, Department of Advertising & Public Relations, ESUT Business School, Enugu State University of Science & Technology (ESUT), Enugu, Nigeria**

**DOI: https://doi.org/10.47772/IJRISS.2026.100600109**

**Received: 15 May 2026; Accepted: 20 May 2026; Published: 18 June 2026**

## ABSTRACT

While African nations' struggle for independence from Western colonial masters may have ended, the continent is still grappling with the complex challenges of Western media news bias, distortion of media content and misrepresentation of images about African nations to the detriment of African development. This study presents an in-depth evaluation and analysis of audience perception of Cable News Network, CNN's biased news reporting and distortion of information about African nations, focusing on Nigeria. This aimed to ascertain the extent of bias and news distortion about Nigeria and its impact on the country's development using CNN as a study. The research applied a mixed-methods approach involving quantitative and qualitative techniques to elicit responses from media and communication professionals (local and foreign journalists, academics, researchers, diplomats and social media networks) using a single-country-discourse-analysis method limited to Nigeria between 2015 and 2019. They were complemented by a content analysis technique to analyse the content and audience perception of CNN's news reportage of Nigeria. Data and other significant variables were analysed with Statistical Package for Social Sciences (SPSS), Likert Scale of Analysis (LSA), and other statistical techniques. Using a purposive sampling procedure and proportionate allocation technique, the study affirmed that CNN's biased, distorted and unbalanced news reportage on issues concerning Nigeria is a disturbing reality. Research findings also showed that CNN has a high predisposition to news bias, media content distortion, misinformation, and misrepresentation about Nigeria, and these adversely impede the socioeconomic and cultural development of African nations, especially Nigeria. The study calls for a re-awakening among African leaders for the continent's socioeconomic, political and technological rebirth and development through the integration of African traditional communication models with orthodox media systems to promote rural and national broadcasting within the context of the MASE Model as postulated by the researcher.

**Keywords:** News, News Bias, News Distortion, Misrepresentation, and CNN

## INTRODUCTION

As African nations gradually transitioned from the shackles and manacles of slavery and the rubbles of colonialism, the Cold War era (12th March, 1947-26th December, 1991) re-enacted a new dawn. Between 1960 and late 1990 before the disintegration of the Soviet Union in 1991, international news coverage in the developed countries transformed into a new framework in which it defined itself as "Western journalism characterized by a bifurcated view of the world" (Ndangam, 2002, p. 2).

Indeed, the polarisation of the world into opposing ideological forces between the Capitalist Ideological Bloc (represented by the United States of America and its allies) and the Communist Ideological Bloc (represented by the Soviet Union) marked a significant milestone in the use of biased news and distorted media content as instruments of foreign policy and propaganda by the Western media. The central objective was to promote the Western nation's ideology of superiority, and to sell the U.S as a Superpower and the Police of the world by negatively influencing global opinion, news content, and foreign policy issues to achieve national objectives.

Closely related to the ideological framework as a source of news bias is the manipulation and control of the international system through Western media's influence over global news and media content, as typified by the

U.S. Cable News Network (CNN). In this circumstance, media imperialism negatively affects African development, cultural and traditional value systems, as masterminded by the Western media. Dysfunctional scientific innovations and lopsided flow of global news and world trade have worsened the situation vis-á-vis the monopolistic activities of multinational media moguls and other centrifugal globalisation forces. With the spreading influence of Western culture and American civilisation via satellite television broadcasting and social media networks, the situation has taken a more dangerous turn against African development.

Following an in-depth review of the foregoing submissions and related literature in the contemporary field of international/intercultural communication and world press, I discovered an exciting dimension in the current global trend of news and information flow from Western nations to Africa, especially Nigeria. While the age-long controversy over the monopolistic imbalance in global information and communication flow and the momentary clamour for a New World Information and Communication Order (NWICO) seem to have died down, the current world order tends to have assumed a more dangerous dimension. With the increasing problems arising from Western media hegemony, little or no effort has been made to proffer sustainable solutions to the growing trend of news bias, media content distortion and deliberate misrepresentation of African nations by the Western media.

Though scholars have conducted some studies on the contentious issues of media/cultural imperialism, certain aspects of the problem that provoked the controversy and the subsequent impasse over the imbalance in the global news and communication flow agenda have remained completely unresolved or abandoned. The situation has been worsened by CNN's news bias and content distortions, unbalanced news judgment, and deliberate manipulation of Blackman's psyche. Many Western scholars agree that Western news bias, information distortion and misrepresentation also pose unique development challenges among African nations.

To strengthen this view, a body of scientific evidence has emerged on the increasing level of Western media's "fascination for negative news about Africa" and the "biased and distorted nature of such media reportage on the continent." In a study conducted in the School of Journalism and Communication at the University of Queensland, Brisbane, Australia, Obijiofor (2009, p. 39) advanced more analytical evidence to support the preceding assertion. According to him, "There is indeed a plethora of literature on how Western media coverage of Africa and other developing countries is distorted and framed in negative concepts. (See Golan, 2008; Franks, 2005; Michira, 2002; Chaudhary, 2001a & b; … and Masmoudi, 1979). The vast literature shows that the image of Africa portrayed by Western media is riddled with misrepresentations and stereotypes" (Obijiofor, 2009, p. 39).

While recognising the growing influence of transnational corporations and media moguls spreading all over the Third World, Obijiofor further observes that, "Regardless of Western editors' vision of Africa, research evidence continues to show quite clearly that Western media coverage of the continent consists of a diet of negative news and stereotypes" (Obijiofor, 2009, p. 40). One of the significant developmental consequences of this phenomenon is the massive transmission of Western media stereotypes, racism, fake news, misinformation, negative propaganda, negative media perceptions, and other destructive anti-development media and cultural content flowing unidirectionally to Africa and other Third World nations.

Given the preceding submissions, the study's objective is to analyse the audience perception of CNN's reportage of Nigeria from 2015 – 2019, to ascertain the extent of news bias and distortion about African countries, with a view to assessing its impact on African development using CNN and Nigeria as case studies. The study argues that CNN's biased news reports about African nations raise questions about its news sources, as many of its reporters are sent to their beats without sufficient understanding of the indigenous environment, language, cultures, news sources, and context of the issues reported. This leaves massive traces of bias, distortion and misinformation with their audiences due to CNN's reporters' negative perceptions and deliberate misrepresentation of facts.

**Statement of the Problem**

While African nations' struggle for political independence from Western colonial masters may have ended, the continent is still grappling with the complex problem of Western media news bias and the distortion of media

content. CNN's dominance in news bias and misrepresentation of images about Africa, and other forms of ideological supremacy, have persisted unabated to the detriment of African development and the traditional value system. Decades after the controversial debate over a New World Information and Communication Order (NWICO) had ended, Africa is still at the receiving end of Western socio-cultural, economic, and technological subjugation despite relentless efforts to reverse the growing trend. Nigeria and other African countries are still misrepresented and stereotyped by CNN, serving the world with many grim, negative images about the continent. Biased and unbalanced news stories of Africa as a ''Dark Continent," "war-ravaged jungle," "land of hunger, famine, starvation, HIV/AIDS, internecine wars, political crises, and other negative representations are becoming alarming. One of the consequences of this ugly narrative is the world's negative mental and psychological image of African countries (particularly Nigeria) presented by CNN to the global media audiences.

Given these circumstances, the researcher conducted an in-depth and critical analysis of the audience perception of CNN's news bias and distortion of issues about African countries, focusing on Nigeria as a case study, while proffering sustainable strategies for curbing the growing problem. It specifically assessed the negative and dysfunctional impact of CNN's news bias against the country's socio-economic and cultural development. It also identified and reviewed specific instances in which biased news, distorted media content, and other forms of misrepresentation were reported to the Nigerian media audience, and how other positive developments about the country were ignored.

**Objectives of the Study**

The objectives of the study include:

1. To evaluate the audience's perception of CNN's biased reportage and distortion of information on Nigeria and its impact on the development of the country.
2. To provide answers to some fundamental questions: Why does CNN often ignore certain positive developments about Nigeria, and rather report what they perceive as unfavourable or negative news?
3. To develop a policy framework and other strategies for checking CNN's media content and reducing overdependence on the Western media.

**Research Questions**

In line with the study's research problem and objectives, three research questions were formulated and analysed with relevant baseline data gathered through the research instrument.

**RQ1:** To what extent can news bias/distortion by Cable News Network affect a nation's development?

**RQ2:** What strategies can be adopted to solve the problem of CNN's news bias and distortion against Nigeria?

**RQ3:** What is the level of the audience's perception of CNN's biased news reportage on Nigeria and its impact on the country's development?

**Research Hypotheses**

Consistent with the preceding research questions, the research problem, and the study's objectives, three major hypotheses were framed for further investigation. This enabled the researcher to proffer practical solutions to the research problem following the recommendations of Asika (1991, p. 75) and Dominick & Wilmer (2006, p. 26).

**$H_O$**: CNN's news bias/distortion cannot affect a nation's development.

**$H_1$**: There is a tendency for CNN's news bias/distortion to affect a nation's development.

**$H_O$**: There are no specific strategies that can be used to solve the problem of CNN's news bias and distortion against Nigeria.

**$H_2$**: Specific strategies can be used to solve Western media news bias and distortion against Nigeria.

**$H_0$**: Audience perception of CNN's biased news reportage on Nigeria is unlikely to affect its development.

**$H_3$**: Audience perception of CNN's biased news reportage on Nigeria is likely to affect its development.

**Significance of the Study**

This study is quite significant as it would contribute immeasurably in closing the existing knowledge and research gaps in the field of study. The thesis would provide a veritable resource handbook for researchers and scholars in development/international communication. It will also serve as a policy framework for governments and other policymakers in drafting development-oriented communication policies for functional national communication strategies for Nigeria. Development partners and donor agencies would find the research report a good peer review template for formulating development policies and programmes in Nigeria in particular, and other African countries in general.

The study also opens a new vista of ideas, concepts, principles, and theories to help understand the current dynamics in global news and communication flow. Indeed, it made more revelations about how Cable News Network (CNN) and other international television network stations and media conglomerates create stumbling blocks against the attainment of Nigeria's socio-economic development through biased distortion of news and media content. The study provides the rationale for studying news bias and distortion of mass media content by media gatekeepers and organisations by ascertaining the motive behind news bias as a reflection of non-adherence to the principles of news value, investigative reporting and media ethics.

**Conceptual Framework**

**The News Concept**

What is news? Why does it attract so much concern? According to Beer, "Many communication scholars and sociologists, for several decades now, have devoted themselves to explaining this abstract concept called 'news" Manlsby, 2009, p. 56) sees news as "an accurate, unbiased account of the significant facts of a timely happening that is of interest to the readers of a newspaper that presents the account." Adult & Emery, in their work, *Reporting the News*, observe that "News is a report of an event containing timely or at least hitherto unknown information that has been accurately gathered and written by trained reporters to serve the listeners or viewers."

Also, there is an angle identifying news from the unusual, the odd, the bizarre, the piquant, the comic and the touchingly human interest perspectives. This might have compelled John Bogart of the *New York Sun* to observe that: "When a dog bites a man, that is not news, but if a man bites a dog that is news," just as David Brinkley would say: "News is the unusual, the unexpected. Placidity is not news. If an airplane departs on time, it is not news. If it crashes, regrettably, it is". (Dennis & Merrill, 1984, p. 140)

From the foregoing explications, it is clear that news is an ambiguous and complex concept prone to manipulation and misinterpretation to suit the motives of different consumers and ideological leanings. This is one of the reasons many Western nations tend to exploit the complex nature of news to beam negative stories and images to African countries, often focusing on negative issues – conflicts, wars, disease, famine, hunger and poverty, while ignoring positive issues about the continent.

**News Bias Versus News Distortion**

Contextually, news bias refers to any tendency to deviate from an accurate, balanced and impartial framing of news reports, media content and representation of the reality of events and the social world contrary to the globally acceptable ethical standards of investigative reporting. McQuail describes news bias as “any tendency in a news report to deviate from an accurate, neutral, balanced, and impartial representation of the reality of events and the social world according to stated criteria." It is also viewed as distortion of news reports or coverage of events in such a manner that they create certain portrayals of disparities, apparent misjudgments and misinformation by news reporters, media organizations and gatekeepers. It seeks to explain the growing phenomenon among media houses, news reporters, editors, and other media gatekeepers in manipulating how

news and information are presented to the mass media audience to promote a selfish and parochial agenda to the detriment of the less-privileged masses.

On the other hand, news distortion is deliberate twisting, slanting, exaggeration, and misrepresentation of issues, information or news stories and presenting them to appear different from their original form or content. News distortion may appear in the form of alterations in news content, meaning and news value without adherence to objectivity, balance, fairness, originality and sound judgment, arising from bias, prejudices, stereotyping, and inherent opposing philosophies or the compelling need to satisfy invisible interests. For instance, MacBride Commission Report of 1980 states that "Distortion of news, in the strict sense of the phrase, occurs when inaccuracies or untruths replace authentic facts; or when a slanted interpretation is woven into the news report… through the use of pejorative adjectives and stereotype". The report further notes that "Where events of no real importance are given prominence and when the irrelevant are inter-woven with facts; When news is cobbled together from random facts and presented as a whole, and when facts are presented in such a manner as to cause misrepresentation" (MacBride Report, 1980, pp.157-158).

**Misrepresentation**

Contextually, the concept of misrepresentation deals with the deliberate and distorted portrayal of Africa and its peoples by the Western media, using the instruments of bias, selective attention, selective reporting, negative news framing and distortion. It also involves stereotyping, misinformation, disinformation, malinformation and often under-reporting and representation of landmark accomplishments by African nations. The study argues that CNN's misrepresentation and portrayal of Africa depicts it as an inferior and dark continent where nothing good can emerge, except ethnic conflicts, wars, poverty, disease, conflicts and corruption, while ignoring the positive sides of the continent based on the Western ideology of Afro-pessimism and Eurocentrism.

**Cable News Network (CNN)**

CNN is one of the world's 24-hour news networks, symbolising the globalisation of American television journalism by predominantly "influencing news agendas across the world and indeed shaping international communication" (Thussu, 2004, p. 156). Founded on June 1, 1980, by Ted Turner and 25 other pioneer members who invested $20 million into the global network, CNN has grown tremendously. It has become a giant global news network within less than four decades, reaching hundreds of millions of international audiences spread across Europe, Asia, America, and Africa. By 1996, CNN had grown in stature and prestige, making it an integral part of the Time Warner Group and one of the world's media giants.

**Theoretical Framework**

The study adopts the *Normative Media Theory*, which states that the mass media have tremendous powers and influence on society in setting socio-cultural, economic and political benchmarks for shaping public opinion and discourses with specific impacts on society. The theory argues that the media need to be fair, factual, objective, and accurate in their reportage with a profound sense of balanced judgment, justice and fair play if certain social values are to be observed or attained. The theory was adopted because it lends relevance and credence to the study as well as strengthens its theoretical foundation in line with its objectives. This view reconciles with the views of Golding & Murdoch (1997), 1999; Thussu (2000, p. 54), and McQuail (2005, p. 62).

The *Normative Media Theory* was originally propounded by three American scholars, Fredrick Siebert, Theodore Peterson, and Wilbur Schramm through their study titled, *Four Theories of the Press,* published in 1956 (Siebert, Peterson and Schramm, 1956) cited in De Beer, 2011, p. 65). The three components of the theory include: Cultural/Media Imperialism Theory, the Libertarian Media Theory, and Development Media Theory. For strategic reasons, I have restricted the theoretical discourse to *Libertarian Theory* and *Development Media Theory* to reconcile the Eurocentric and Afrocentric views of *free-flow* and *development media* doctrines.

**The Libertarian/Free Press Theory**

Popularly known as "Free Press theory is one of the most outstanding contributions of Frederick Siebert and his colleagues in their efforts to underscore a relationship between the mass media (then originally called the press

before the advent of the broadcast or electronic media) and the political society. The theory argues that free and public expression is the best way to arrive at truth and express error. It argues that the mass media is a marketplace of ideas where information and messages, including truth and falsehood, should be given free rein, with the belief that truth and falsehood would clash one day, and truth will triumph over falsehood. Some authorities, especially in the field of International and Development Communication and Sociology, have sought to justify the compelling moral force for executing the principles of the theory. For instance, McQuail (2005) and Hasan (2013) rest their arguments on the ideologies of domination, freedom of the press and information.

**Relevance and Applicability of the Libertarian/Free Press Theory to the Study**

The applicability of The Libertarian Theory to the study can be explained in the context of 'global news flow' and 'free flow of information,' which are its basic principles. To understand the impact of CNN's news bias on African development, the 'news' concept is also critical, as news is one of the essential elements or products of the media. News and media programming are the conveyor belts or vehicles that transport the socio-cultural, political, and economic contents of culture and civilisation to different parts of the world. News and other forms of media programming and content – motion pictures, porn, films, DVDs, documentaries, sports, wars, conflicts, and conventional news stories – transmit the messages, cultures, values, and norms of diverse cultures to other parts of the world.

In today's world of Artificial Intelligence, information and communication have become a powerful weapon or instrument of global diplomacy, propaganda warfare, national policy, and socio-cultural manipulation, with the technologically advanced nations like the USA, Britain, France, Russia, China, and other great powers lauding it over the developing countries of Africa and Asia with their weapons of mass imperialism. Thus, developed nations' overbearing media influence on Africa has been worsened by news bias, media content distortion, and massive acquisition of economic, scientific, and technological resources.

Therefore, Libertarian Theory justifies CNN's perpetuation of bias in reporting news on African nations based on its assumption that freedom of expression and the freedom to produce any form of media content are inalienable rights of the individual and the larger society. It supports the Western position that the content of news and information should be given a free flow across cultures on the assumption that an individual, nation or society has the limitless freedom and right to publish (*or broadcast*) what he or she likes, including the "right to hold opinions freely, to express them, to assemble and associate with others." This is in line with the First Amendment to the US Constitution, which states that: "The people shall not be deprived or abridged of their right to speak, write, or to publish their sentiments, and freedom of the press… should not be inviolable. Congress shall make no law ... abridging the freedom of speech or of the press, or the right of the people to assemble peacefully and to petition the Government for a redress of grievances; it is thus simply an absolute right of the citizen" (Pember, 20003/2004, p. 39).

**Development Media Theory**

Development Media Theory came from some mass communication scientists and researchers, such as McQuail (1983), Altschull (1984), and Hachten (1981), who clamoured for the creation of an alternative theoretical model that complements the liberal and Marxist models. The purpose was to accommodate the yearnings and aspirations of the developing countries "undergoing a transition from underdevelopment and colonialism to independence" (McQuail, 2005, p. 178). In other words, *Development Media Theory* is a child of necessity conceived to fill the gap created by the *Normative Media Theory*. The purpose was to facilitate and fast-track the Third World's development. These societies were emerging from the shackles of colonialism to political independence with the expectation that it would cushion the effects of their financial, infrastructural, technological, and human resources deficiency to sustain a free-market media economy in the new world.

Indeed, the theory provides an opportunity for developing nations that are enmeshed in the clutches of poverty, shortage of infrastructure, ICT and media wherewithal, as well as human and material resources to sustain what McQuail refers to as "an extensive free-market media system" (McQuail, 1992). The theory gained more popularity following the report of UNESCO's McBride Commission of 1980. It is anchored on 'economic development and nation-building as the overriding objectives of developing nations. According to (McQuail,

1992), the theory is based on the fact that: "Communication needs of developing countries have tended in the past to be stated in terms of existing institutional arrangements with a particular emphasis on the positive role of commercial media to stimulate development or on media campaigns to stimulate economic and (social) change in the direction of the model of the industrial society" (McQuail, 1992, p. 567).

One significant aspect of the Development Media Theory is that its normative principles are directly opposed to dependency, foreign domination, and arbitrary authoritarianism. The theory supports the mass media's positive uses in national development, social engineering, and nation-building to develop underdeveloped countries. It favours democracy, good governance, and grassroots involvement in the development process, leaning towards participatory communication models. It also lends support to the *Social Responsibility Theory* in challenging the mass media in developing nations to wake up to their responsibilities of mobilising the masses and government agents to develop Third World nations.

**Relevance and Applicability of the Development Media Theory to the Study**

The Development Media Theory underscores the need for all stakeholders in development practice to key into the development communication process to meet Nigeria's developmental needs and those of other Third World nations. The theory draws our attention to the fact that "cultural values, attitudes, and opinions are key variables in determining economic progress." It explains "why some countries succeed in their quest for development and others fail" (Harrison & Huntington, 2000) cited by Schech and Haggis in Desai & Potter, 2008, p. 50).

The theory also provides a theoretical and empirical foundation for the study by arguing that the current global news-flow, framing and content pattern is in favour of the developed countries to the detriment of Third World nations, emphasising the need for scholars to shift emphasis from the linear-flow of communication to a multidimensional perspective. Ultimately, the Development Media Theory reinforces the demand by stakeholders in the global development communication agenda to pay greater attention to the essential communication elements for promoting the development process. This can be achieved by ensuring that developing nations "have access to communication tools so that they can communicate within their communities and with the people making decisions that affect them…" (Mefalopulos, 2008). Among nations, the theory helps to "foster the process of dialogue, debate, and engagement that builds public policies" (FAO, The World Bank, 2007) for society's overall development.

**Empirical Review**

**Controversy about News in International Communication and Global Politics**

Albert Einstein was once asked, "Why is it that when the mind of man has stretched so far as to discover the structure of the atom, we have been unable to devise the political means to keep the atom from destroying us?" He replied: "This is simple, my friend. It is because politics is more difficult than physics" (Kegley, Jr. & Blanton, 2011, pp. 6-7). The same question can be asked about news.

Why have journalists, mass communication researchers, and other purveyors of news and information discovered how to write and disseminate news and information without inventing the will to manipulate them for the general interest of humanity? Why is news and information sharing at individual, interpersonal, group, and organisational levels not creating so much controversy in human society? Why is it that a seemingly innocuous phenomenon like 'news' is a major source of concern among nations in global communication and politics? For instance, the world's experience during the World Wars, the Cold War era, the ongoing Russia-Ukraine War, the Israel/US and Iran War, and the historical clamour for a New World Information and Communication Order (NWICO) in respect of the perceived imbalance in global news and communication flow, apparently underscores the significance of news in international politics

Even when the Third World nations' protestation to redress the lopsided global news flow seems to have subsided at the international media stage, the concerns and controversies over news have somewhat shifted slightly from the global media scene. They have gathered momentum in the newsrooms, PR agencies, corporate organisations, lecture halls, seminars, and other discourse fora across institutions, especially in developing countries. Scholarly

groups, media pundits, newspaper reviewers on radio and television, and a coalition of other media professionals and news activists are not left out. The reason is that information is power, and news is a critical component of information and communication. Without news, there is little or nothing left in the world of communication and information dissemination, and the mass media are the purveyors of news. Craving a positive global reputation among nations and the Western media's rigid stance on the constancy of the old libertarian order has complicated the situation. Also, the revolution in digital and social media networks, the Internet, the blogosphere and the proliferation of global media mega-alliances and conglomerates have further fanned the flames of the news controversy.

Marshall McLuhan, Walter Lippmann, Denis McQuail, and many other scholars have made outstanding efforts to provide more answers to the controversy over the 'news' concept. According to Lippmann, cited in Udeze (2002, p. 5), "Images of people we do not know about are formed from media reports about them." Hence, Africans are seen by the Western media audience as barbaric, uncivilized cave/tree men and cannibals, based on the information the media feed them. This could also be attributed to McLuhanian philosophy of 'global village,' a concept contrived by Prof. McLuhan to describe the revolutionary innovations of ICT and the Internet.

**The Role of CNN in Transmitting Western Culture and News Bias**

Current research in international media and communication literature shows that over 180 countries worldwide are involved in international television broadcasting, sometimes with governments' supervision and control, especially in developing countries. One of the significant and disturbing developments in the global television broadcasting industry is the proliferation of 24-hour international television channels engaged in direct real-time news and current affairs reporting, with Cable News Network (CNN) television at the peak of the chart as the global giant. Thussu (2014) notes that CNN reaches over 150 countries, 280 million households, and hundreds of millions of audiences worldwide, including Africa, Europe, Asia, and the Americas.

CNN International alone operates in five significant networks that serve Europe, the Middle East, Africa, North Asia, and the Pacific, South Africa, Latin America, and North America. It broadcasts news in "several local languages as well as in English. CNN is "conspiratorially´ in alliance with other dominant European television stations scattered all over the world, including African countries – British Broadcasting Corporation (BBC), Voice of America (VOA), Radio Liberty and Radio Free Europe, Bloomberg Television, Euro News, and Fox News Television. They have conquered and dominated the whole wide world global media, including the "Communist Party's and Nazist's media monopoly on television broadcasting and global communication."

With the growing influence of digital broadcasting, media convergence, the Internet, social media networks, and the emergence of more television corporations in the international communications scene, CNN has stepped up much more in its global television broadcasting consolidation in content and delivery worldwide. Thussu, in his research findings in 2014, clearly substantiated this assertion. He notes that, "The $80 billion mergers in September 1999 of two major US corporations, Viacom and Columbia Broadcasting System (CBS), created the world's most extensive entertainment and media company in the production, promotion, and distribution of entertainment, news, sports, and music. It was soon to be overtaken by the megamerger of the largest Internet-based company, America On-Line (AOL), Time Warner, and EMI … creating the world's fourth-largest corporation worth an estimated $350 billion" (Thussu, 2014, cited in Waters, 2000, p. 22).

Among all these mergers and alliances, CNN stands tall and bestrides the global media networks like a colossus, under the Time Warner Group, the parent company of CNN fame. According to Thussu and Waters' research findings, it is estimated that "Nothing less than ten corporations, mostly based in the USA, own most of the world's media industries, with AOL-Time Warner being at the forefront, followed by Walt Disney, Viacom-CBS, Bertelsmann News Corporation, Seagram, Telecommunications Inc. (TCI), Sony, and the National Broadcasting Corporation (NBC). "CNN is the world's most extensively syndicated TV news service – Turner Network, Turner Classic Movies, and Cartoon Network" (Thussu, 2014).

**Reasons for CNN's Perpetuation of News Bias against Nigeria**

This section takes a critical look at the rationale for perpetuating the perceived news bias and media distortion by CNN. The reasons include, but are not limited to, the following factors:

**Advancement in Science and Technology over African Nations:** African nations are no doubt scientifically and technologically backward. They do not have a comparative advantage in possession of communication technology hardware over their Western counterparts. As a result, CNN and other Western media channels exploit the opportunity against Nigeria and many other African nations.

**Impact of Globalisation and Dependency:** The pervasive effects of globalisation have made Nigeria, like most Third World countries, a perpetual dependent of the West. This situation has also been worsened by the problem of debt overhangs resulting from the stringent International Monetary Fund (IMF) and World Bank's 'conditionalities' for Third World financial aid. In the area of information and news dissemination, Nigeria and other peoples of Africa, and media practitioners depend heavily on Western media channels and resources to access information about what is happening around the world, even within the continent.

**Bad Leadership, Corruption, and Mismanagement of State Resources:** The endemic problem of corruption in most African countries, perpetrated by African leaders and policymakers, has been the demise of African development. The situation is compounded by economic issues arising from the mismanagement of state resources, which would have been invested in the development of media, ICT, and other communications infrastructure. These have led to African nations' incapacity to catch up with developed countries to compete favourably and reduce Western media domination.

**Endemic Problem of Poverty and Disease:** A corollary to the above is the endemic problem of poverty and disease. It is difficult for a hungry man to abandon the challenges of hunger and go for the "luxury of communication, when millions of Africans are dying of all forms of disaster and disease: HIV/AIDS, cancer, malaria, famine, drought, starvation, desertification and internecine wars. The consequence is the inability to replace the decayed communication infrastructure with sophisticated modern technology. The sheer lack of human and material resources could be due to a non-functional or total absence of a communications policy in Nigeria and many African countries. It may be the reason behind the existence of fragmented media channels: small, fragile newspapers with minimal reach, a minimal internal network for news collection/dissemination, and resultant heavy dependence on international news agencies (e.g., Reuters, Associated Press, and TASS) for foreign and local news. This development is also attributable to the scarcity of well-trained local correspondents and editors.

**Influence of Slave Trade, Colonialism, Imperialism and Exploitation:** Rodney (1972, p. 223-309), Mazrui (1980), Ake (1981, pp, 19-29), and Fanon (I961, pp. 27-84) explain the imperialistic exploitation and underdevelopment of Africa in their various works. Rodney identifies the problems of European slavery and the slave trade in Africa as a significant contribution to Africa's underdevelopment. According to him, Europe sold Africans captive from all parts of Africa to work in Europe's farmlands and plantations.

**Establishing Objective Criteria for Measuring/Detecting Bias and Distortion in CNN's News Reporting**

The study identified some empirical and objective criteria for identifying specific cases of bias and distortions in news reports, with specific regard to CNN, international newsgathering, and investigative reporting in line with news values – objectivity, fairness, accuracy, and unbiased reporting.

„*Fair Studies,* a media research group based in New York, the United States of America, provides some empirical questions that can serve as benchmarks for determining whether a news story or media content is biased, distorted, or not. The answers to the questions are also presented:

**Who are the sources of the news story?**

In response to the negative implications of bias and distortion in reporting international news events by the Western media, *Fair Studies* conducted a research to identify strategies and criteria for detecting news bias and distortion in both local and international news reportage. Entitled, '*News Bias in News Reporting: How to Detect Bias in News Media for Fairness and Accuracy,'* the study advised that the first step in challenging biased news coverage is documenting biases" (Fair Studies, 2017, p.1). They identify diversity, points of view, double standards, stereotypes, assumptions, and contexts as the criteria to look out for in news stories when identifying

biases and distorted news. The report warns reporters, correspondents, and other gatekeepers about the need to "portray issues fairly and accurately" to be credible in their reportage.

While emphasizing the importance of attribution, *Fair Studies* argues that "media must broaden their spectrum of sources; otherwise, they serve merely as megaphones for those in power." According to the research findings, in identifying news sources, journalists must be conscious of the political and ideological perspectives of the source used in the story, and the interests the source is serving. Is it Western, socialist, communist, far-right, or leftist, capitalist, or populist interests?

Consistent with the findings of Fair Studies, is the work of Bender and his colleagues, Lucinda Davenport, Michael Drager, and Fred Fedler, who also investigated news credibility and the criteria for identifying biases in news media and television programming. The study conducted under the auspices of the United States, Pew Research Centre, found that "more than half of Americans think news organizations are politically biased and are inaccurate in their reporting of the news." The report described the Pew Centre's research findings as 'troubling' because "media must maintain credibility, fairness, objectivity and credibility.

The study advises that "consumers of news stories and other media content should be conscious of biases, distortion, stereotypes, misrepresentations, and misjudgment in news reporting by watching out for sources of news. It also enjoins journalists to "avoid misleading reenactments or staged news events, support the open exchange of views and distinguish news from advertising and public relations," while emphasizing the need for journalists to always identify sources to avoid biases and distortions in their reporting.

**Do stereotypes and myths skew the news coverage and presentation?**

The study also identified stereotypes and myths as part of the objective criteria for identifying news biases and distortions in news gathering and reporting. The researcher argues that stereotypes and myths are part of the psychological weapons of the Western media to manipulate the psyche and mentality of the Blackman. They represent the colonialistic, imperialistic, and capitalistic instruments by the US, Europe, and their Western allies to manipulate and oppress African nations. They often do this through news bias mechanisms, and distortion of media contents for their selfish interest. Harth (2009) captures the two concepts thus: "Stereotypes and myths are powerful psychological tools used for subjecting people to psychological manipulations because they embody power structures and even more importantly create inflexible entities to suit the frameworks of Western stereotypes, misrepresentations, and deliberate misinformation" (Harth, 2009, p. 34).

From the preceding analysis on myth and stereotypes, Nigerians should be wary of news stories emanating from Western media sources and other contents with symptoms of stereotypes and mythology so as not to be misguided by biased distortions. African journalists and citizens should be well educated and adequately guided about biased and distorted misconceptions that deal with stereotypes, myths, and outright misrepresentations.

**Is the language of the news story loaded?**

The nature and choice of the language used in news stories are very significant in identifying biased and distorted news and media content. A loaded language is often sensational and exaggerated, double-barreled, misleading, and disinformative. *Fair Studies* (2017) reckons that CNN and some other Western media platforms 'adopt loaded terminology' sometimes to shape and influence public opinion. The study cites what is referred to as "right-wing buzzwords" such as "racial preference" to refer to "affirmative action programs." Therefore, journalists should avoid ambiguous languages to prevent the story’s inaccurate impressions.

**Do the headlines, pictures, and news stories match?**

The study also identified another important question issue CNN news viewers should ask: Are the headlines, pictures, and news stories match? In this regard, *Fair Studies* (2017) warns Western news and media content consumers to be cautious and skeptical of headlines. They believe that biased news stories often have catchy and misleading headlines. The study concludes that: "Since many people just skim headlines, misleading headlines

have a significant impact on readers' perception and a general understanding of media issues," and as such, let readers beware.

**From whose point of view is the news reported?**

The study holds the view that many CNN news stories and reports about most African countries are often presented in a biased and unbalanced judgmental manner with misrepresentations to serve the organization's management's interest in line with their corporate philosophy and ideology to the detriment of the developing world. Indeed, CNN's news stories are couched from the Western media ideological perspective of the libertarian theory with little or no consideration for African nations' developmental aspirations. Reporters and news editors of Western media tend to be biased in reporting issues that do not serve their countries' interests.

**Is there a lack of context in the story?**

CNN's biased and distorted news stories often create some elements of ambiguity and misrepresentation by not defining the context in which such stories and events occurred, the angle or circumstances that form the setting of the event, developments, or statements attributed to someone else. Some of the biases and distortions are often be due to partisanship, reportorial, and editorial prejudices to slant the story in line with CNN's house or editor's whims and caprices. The need to contextualize broadcast news stories is quite overwhelming. It promotes the accuracy, objectivity, and credibility of the news emanating from media organizations. This is because non-contextualized news reports can create room for rumours, sensationalism, fake news, and sour taste.

**Are important issues featured prominently in the story?**

Many CNN's biased news stories often dwell on less-critical issues rather than those positive events that promote African nations' development. Great inventions and innovation by Africans do not get the attention of the Western media. When they do, the story is often slanted and distorted to suit Western media organizations' prejudices and selfish motives.

**Table 1: Summary of Objective Criteria for Detecting/Measuring Bias/Distortion in CNN's News Reportage**

| Determination/Analytical Criteria | Description and Interpretation |
|---|---|
| 1. Consider & verify news sources<br><br>2. Consider the news context<br><br>3. Consider the language used<br><br>4. Consider the headlines and pictures<br><br>5. Consider the presence of important news values<br><br>6. Consider the presence of types, myths, cultural and racial prejudices<br><br>7. Consider the editorial viewpoint | Media audiences, especially CNN, who want to avoid news biases and distorted media contents must answer certain questions: Is there a sufficient attribution in the news story? Who and what are the sources of the story? Whose interest is the news story serving? What is the point of view of the news? Are there any clear and sufficient backgrounding, contextualization and clarification in the story? In watching or listening to news stories, we must be conscious of the political and ideological perspectives of the source to ascertain the interest it is serving. It could be Western, Communist, American, or capitalist ideological interest. Their news could be couched on assumptions, prejudices, stereotypes, double standards, inaccuracies and vicious inconsistencies. It could also be very subjective, biased, distortive and misleading.<br><br>Every fair, balanced, accurate and objective news story should have a definite clear context, background, and circumstances that form its setting. Biases and distortions in news can create ambiguities and vagueness if they lack context, and this may be due to editorial and reportorial partisanship, jaundiced gate-keeping and ideological prejudices. Let the audience beware. |

| | |
|---|---|
| | CNN's audiences will have to gain an understanding of the context in which word, phrases and sentences are used in its stories. The nature and choice of language in the news story will help the audience recognize or identify biased and distorted news and other media contents, e.g. pictures, audio- visual chips, sound bites, etc. The nature and context of the language of the news may reflect sensational, exaggerated, double-barreled or misleading words. The context also includes the intended or actual words used words as well as the tone and intensity of the words or expressions.<br><br>CNN audiences and other consumers of television content must take a critical look at the headlines and pictures of news stories. The headlines of biased and distorted stories could be saying something different from the content or body of the story. Pictures used could also be deliberately frightening.<br><br>Many CNN's news stories on Africa, especially Nigeria, are often sensational and dwell much more on frivolities rather than dealing with issues that promote the continent's development. Such stories are often slanted and distorted to suit the organization's prejudices and selfish interests. Therefore, media audiences should consider whether the news editor adheres to the principles of objectivity, fairness, balance and accuracy in line with human interest.<br><br>Nigerians should be careful about news stories reported by CNN television and other western media sources. They can certain stereotypes, myths culture and racial and cultural prejudices. They should be properly guided about biases and distortions, that as they could lead to misinformation and mal-information. They are the symbols and instrument of the western nations and their allies to manipulate the Black Race.<br><br>CNN's news audiences need to look out for the news editors or reporters' point of view when watching the news. Its news is often presented in a biased and distorted manner to satisfy its corporate interest, philosophy, ideology and house style. Sometimes the motive could be to serve the interest of West. |

**Source:** Field study, Okafor, 2019.

**Brief Comparative Analysis of CNN and Al Jazeera for a Broader Understanding of Global Media Misrepresentation of African Nations**

A brief comparative analysis between CNN and Al Jazeera television networks' news reportage on Nigeria revealed various forms of news bias and media content distortion. It also indicates that some cases are directly influenced by intentional or deliberate stereotyping, racial prejudices, and ideological misjudgments, unlike African countries' media experience.

For instance, in a study entitled, *Africa in the Eyes of Cable News Network (CNN) and Al Jazeera: A Comparative Analysis,* Okon (2013) examined the frequency and nature of coverage given to the African region by CNN and Al Jazeera in their news programming. The objective of the study was based on the ideological principle that the media can facilitate, make, or mar global peace and understanding by exchanging information and ideas. The study qualitatively and quantitatively analyzed and compared CNN's and Aljazeera's content to ascertain the patterns of news reportage on selected African countries through the inter-coding reliability technique. The study revealed that CNN's news stories showed a preponderance of 75 percent of negative news reportage on African

countries and a predisposition towards reporting biased, distorted, and negative news about African nations, especially Nigeria. On the other hand, "Aljazeera had a fairly equitable distribution of 47 percent across the favourable and unfavourable categories" (Okon, 2013, p. 2).

Specifically, in Nigeria's case, the study examined one of the news stories reported by CNN in its 8.00 pm "News Hour Africa Report" broadcast on Thursday, 20th June 2015. In the news bulletin, the story was couched with a sensational headline titled "Nigeria Violence: Dozens Killed in Various Attacks". "This is happening only a few days after students were killed in Maiduguri". The study, however, called for "an emergency drive by the governments of African countries to develop communication facilities that can help launch Africa to the world to break the dependency on global media" (Okon, 2015, p. 2).

A careful evaluation of the use of the phrase "Nigeria Violence" in the headline indicates a deliberate and contemptuous use of a biased and contemptuous expression that portrays Nigeria as a nation notoriously synonymous with violence and conflicts. The use of the rider, "Dozens Killed in Various Attacks," in the headline does not reflect the principles of objectivity and accurate reporting, which are part of the significant news values and tenets of unbiased and investigative journalism. The story should have mentioned the exact number of people killed in the attacks. The preceding scenario provides sufficient evidence to strengthen the assertion that CNN's news reporting style about African countries, particularly Nigeria, is deliberately predisposed to news biases, media content distortion, and misrepresentation, which Okon attributes to 'racial prejudices, stereotyping, ideological and editorial bias. This is at variance with the style of reportage by Aljazeera and some other international media organizations.

**Forms and Sources of News Bias in CNN's News Reportage**

In this sub-section, the researcher identified and discussed some forms and sources of news bias and media content distortions reported by CNN about Nigeria. They include:

**1. Subjective Ideological Media Gate-keeping:** There is no gainsaying that the processes and procedures, as well as methods and motives for news production and selection by media gatekeepers and institutions vary considerably from organization to organization under different circumstances. The concept of 'gate-keeping' in this context has been used to describe the processes and procedures by which selections are made in media reports and programming, especially decisions regarding whether or not to allow a particular news report to pass through the 'gates' of a news medium into the news channels (McQuail, 2005, p. 308; Shoemaker, 2001; Reese & Ballinger, 2001, p. 641). Therefore, the media gatekeepers – reporters, correspondences, and especially editors, news managers, and publishers often take far-reaching decisions as well as influencing policies about the form and sources of news stories and general media contents, including their distribution, transmission, and marketing of media products and news items.

These processes of selection, production, distribution, marketing, and transmission combine to produce the subjective, biased, and distorted form, and nature of news reportage by CNN and some other Western media organizations. In this regard, news bias can be attributed to the systematic and subjective "influence on a selection process that can be considered either 'organizational' or 'ideological,' which respectively deals with 'bureaucratic routines' and 'values and cultural' factors within society.

**2. News Hypes and Exaggerations:** Studies by mass communication scholars and news experts identify the concept of *hype* as one of the significant sources of bias by CNN in global news dissemination. Hudson and Rowlands of Staffordshire University, the United Kingdom, in 2007, surveyed 'news treatment' by BBC Radio Four and CNN of the U.S. Their study centered on content analysis of news and biased news reporting by the two broadcasting organizations concerning news credibility and audience acceptance. The researchers found a tendency by CNN and BBC Radio Four to make "news stories sound more important than they are by using exaggerated language." The researchers, in their article published in the *Journal of International Communication* (2007) of Edinburgh University, the UK, noted that "Professional rivalry among journalists to impress their editors and colleagues and excite audiences often creates the increasing urge to hype, exaggerate or play up news stories beyond what is real and imaginable" (Hudson & Rowland, 2007, p. 46). The study concludes that as soon

as journalists "misrepresent the truth or distort the facts as you understand them, what you are engaging in is not journalism. It is trickery or fraud, and completely unethical" (Hudson & Rowlands, 2007, p. 145).

**3. Careless or Deliberate Use of News Stories and Video Clips:** News bias and distortion can equally arise when television picture clips and shots are carelessly or even 'deliberately' chosen and aired by the editor or news director to represent a different storyline or event. This can mislead, disorient, or embarrass the audience. Hudson and Rowlands provide another interesting instance that may give rise to news or media distortion. According to them: "Using cut-aways to disguise jump-cuts in an interview could be regarded as dishonest. However, there are probably very few audience members who are not aware that television packages are edited rather than live. Because audiences understand the process, it can be better to leave the story unedited, mixing sound bites, so the jump cut does not jar" (2007, p. 145).

**4. Polysemic and Semiological Factors:** Holub, (2002), Jensen & Rosengren (1990, p. 207), and Hall (1974/1980, p. 197) provide a consensus approach in determining the sources of news bias. They examined a critical theory of semiology and discourse analysis, which, according to them, are more oriented towards "the domain of the cultural rather than the social sciences." The theory "challenges the predominant methodologies of empirical social science audience research and the humanistic studies of content.," but failed to recognize the 'power of the audience' in providing meaning to media messages. They postulate that many journalists and other media gatekeepers are often prone to news bias and media distortion unconsciously. This is due to the polysemic and open-ended nature of media messages, which subject them to multiple meanings and interpretation in line with the message receivers' cultural context.

Following Stuart Hall's message-reception analysis approach of determining bias, it becomes evident that semiology can influence biases and distortions in the interpretation, understanding, and attachment of meaning to media messages by the news audience or media content-consumers generally. This assumption is based on the fact that polysemic and semiological statements mainly emphasize the power of the encoded text and see the location of meaning as formerly rooted in it (Hall, 1974/1980). While accepting some elements of this theoretical approach proposed by his colleagues, Hall disputed some of its basic assumptions on two main grounds:

> First, communicators choose to encode messages for ideological and institutional purposes and manipulate language and media for those ends (media messages are given a 'preferred reading' or what might now be called 'spin'). Secondly, receivers (decoders) are not obliged to accept messages as sent, but can resist ideological influence by applying different oppositional readings, according to their own experience and outlook (Hall, 1974/1980, p. 198).

Semiology is a concept that explains the stages of transformation or process through which media messages pass from the source to the receiver.

**5. Influence of Organizational Stakeholders and News Value:** From the organizational point of view, Shoemaker (1991), and McQuail, (2006, p. 309) draw our attention to advertisers, public relations practitioners, pressure groups, editors, and news managers as major influencers of biased news and media content. More research findings seem to demonstrate that "the content of news media tends to follow a predictable pattern consistently, and that different organizations behave the same way when confronted by the same events and under equivalent condition" (McQuail, 2006, p. 3009).

**6. Ideological, Cultural and Racial Prejudices:** Besides the ideological dimension of news bias, Ndangam, in his work, '*Heart of Darkness'– Western Media Rhetoric on Africa: Constructing and Associating Meaning over Time*, identities cultural bias in Western audience perceptions of Africa. According to him, this negatively affects global journalism "by creating a media culture and laziness where journalists and headline writers resort to the metaphor of "heart of darkness" when reporting African issues" (Ndangam, 2002, p. 4). He rues over the fact that CNN and their Western media allies, through stereotypes and media misrepresentations, create biases and distortion of facts; create specific "patterns of association and meaning which have been routinely used as a kind of template in the coverage of African issues." He concludes: "This metaphor is frequently employed to highlight a particular perspective, and sometimes it is used to recast events that pertain to a specific country in terms of

the African continent. Using such a metaphor to frame news about Africa sustains and reproduces stereotypes while devaluing African issues" (Ndangam, 2002, p. 5).

**7. Influence of Diplomacy, Propaganda and International Power Relations:** Closely related to the ideological framework as a source of news bias is the factor of international power relations and manipulation of foreign policy instruments to influence the international system through the instrumentality of global media by the Western world as typified by CNN. As African nations gradually transited from the shackles and manacles of slavery and the rubbles of colonialism, the end of the Cold War re-enacted a new era. In this period, "international news coverage in the developed countries was compelled to search for a new framework in which it defined itself as 'Western journalism' characterized by a bifurcated view of the world" (Ndangam 2002, p.2).

Besides the polarization of the world into opposing ideological forces between the Capitalist Ideological Bloc (represented by the US and her allies), and the Communist Bloc (represented by the Soviet Union), the new era marks a significant milestone in the use of biased news and distorted media content as instruments of foreign policy and propaganda. These instruments are used to influence global opinion to attain their national goals.

**8. Editorialisation and Non-Contextualisation of News Stories and Events:** Within the purview of CNN reportage, news and bias sources have equally been traced to the failure or deliberate actions of the media organization to adequately contextualize events or news stories within appropriate socio-cultural, political, and historical contexts in which they occurred. Besides contextualization, the network's management often transmits biased, distorted, ambiguous, and non-objective news stories without defining the context in which such stories/events occurred. Regarding the prominence of issues reported, the news stories often lack human-interest angles. They often dwell mainly on self-guess, editorialisation, and outright prevarications.

**9. Afro-pessimism and Euro-centrism:** The increasing phenomena of 'Afro-pessimism' and 'Euro-centrism' in the Western world present another disturbing source and form of news bias and media distortion by CNN and other Western media. Afro-pessimism is an ideologically conceived concept that describes the dysfunctional impacts of Western imperialism, colonialism, racism, and bitter historical experiences of African nations such as slavery, exploitation, and marginalization. On the other hand, Euro-centrism deals with the selfishly-ingrained parochial and chauvinistic centripetal world-view that deals with socio-cultural, economic, ideological, technological, and racial biases towards European and Western civilization. The situation often arises from the historical experiences of slavery, colonization, capitalism, and cultural/media imperialism. Euro-centrism as an ideological concept has a tendency towards the perception of Western cultures and values as perfect, ideal, and acceptable as standard benchmarks for human judgment and existence as opposed to other non-Western and European cultures. Euro-centrism is often associated with concepts like Americanization, Westernization, Europeanization, and sometimes modernization.

In reaction to the negative impacts of Euro-centrism as an ideological concept, many African media scholars have consistently raised concerns about the biased and distorted nature of the coverage and reporting of conflicts and other unconstructive issues about Africa by the Western media, with specific reference to CNN. Such criticisms consist in analysis of various perspectives, examining the linguistic choices, framing and news slanting strategies used to portray the whole of Africa as "a continent steeped in conflicts, discord, gloom, and instability." Western stereotypes such as 'Africa's Black Hole' (*The Times*, 2nd November 1996) and 'Continent Plunges into New Horror' (*The Times*, 15th November 1996) are exact instances of Western media's biased news perspectives. What about the former United States President, Donald Trump's unveiled reference to Africa as a shithole.

**10. Structural Biases:** Bennett (2007), in his book, *News: The Politics of Illusion,* identifies the concept of "structural biases" as one of the primary forms of news bias that reflects how news is created and consumed in the Western World." He outlines four significant types of structural bias used to present news by CNN when reporting Africa. They include *personalization bias, dramatization bias, fragmentation bias,* and *authority-disorder bias*. According to Bennett, personalization bias deals with the tendency for the mass media or media organization to focus on human-interest stories so that emotional-angle reports are identified and emphasized without putting sufficient emphasis on the broader social, economic or political issues involved.

Personalization bias operates on the principles of driving sentiments, news slanting, personal judgment, and self-opinionating rather than fairness, objectivity, accuracy, and balance, which are the critical elements of news value. An instance of news personalization can be found on the news headline of CNN of 4th April 2019, which read thus: "Africa Ravaged by Drought as the Rains Long to set in" (Dauda & Omar: 2015, p. 223). The story conveys the impression that the whole of Africa as a continent was affected by the drought instead of Somalia, Ethiopia, and Eritrea. Even the word 'ravage' is a well-loaded and emotional one that could be substituted with 'affected' or 'seriously affected' to avoid deliberate sensationalism and media panic.

**Effects of CNN's Biased News Reportage on Nigeria's Development**

From the pieces of evidence gathered from the avalanche of reviews and analyses of the various CNN's biased news reports, it was accurately observed that watching biased news content can also affect the television audience, including Nigerians. Such effects are discussed under the following factors:

**Socio-Cultural Effects**

Media professionals, communication researchers, and development experts believe that one of the harmful effects of Western media news bias and media content distortion on African countries is its cultural implications, as observed by Reichstag (2000). Schiller (1992), Tomlinson (1991), McQuail, and Windgall (1993), in consensus with Reichstag, affirm that one of the perceived effects of news bias, media content distortion, and negative news reportage includes diminished sovereignty and autonomy in cultural matters. According to Dasylva (2006), culture defines people's civilisation and determines their identity. When external negative media cultures erode society's cultural values, cultural institutions and values gradually go into extinction.

Uchendu (1989, p. 75), however, argues that "One of the contributing factors to this negative cultural influence on Nigerian culture has been the preference and regular consumption of Western media products in Nigeria," which is a direct correlation of cultural/media imperialism as earlier discussed in the study. The overwhelming universal influence of Western media bias against African countries undoubtedly exerts tremendous pressure on African cultures, a trend that Uchendu (1989) associated with the "debasement of the local culture autonomy and awareness" (Uchendu, 1989, p. 75).

**Economic Effects**

The age of global dominance by the Western media has tremendous effects on Nigeria's transnational economic relations with other nations. Oshikoya (2008, p. 385) strengthens this view by noting that, "The era of globalisation, owing to Western media dominance of Africa, is ostensibly believed to have engendered economic interdependency, resulting in the increased exploitation of developing nations (including Africa)." Echoing Oshikoya's voice, Devereux (2003, p. 43) confirms that Western media giants localise many of their products to ensure market domination. He observes that "This situation may perpetuate underdevelopment in Nigeria and other African countries because businesses do not have enough capital to set up a global media wherein their products can be advertised and marketed globally" (Devereux, 2003, p. 43).

**Propaganda Effects**

In my opinion, propaganda can be seen as a media-borne instrument of political and psychological warfare used by individuals and nations to influence the international environment to achieve their selfish socio-economic, political, technological, and military interests. It deals with the intentional manipulation of the psyche of individuals, groups, or nations to influence public opinions so that the receiver of the information will behave in a certain way in line with the whims and caprices of the massager. Propaganda messages often involve biased distortion of facts, half-truths, lies, fabrications, red herrings, prevarications, sloganeering, exaggerations, and hypocritical posturing to deceive and mislead the audience or receiver of the propaganda message. News bias creates distinctive and dysfunctional propagandist effects on national development and nation-building, and international broadcast media, especially CNN, provides the breeding ground for pernicious propaganda gimmicks particularly in military warfare and political campaigns. For instance, CNN often uses news stories and media contents to slant, distort, and exaggerate African issues with little or no interpretation of facts and

opinions only in their organization's interest.

### Technological Effects

One of the effects of CNN's biased news reportage has been expressed by MacBride et al. (1980). They observe that "new technologies have ambiguous consequences as they make communication systems more rigid and exaggerated in their functions and dysfunctions (MacBride et al., 1980, p. 32). CNN's biased news reportage has also been linked to the existing global knowledge gap between the Western and African countries in terms "structural differences in information levels between the citizens of developed and developing nations due to differentials in exposure and access to global information" (MacBride, et al; 1980, p. 32). With the growing 'CNNisation' of Africa through the spread of satellite communication and cable networks such as Digital Satellite Television (DSTV) channels and Star-Times Television of China, Africa has been turned into what Castells (1996) describes as 'network society'. In their thoughts, Castells, (1996), McQuail (2005), and Van Dijk (1999) see modern society as "becoming a form of a society organizing its relationships in media networks, which are gradually replacing or complementing the social networks of face-to-face communication."

## METHODOLOGY

### Research Design

The study applied a cross-sectional survey research method using descriptive designs to investigate and evaluate CNN's biased news reportage about Nigeria. It also adopted qualitative and quantitative methods of research design that provided systematically structured investigative questions. These helped the researcher identify variables and their relationships, analyse the relevant data for testing the hypotheses, answer the research questions, and make accurate predictions about the relationships among variables. Therefore, the choice of cross-sectional survey method was informed by its overriding benefits and suitability for the subject under investigation, considering the nature, scope, and objectives of the study. Therefore, a combination of descriptive and analytical survey methods was used to determine respondents' perceptions, feelings, and judgment regarding CNN's biased and distorted news reportage of Nigeria and its effects on the country's development.

### Population of the Study

The target population for the survey was Nigeria because was is practically impossible to carry out a survey that would cover entire Africa in a single swoop. The study population and the entire study was narrowed down to the Federal Capital City (FCC) of Abuja because of the respondents' cosmopolitan outlook and their multi-dimensional demographic and psychographic characteristics. With the support of the National Population Commission (NPC) and the National Bureau of Statistics (NBS), in respect of the accurate population of the FCT, I restricted the study's population to organisations within the FCC, in which the research the research questionnaire were administered without compromising data's validity, reliability, and accuracy, in line with the study's research problem and objectives. Table 1 below shows the distribution of the total study population of 3000 people in the various organisations in which the research instrument was proportionately distributed.

**Table 2: Population of the Study Showing Characteristics of Respondents**

| S/No. | Characteristics of the Respondents | Population Frequency | Proportionate Allocation Tech. (10%) | Sample Size (Percentage) |
|---|---|---|---|---|
| 1. | Journalists in Govt./Private Media Organizations (Nigeria Union of Journalists, Nigeria Press Council, of Nigeria Guild of Editors, etc.) | 1500 | 150 | 50.00 |
| 2. | Journalists Working in Foreign Media organizations (CNN, BBC, Reuters, etc.) | 700 | 70 | 33.33 |
| 3. | Media Practitioners in Embassies, UN Agencies, NGOs, etc. | 500 | 50 | 16.67 |

| | | | | |
|---|---|---|---|---|
| 4. | Professional Bodies, i.e., Nigerian Institute of Public Relations (NIPR), and Advertising Practitioners Council of Nigeria (APCON). | 300 | 30 | 10.00 |
| | **Total** | **3000** | **300** | **100.00** |

**Source:** Field survey data, Okafor, 2019.

Table 2 shows the study population comprising journalists working in government and private media organisations, including the Nigeria Union of Journalists (NUJ), the Nigeria Press Council (NPC), and the Nigeria Guild of Editors, which constitutes a 1500 population. Other components of the study population include journalists and other media practitioners working in foreign media organisations: CNN, BBC, Al Jazeera, etc., with 700 people. Media practitioners from embassies (Embassy of the United States and the US Information Centre), the Embassy of the UK and the British Council, UN Agencies, NGOs, and CSOs constitute 500 people. Professional organisations, including the NIPR and APCON, also constitute the study population with 300 people, summing the study's population to 3000.

Therefore, the study's population was based on 3000 respondents using a proportionate allocation technique at 10 percent of the total population = 300 as the sample size. That is: Size of population = 3000; Sample size = 300 at 10 per cent. A detailed breakdown of population shows that they were literate respondents selected from a group of media professionals: reporters, broadcasters, researchers, and lecturers. Their exposure to the global media marketplace, international politics, training, and world facilitated the credibility, objectivity, validity, accuracy, and reliability of the study.

**Sample Size Determination**

Applying a purposive and convenient sampling techniques, the researcher selected an appropriate sample size from the population of the study at 3000 respondents, it was vital to take a sufficient sample size from the population as was not possible to cover the entire population considering the limitations of the study. As noted in Table 3.1, 300 respondents from the study population of 3000 were thoroughly studied through the proportionate allocation technique. At 10 per cent of the total population, a sample size of 300 respondents was derived and t

his was adequate in making accurate, precise and objective conclusions. The sample population comprised 195 males and 105 females with different demographic characteristics drawn from respondents in various organizations in the FCC, Abuja. Only the respondents who possessed the relevant characteristics were deliberately chosen for investigation, so that every individual in the target population had equal chances of being selected into the study sample for a fair representation of the population in line with Kerlinger and Babie's recommendation (2013, p. 62) and Silverman's. (2001, p. 250).

**Data Collection Procedure**

The study's secondary data sources included information from relevant textbooks, journals, published academic research articles, conference and seminar papers, and other works of renowned authors in mass communication and media studies. Official documents and historical records, the Internet, blogs, Google Scholar, and periodicals were also examined. 325 questionnaires were administered to the local and international respondents during work hours and retrieved shortly before their break periods. My assistants and I engaged the respondents one-on-one to explain some questions they could not understand. At the end of the exercise, 300 questionnaires were returned, while 25 questionnaires were not returned.

**Data Analysis Techniques**

All primary and secondary data were collated, analysed, computed, and presented in tables. Percentages were used to calculate the frequency of responses to questions concerning the salient issues raised in the questionnaire, the research problem, research questions/hypotheses, and theoretical postulations, as reviewed in chapter two of the thesis. Data were collected and analysed with the support of Statistical Package for Social Sciences (SPSS),

and other statistical techniques, including Likert Scale of Analysis (LSA), percentages, mean variance, standard deviation, and correlation coefficient techniques, for practical deductions in testing the statement of the research problem, the research hypotheses/questions and other relevant variables. They provided an opportunity to monitor research trends, develop appropriate models and arrive at informed and accurate results and conclusions.

**Data Presentation and Analysis**

The presentation, interpretation, and analysis of data were conducted with tables, mean, variance and standard deviation, Likert's scale of analysis, chi-square, and correlation coefficient analyses. A population of 3000 participants was targeted for the study. Simultaneously, a proportionate allocation technique was applied to derive the study's sample size, which was 10 per cent of the total population = 300 participants. Table 2 below represents the number of questionnaires distributed and the sample size for the study.

**Table 3: Questionnaire Distributed and Sample Size Determined**

| S/No. | Number of Questionnaire Distributed | Number of Returned Questionnaire | Number of Questionnaire Not Returned |
|---|---|---|---|
| 1. | 325 Questionnaire | 300 (90.23%) | 25 (9.77%) |

**Source:** Field survey data, Okafor, 2019.

The total number of questionnaire printed and administered to the respondents was 325, while 300 questionnaires were returned for analysis, representing 90.23 per cent, whereas 25 questionnaires were not returned, representing 9.77 per cent.

**Presentation of Data**

The research data are presented in tables and analysed according to the respondents' demographic and statistical variables – their age, sex, educational status, professional background, and experience. Other factors reflected in the data presented include the number of questions/questionnaire administered, the number of questions returned, the number of invalid items and responses, the mortality rate of the questionnaire administered in tandem with the rules of measurement and rating scales, as indicated in the research instrument. Accordingly, the research questions/hypotheses were re-presented, analysed, interpreted, and tested with the Chi-square ($x^2$) tool and Spearman's rank-order correlation coefficient. This aimed to confirm or disconfirm the hypothetical research assumptions in line with the available data and scientific research evidence.

**Table 4: Proportionate Distribution of the Research Questionnaire according to Sample Population**

| S/No. | Characteristics of the Respondents | Population Frequency | Proportionate Allocation Technique 10%) | Sample Size % |
|---|---|---|---|---|
| 1 | Journalists in Govt/Private Media Organizations (Nigeria Union of Journalists, Nigeria Press Council, Nigeria Guild of Editors, etc.) | 1500 | 150 | 50.00 |
| 2 | Journalists working in Foreign Media organizations (CNN, BBC, Reuters, etc.) | 700 | 70 | 33.33 |
| 3. | Media Practitioners in Embassies, UN Agencies, NGOs, etc. | 500 | 50 | 16.67 |
| 4. | Professional Bodies, i.e., Nigerian Institute of Public Relations (NIPR), and Advertising Practitioners Council of Nigeria (APCON). | 300 | 30 | 10.00 |
| | **Total** | **3000** | **300** | **100.00** |

**Source:** Field survey data, Okafor, 2019.

**Responses on Research Problem, Research Questions, Hypotheses, and Objectives of the Study**

**Table 5: Number of Respondents that Watch Cable Network News (CNN)**

| Response Category | Level of Agreement | Frequency | Fx | $\frac{(X-7)^2}{F}$ | $\frac{\sqrt{(x-x)^2}}{R}$ | Percentage | Remarks |
|---|---|---|---|---|---|---|---|
| Strongly Agree | 5 | 115 | 575 | | | 38.33 | |
| Agree | 4 | 75 | 340 | | | 28.33 | |
| Strongly Disagree | 2 | 35 | 70 | | | 11.67 | |
| Disagree | 1 | 45 | 45 | | | 15.00 | |
| Undecided | 3 | 20 | 60 | | | 6.67 | |
| **Total** | **15** | **300** | **1090** | | | **100.00** | |

**Source:** Field survey data, Okafor, 2019.

Mean x = $\frac{fx}{f} = \frac{1090}{300} = 3.63$

Variance = 0.0.39

Standard deviation = 0.197

The interpretation of the data in Table 4 reveals that 115 of the respondents, representing 38.33 per cent of the total respondents' population, said they strongly agree. In comparison, 75 respondents representing 28.33 per cent said they watch CNN television. On the other hand, 35 respondents representing 11.67 per cent of the total respondents strongly disagreed, noting that they do not watch CNN television, while 45 respondents with 15.00 per cent disagreed. However, 20 respondents, at 6.67 per cent, were undecided whether they watch or do not watch CNN. The implication of the findings showed that 66.6% preferred to watch CNN over other broadcast channels.

**Table 6: Respondents' Opinion on CNN's Biased News Reportage on Nigeria**

| Response Categories | Levels of Agreement | Frequency | Fx | $\frac{(x-x)^2}{f}$ | $\frac{\sqrt{(x-xl)^2}}{F}$ | -- X | Percentage | Remarks |
|---|---|---|---|---|---|---|---|---|
| Strongly Agree | 5 | 150 | 750 | | | | 50.00 | |
| Agree | 4 | 50 | 200 | | | | 16.67 | |
| Strongly Disagree | 2 | 30 | 60 | | | | 10.00 | |
| Disagree | 1 | 20 | 20 | | | | 6.66 | |
| Undecided | 3 | 50 | 150 | | | | 16.66 | |
| **Total** | **15** | **300** | **1180** | | | **3.93** | **100.00** | |

**Source:** Field survey data, Okafor, 2019.

Mean x = $\frac{fx}{f} = \frac{1180}{300} = 3.93$

Variance = 1.5

Standard Deviation = 0.32

Table 5 above, presents data on the respondents' opinion on whether they agree that CNN is biased in their news reports on Nigeria. The data analysis reveals that 150 respondents representing 50 percent of the population affirm that they strongly agree that CNN is biased in their reports on Nigeria. In comparison, 50 respondents (16.67 percent) say they agree, while 30 respondents (10 percent of the population) affirm that they strongly disagree; whereas 20 respondents (6.66 percent of the population) affirm that they disagree that CNN is biased. However, 50 respondents making up 16.66 percent of the population said they are undecided in their opinion on CNN reportage. These findings imply that 67.67 percent of the respondents affirm that they agree that CNN is biased in their news reports on Nigeria, which means that in their view, CNN's news reportage about Nigeria is likely to be biased or distorted. This is supported by the mean value calculation of 3.93, which signifies that CNN is biased in their news reports on Nigeria. The low variance of 1.5 and standard deviation = 0.32 complements the mean value = 3.93

**Table 7: Effect of Biased News Reportage on Nigeria's Development**

| **Response Category** | **Level of Agreement** | **Frequency** | **Fx** | $\frac{(x-x)^2}{F}$ | $\frac{\sqrt{(x-x)^2}}{F}$ | **Percentage** | **Remarks** |
|---|---|---|---|---|---|---|---|
| Strongly Agree | 5 | 145 | 290 | | | 48.33 | |
| Agree | 4 | 41 | 156 | | | 13.67 | |
| Strongly Disagree | 2 | 45 | 125 | | | 15.00 | |
| Disagree | 1 | 39 | 41 | | | 13.00 | |
| Undecided | 3 | 30 | 90 | | | 10.00 | |
| **Total** | **15** | **300** | **702** | | | **100.00** | |

**Source:** Field survey data, Okafor, 2019.

Mean x = $\frac{fx}{f} = \frac{702}{300} = 2.34$

Variance: 0.0200

Standard Deviation: 0.141

In Table 7 above, the researcher sought to ascertain how biased/distorted news reporting on Nigeria by CNN affects the country's development. The data interpretation reveals that 145 and 41 respondents strongly agreed and agreed, respectively, in favour of the fact that bias/distortions of news reports on Nigeria significantly affect the country's development, as it reduces its economic development.

The total number of respondents stands at 48.33 per cent and 13.67 per cent, respectively. However, 45 and 39 respondents representing 15.00 per cent and 13.00 per cent, say they strongly disagree and disagree, respectively. In other words, they are of the view that news bias/distortion does not affect Nigeria's development. 10 per cent of the respondents said they are undecided in their views. Therefore, the mean calculation of 2.34 signifies a preponderant level of dysfunctional impact of news bias/distortion on Nigeria's development, justifying the preceding **RQ1,** which states: *To what extent can news bias/distortion by Cable News Network affect a nation's development?*

**Likert Scale of Analysis**

In line with the research proposal as reflected in the preceding sections, the Likert scale of analysis (formulated by Rensis Likert in 1932) has been used to present and interpret the data from the respondents in respect of their

responses to the questions posed to them in the questionnaire. The Likert ordinal scale helped the researcher to measure the intensity or degree of relationships or agreement levels among the various variables, options, or response categories on full-scale points. In other words, the scales were graded in line with levels of agreement as follows:

| | |
|---|---|
| Strongly Agree | = 5 |
| Agree | = 4 |
| Strongly Disagree | = 2 |
| Disagree | = 1 |
| Undecided | = 3 |
| | **15** |

Mean Calculation = $5 + 4 + 2 + 1 + 3 = \frac{15}{5} = 3$

A score of 3 and above means the relationship is strong or very strong, and a score below means that the relationship is weak. The variance and standard deviation calculated are meant to validate the mean scores, whether they are consistent. Once again, the Likert scale of analysis was used to make practical deductions from the research findings using a five-point scale to measure the continuum between 'strongly agree' and 'undecided.'

**Testing the Hypotheses**

As previously stated, *mean-variance, standard deviation*, *Likert Scale of Analysis, chi-square,* and *correlation coefficient analysis* were used as statistical tools in analysing the data generated. The three hypotheses are now tested with these tools. The researcher extracted the figures from their relevant tables in the previous section of the chapter. In Hypothesis One, chi-square was adapted, and the relevant tables are presented below.

**Hypothesis 1**

**Null Hypothesis**

**$H_O$**: Western news bias/distortion cannot affect a nation's development

**Alternative Hypothesis**

**$HA_1$**: There is a tendency for Western news bias/distortion to affect a nation's development

**Interpretation**

Expected frequencies were computed using Ji = ni x n

Where Ni = marginal total row

n = marginal total column

N = Net total

Chi-Square $x^2 = \Sigma(0–E)^2$

Where $\frac{Ni \times n}{N}$

$A = \frac{541}{1800} \times 300 = 90.17$

B = 384 x 300 = 64
1800

C = 405 x 300 = 67.5
1800

D = 241 x 300 = 40.17
1800

E = 260 x 300 = 43.33
1800

A = 90.17

B = 64

C = 67.5

D = 40.17

E = 43.33

$$A = \frac{(85 - 90.17)^2}{90.17} + \frac{(115 - 90.17)^2}{90.17} + \frac{(110 - 90.17)^2}{90.17} + \frac{(20 - 90.17)^2}{90.17} + \frac{(45 - 90.17)^2}{90.17} + \frac{(135 - 90.17)^2}{90.17}$$

$$B = \frac{(65 - 64)^2}{64} + \frac{(85 - 64)^2}{64} + \frac{(90 - 64)^2}{64} + \frac{(30 - 64)^2}{64} + \frac{(39 - 64)^2}{64} + \frac{(75 - 64)^2}{64}$$

$$C = \frac{(55 - 67.5)^2}{67.5} + \frac{(35 - 67.5)^2}{67.5} + \frac{(20 - 67.5)^2}{67.5} + \frac{(130 - 67.5)^2}{67.5} + \frac{(145 - 90.17)^2}{67.5} + \frac{(20 - 67.5)^2}{67.5}$$

$$D = \frac{(35 - 40.17)^2}{40.17} + \frac{(45 - 40.17)^2}{40.17} + \frac{(30 - 40.17)^2}{40.17} + \frac{(80 - 40.17)^2}{40.17} + \frac{(41 - 40.17)^2}{40.17} + \frac{(10 - 40.17)^2}{40.17}$$

$$E = \frac{(60 - 43.33)^2}{43.33} + \frac{(20 - 43.33)^2}{43.33} + \frac{(40 - 43.33)^2}{43.33} + \frac{(30 - 43.33)^2}{43.33} + \frac{(60 - 43.33)^2}{43.33}$$

A = 111.02

B = 49.19

C = 231.65

D = 27.49

E = 29.75

**Calculating the Degrees of Freedom**

(12 – 1) (C – 1) (5 – 1) (5 – 1) = 4 x 4 = 16

**Result**

$X^2$ tabulated is 26.296 at df with a 5% error margin

$X^2$ calculated is 349.10

**Decision:** Since the calculated value is 349.10, it is greater than the tabulated value of 26.296.

**Conclusion:** The researcher rejects H01 at a 0.05 level of significance. Hence, HA2 is accepted. It means that Western news bias/distortions affect Nigeria's development and cultural heritage.

**Hypothesis 2**

**Null Hypothesis**

**$H_O$**: There are no specific strategies that can be used to solve the problem of Western media news bias and distortion against Nigeria.

**Ho2: Specific Strategies used by Media Practitioners do not solve the Problem of Western Media News Bias against Africa**

**Alternative Hypothesis**

**$H_1$**: Specific strategies can be used to curb Western media news bias and distortion against Nigeri

**Hypothesis Two**

**Null Hypothesis**

| S/No. | Table 1 | Table 2 | Table 3 | Table 4 | Table 5 | Table 6 | Table 7 | Table 8 | |
|---|---|---|---|---|---|---|---|---|---|
| 1. | Enforcing Compliance to Ethics of Global Communication in News Reporting | Enforcing compliance with Ethics of Global Comm. & investigative journalism | Sustaining North-South Dialogue to curb Western News Bias. | Identifying Strategic Policy Direction for Comm. in Africa | Integrating the African Traditional Media of Comm. with Modern Media channels | Promoting African films to Support the mass media | Making Concerted Efforts among African Leaders in Massive Industrialization | Strengthening Regional Cooperation & Global Inter-Dependence | |
| 2. | 120 | 100 | 110 | 98 | 120 | 130 | 140 | 99 | 917 |
| 3. | 80 | 95 | 85 | 89 | 85 | 95 | 95 | 89 | 713 |
| 4. | 50 | 45 | 45 | 63 | 25 | 45 | 35 | 50 | 358 |
| 5. | 30 | 50 | 35 | 10 | 10 | 10 | 5 | 20 | 170 |
| 6. | 20 | 10 | 25 | 60 | 60 | 20 | 25 | 42 | 242 |
| **Total** | **300** | **300** | **300** | **300** | **300** | **300** | **300** | **300** | **2400** |

A = $\frac{917}{2400}$ X 300 = 114.63

B = $\frac{713/2}{2400}$ x 300 = 89.13

**Sources:** Field survey data, Okafor, 2026.

**Table 8: Summary of Relevant Tables Addressing Hypothesis Two**

$C = \frac{358/2}{400} \times 300 = 44.75$

$D = \frac{170}{2{,}400} \times 300 = 21.25$

$E = \frac{242}{2400} \times 300 = 30.25$

$$A = \frac{(120 - 114.63)^2}{114.63} + \frac{(100 - 114.63)^2}{114.63} + \frac{(110 - 114.63)^2}{114.63} + \frac{(98 - 114.63)^2}{114.63}$$

$$+ \frac{(120 - 114.63)^2}{114.63} + \frac{(130 - 114.63)^2}{114.63} + \frac{(140 - 114.63)^2}{114.63} + \frac{(99 - 114.63)^2}{114.63}$$

$$B = \frac{(80 - 89.13)^2}{89.13} + \frac{(95 - 89.13)^2}{89.13} + \frac{(85 - 89.13)^2}{89.13} + \frac{(89 - 89.13)^2}{89.13} + \frac{(95 - 89.13)^2}{89.13}$$

$$+ \frac{95 - 89.13)^2}{89.13} + \frac{(89 - 89.13)^2}{89.13}$$

$$C = \frac{(50 - 44.75)^2}{44.75} + \frac{(45 - 44.75)^2}{44.75} + \frac{(45 - 44.75)^2}{44.75} + \frac{(63 - 44.75)^2}{44.75}$$

$$+ \frac{(25 - 44.75)^2}{44.75} + \frac{(45 - 44.75)^2}{44.75} + \frac{(35 - 44.75)^2}{44.75} + \frac{(50 - 44.75)^2}{44.75}$$

$$D = \frac{(30 - 21.25)^2}{21.25} + \frac{(50 - 21.25)^2}{21.25} + \frac{(35 - 21.25)^2}{21.25} + \frac{(10 - 21.25)^2}{21.25}$$

$$+ \frac{(10 - 21.25)^2}{21.25} + \frac{(10 - 21.25)^2}{21.25} + \frac{(5 - 21.25)^2}{21.25} + \frac{(20 - 21.25)^2}{21.25}$$

$$E = \frac{(20 - 30.25)^2}{30.25} + \frac{(10 - 30.25)^2}{30.25} + \frac{(25 - 30.25)^2}{30.25} + \frac{(40 - 30.25)^2}{30.25}$$

$$+ \frac{(60 - 30.25)^2}{30.25} + \frac{(20 - 30.25)^2}{30.25} + \frac{(25 - 30.25)^2}{30.25} + \frac{(42 - 30.25)^2}{30.25}$$

,

$A = 0.25 + 1.87 + 0.19 + 2.41 + 0.25 + 2.06 + 5.61 + 2.13 = 14.76$

$B = 0.94 + 0.93 + 0.19 + 0.19 + 1.89 + 0.39 + 0.39 + 1.89 = 6.37$

$C = 0.62 + 1.39 + 1.39 + 7.44 + 8.72 + 1.39 + 2.12 + 0.62 = 23.69$

$D = 3.6 + 38.89 + 8.89 + 5.96 + 5.96 + 5.96 + 12.43 + 0.07$

$E = 3.47 + 13.56 + 0.91 + 3.14 + 29.26 + 3.47 + 0.91 + 4.56 = 58.56$

**Total = 185.14**

A = 917 x 300 = 114.6
2400

B = 713 x 300 = 89.1
2400

C = 358 x 300 = 44.7
2400

D = 170 x 300 = 21.2
2400

E = 242 x 300 = 30.25
2400

**Calculating the Degrees of Freedom**

(R – 1)(C – 1) (8 – 1)(5 – 1) = 7 x 4 = 28

$X^2$ tabulated

**Result:** d.f with 5% error margin.

$X^2$ calculated is 185.14.

**Decision:** Since the calculated value is 185.14, it is greater than the tabulated value, 41.337.

**CONCLUSION:** Ho2 at the 0.05 level of significance is rejected. Hence, HA2 is accepted. It means that there specific strategies used by media practitioners to solve the problem of Western media news bias/distortions against African continent.

**Hypothesis 3**

**Null Hypothesis**

**$H_O$: 3.** Audience perception of CNN's biased news reportage on Nigeria is not likely to affect its socio-economic an cultural development.

**Alternative Hypothesis**

**$H_1$**: Audience perception of CNN's biased news reportage on Nigeria is likely to affect its socio-economic developmen

**Table 9: Summary of Relevant Tables Addressing Hypothesis Three**

| Table 1 | Table 2 | Table 4 | Table 5 | Total |
|---|---|---|---|---|
| The Extent<br>Films/Home Videos Promote Socio-cultural Development | Promoting Indigenous<br>African Films/Home Videos as Mass Media<br>Tools for Advancing Africa's Socio-cultural<br>Heritage | Cultural Variety as an Imperative for African Development | Strengthening Regional<br>Co-operation and<br>Global Interdependence | |

| | | | | |
|---|---|---|---|---|
| 120 | 130 | 100 | 99 | 449 |
| 95 | 95 | 70 | 89 | 349 |
| 45 | 45 | 60 | 50 | 200 |
| 15 | 10 | 30 | 20 | 75 |
| 25 | 20 | 40 | 42 | 127 |
| **300** | **300** | **300** | **300** | **1200** |

**Source:** Field survey data, Okafor, 2019.

A $\frac{449}{1200} \times 300 = 112.2$

B $= \frac{349}{1200} \times 300 = 87.25$

C $= \frac{200}{1200} \times 300 = 50$

D $= \frac{75}{1200} \times 300 = 18.7$

E $= \frac{127}{1200} \times 300 = 31.75$

$$A = \frac{(120 - 112.25)^2}{112.25} + \frac{(130 - 112.25)^2}{112.25} + \frac{(100 - 112.25)^2}{112.25} + \frac{(99-112.25)^2}{112.25}$$

$$B = \frac{(95 - 87.25)^2}{87.25} + \frac{(95 - 87.25)^2}{87.25} + \frac{(70 - 87.25)^2}{87.25} + \frac{(89 - 87.25)}{87.25}$$

$$C = \frac{(45 - 50)^2}{50} + \frac{(45 - 50)^2}{50} + \frac{(60 - 50)^2}{50} + \frac{(50 - 50)^2}{50}$$

$$D = \frac{(15 - 18.75)^2}{18.75} + \frac{(10 - 18.75)^2}{18.75} + \frac{(30 - 18.75)^2}{18.75} + \frac{(20 - 18.75)^2}{18.75}$$

$$E = \frac{(25 - 31.75)^2}{31.75} + \frac{(20 - 31.75)^2}{31.75} + \frac{(40 - 31.75)^2}{31.75} + \frac{(42 - 31.75)}{31.75}$$

Answer = **36.91**

A = 6.25

B = 4.80

C = 3.00

D = 11.66

E = 11.20

**Calculating the degrees of freedom**

$(R - 1)(C - 1)\ (5 - 1)(4 - 1) = 12$

**Result**

$X^2$ tabulated 21.026 at d.f. with a 5% error margin.

$X^2$ calculated is 36.91

**Decision:** Since the calculated value is 36.91, it is greater than the tabulated value, 21.026.

**Conclusion:** Therefore, we reject $Ho_3$ at a 0.05 level of significance. Hence, HA3 is accepted. That means that audien perception of CNN's biased news reportage on Nigeria is likely to affect its socio-economic development.

**Table 10: Summary of Tables Addressing Hypothesis One**

| **Tables 11** **X** | **Tables 25** **Y** | **$X^2$** | **$Y^2$** | **XY** |
|---|---|---|---|---|
| 115 | 100 | 13, 225 | 10, 000 | 11, 500 |
| 85 | 70 | 7, 225 | 4, 900 | 5, 950 |
| 35 | 60 | 1, 225 | 3, 600 | 2,100 |
| 45 | 30 | 2, 025 | 900 | 1, 350 |
| 20 | 40 | 400 | 1, 600 | 800 |
| **300** | **300** | **24,100** | **20, 400** | **21,700** |

**Source:** Field survey data, Okafor, 2019.

$$r = \frac{n\sum X Y - \sum x \sum y}{\sqrt{n(\sum X^2) - (\sum x)^2}\ n\sum y^2 - (\sum y)^2}$$

Where n = 5

X = 300

Y = 300

$\sum X2 = 24{,}100$

$\sum y^2 = 20{,}400$

$\sum xy = 21{,}700$

$$r = \frac{5(21{,}700) - \sum 300 \sum 300}{5(24{,}100) - (9000)\ 5(20{,}400) - (90{,}000)}$$

$$r = \frac{108{,}500 - 90{,}000}{\sqrt{(120{,}500 - 90{,}000)\ (102{,}000 - 90{,}000)}}$$

$$r = \frac{18{,}500}{\sqrt{30{,}500 \times 12{,}000} = 19130}$$

$$r = \frac{18500}{19130} = 0.97$$

**Table 11: CNN Biased News Reportage on Nigeria, 2015 – 2019**

| S/No. | Element/Unit of Analysis | Counts | Percentage |
|---|---|---|---|
| 1. | Socio-cultural Factors | 50 | 16.67 |
| 2. | Politics/Diplomacy | 40 | 13.33 |
| 3. | Crimes/Conflicts | 40 | 13.33 |
| 4. | Boko Haram Crisis/Banditry/Kidnapping | 30 | 10.00 |
| 5. | Natural Disasters | 40 | 13.33 |
| 6. | Wars and Ethno-religious Crisis | 30 | 10.00 |
| 7. | National Instability/Nigeria's Disintegration | 40 | 13.33 |
| 8. | Economic/Educational Factors | 20 | 6.67 |
| 9. | Covid-19 Pandemic and other health issues | 10 | 3.33 |
| **Total** | | **300** | **100** |

**Source:** Field survey data, Okafor, 2019 (From 2015 – 2019, Content Analysis)

The data interpretation in table 10 above, shows that CNN's biased reports on Nigeria about socio-cultural issues summed to 50 counts at 16.67 percent, while political/diplomatic and crime/conflicts issues were reported on 40 counts, representing 13.33 per cent, respectively. Biased reporting on Boko Haram crisis/banditry/kidnapping, and natural disasters stand at 30 and 40 counts, representing 10.00 per cent and 13.33 percent respectively. Concerning CNN's reports on wars/ethno-religious and crisis national instability and Nigeria's prospects for disintegration, the study recorded a total of 30 and 40 counts, representing 10.00 percent and 13.33 per cent respectively, while Covid-19 reports and other health-related issues had the list report with 3.33 percent based on 10 counts. The implication of the findings is that a significant number of 78.66 percent of the reports were based on socio-cultural factors, politics, crimes/conflicts and natural disasters. This could be the reason negative impact of biased reportage on Nigeria had increased so significantly to affect the country's socio-development.

**Samples of CNN's Biased Reports on Nigeria, 2015/2016**

1. Disaster Looms as Ethnic Crises Escalate (CNN, November 23, 2015)

2. Tribal War Escalates on the Border of Chad (CNN, February 6, 2016)

3. Boko Haram Revolt Starts the Race for Control of Northern Nigeria (CNN, April 25, 2016)

4. Nigerian Disintegration at the Brinks (*CNN Inside Africa,* June 18th 2016)

5. Nigeria Battles to stop the Spread of Al-Qaeda Chaos in Africa (*CNN Inside Africa Reort*, June, 2016).

6. Italy, UK, Greece Contain Nigeria's Deaths (*CNN Inside Africa Report*, August 11, 2016).

7. Focus on Islamist Militants as French Family Seized Nigeria (*CNN World Report*, October, 2016)

8. Boko Haram Offshoot Claims Responsibility in Nigeria Kidnapping (*CNN World Report*, 12 December, 2016).

**Samples of CNN's Biased Reports on Nigeria, 2017**

1. Nigeria in Disarray Over Religious Cleansing (*CNN Inside Africa,* February 24, 2017)

2. Chaotic Elections Threatens Nigeria's Future Democracy (*CNN Inside Africa,* April, 11, 2017)

3. Amnesty International Indicts Nigeria on Human Rights Abuses over Boko Haram War (*CNN World Report,* June 24, 2017)

4. Nigeria Battles Poverty Amid Heavy Debt Burden (*CNN World Report,* August 2, 2017)

5. Sale of Migrants as Slaves in Libya Causes Outrage in Africa (*CNN World Report,* October 14, 2017)

6. The Bloody Road to Rwanda (*CNN Africa Report,* December 23, 2017)

**Samples of CNN's Reports of Nigeria, 2018**

1. Nigeria overtakes India in Extreme Poverty Ranking (CNN, February 26, 2018)

2. Nigeria Trafficking in Human Beings at Dangerous Lane (CNN, April 18, 2018)

3. Influenza Pandemic Rages in Nigeria (CNN, June 22, 2018)

4. How Bloody Era of Bullets Turns Nigeria a Failed State (CNN, August 19, 2018)

5. Nigeria: A nation in Ruins (CNN, October, 2018)

6. Top US Top Officials Warns Citizens of Rising Lasa Fever Pandemic in Nigeria (*CNN Inside Africa*, November 12, 2018)

**Samples of CNN's Reports of Nigeria, 2019**

1. Africa in Leadership Dilemma (*CNN Inside Africa Report*, January 29, 2019)

2. Covid-19 Pandemic: Africa on the Threat (*CNN World Report*, March 21, 2019)

3. Boko Haram Over Runs Nigeria (*CNN Inside Africa Report*, May 6, 2019)

4. Insurgency on the Rise in Nigeria: Scores Killed North East (*CNN Inside Africa Report*, July 15, 2019)

**Analysis of CNN's Biased News Headlines on Nigeria**

The thesis by Musa and Yusha'u analyzed three (3) of the five (5) CNN headlines sampled. In the first headline, "Nigeria Battles to Stop Spread of Al Qaeda Chaos in Nigeria," which was reported by Samuel Burke on 23rd January 2013, the researchers inferred that "the CNN journalists who reported the story "lacked strong background knowledge of the conflict as the headline appears misleading." This is without strong evidence connecting the militants in Nigeria with a more comprehensive Al-Qaeda network. It equally evokes an element of presumption or supposition based on the erstwhile U.S Secretary of State, Mrs. Hilary Clinton's comment to the fact that "the existence of the Boko Haram group in Nigeria was in connection with the broader Islamic militant (i.e., Al-Qaeda) threat in Africa." The study observes that "neither Mrs. Clinton nor the report went further to explain the actual connection between Boko Haram and the Al-Qaeda network either in Africa or globally."

The second CNN report headlined, *Italy, U.K, Greece Confirm Nigeria's Hostage Deaths,* was reported by Matt Smith on 11th March 2013. The researchers attribute the biased reportage on CNN's poor knowledge of the conflict and misunderstanding of the sect by failing to provide a background to the crisis while concluding that the group responsible for the kidnapping and murder of hostages was an offshoot of Boko Haram.

The researchers observe that the CNN reporter attributed his claims to US officials but failed to mention the officials' names or even just one of them for proper source attribution. The researchers also argue that "the CNN report was biased, distorted, unfounded and misleading, as according to them, "as at the time of filing the CNN report, the Boko Haram sect was less interested in kidnaps for ransom than it was in pursuing a vendetta." The researchers also note in their report that "Boko Haram killed more than 2,800 people in an escalating campaign

to impose strict Islamic law on a large population of Muslims in Northern Nigeria according to Human Rights Watch".

In analyzing the CNN report, the researchers argue that CNN is perhaps inadvertently remoulding information by such references and supposition, therefore misinforming its numerous audiences. Through the schema theory, the study punctured the CNN report by arguing that "people actively select, recognize and reconstruct news and information to conform to their preconceived notions and knowledge of a phenomenon" (Musa & Yusha'u, 2013, p. 271). One of the significant aspects of news bias reported by CNN deals with the reporter's claim that "the Boko Haram sect is waging an Islamic war on behalf of the Muslim majority population at the expense of the minority Christian population in the North" (Musa and Yusha'u, 2013, p. 6).

The CNN reporter merely portrayed the television station as a jaundiced, biased, and 'unprofessional' media organization that can feed its audience with unsubstantiated falsehood, misrepresentations, and stereotypical distortions without due diligence and verification of facts in line with the tenets of investigative journalism. One of the reasons for this stance, according to the study, is "the reporter's sweeping conclusion that the Boko Haram sect was waging an Islamic war probably on behalf of the majority population at the expense of the minority Christian population in the North." The study concludes that: "This type of biased news report can cause an ethnic and religious crisis that can provoke the escalation of the military insurgency in the Northern part of the country."

From the preceding analysis, it can be argued that CNN often reports biased and distorted news stories on issues affecting African nations. With the negative biased and distorted reportage and misrepresentation of Africa, the continent is rather portrayed as a collective indivisible entity located in one remote enclave where nothing good comes from except conflicts, wars, poverty, disease, hunger, natural disasters, and other negative reversals.

**The Role of *CNN World Report* and *Inside Africa* Programme Series**

*CNN World Report* and *Inside Africa* Programme Series is one of CNN's significant sources of transmitting cultural products, media bias, and news distortions to Nigeria and worldwide. It is a global newscast and the world's largest international news exchange (CNN, 1990). With the creation of *CNN World Report* on October 25, 1987*,* CNN television has played tremendous roles in disseminating Western cultures and reporting biased and distorted news and media programming across continental frontiers. *CNN World Report* initially "provides broadcasters worldwide, the opportunity to present unedited and uncensored news of their various countries and the world over." The programme was initially created to provide a veritable platform for "international journalists to present stories from their nations' perspectives. However, that philosophy changed along the line, with the dominance of Western perspectives on CNN's news menu" (CNN, 1990).

However, the US's strict adherence to the principles of *libertarian theory,* as earlier discussed in the previous section, cannot be ignored as part of the reasons for the shift in CNN's editorial policy and philosophy in favour of and preference for biased and unbalanced reportage, with Africa as the primary victim. This twist of events also marked the beginning of CNN's deliberate and massive transmission of Western cultures worldwide, especially Africa and other Third World nations. It is worldwide knowledge, especially among communications and media scholars, that the emergence and evolutionary growth of Cable News Network (CNN) in the international communication scene have transformed the satellite communication and television broadcasting industry. It has also revolutionized the Western media's news angle and general perception of news and accelerated the spread of Western-mediated cultural products, values, and artifacts around the world with biased, slanted news stories and distorted media programming beamed to Africa African nations.

So, how does CNN transmit Western cultures and biased news stories to Africa and other developing countries? What is the nature of those programmes' content, and what are their development and socio-cultural implications on Africa? This subsection is devoted to providing answers to the first two questions. In contrast, the third question has been dealt with in the subsequent section regarding the socio-cultural, economic, political, and psychological effects. Endowed with a tremendous mass of information and communication technology (ICT) and satellite television technology, CNN and the Time Warner Company have played enormous roles in shaping and revolutionizing the spread of Western media cultures, especially in Third World countries. With the spreading

influence of CNN programming and other Western television programmes worldwide, both the negative and positive aspects of Western culture and traditional value systems have uncontrollably been globalized.

Western fads and fashions have become commonplace globally in the form of American dress styles – the jeans culture, skimpy dresses, skewed fez caps, sagging trousers, deliberate exposure of women's cleavages and boobs, breast enhancements and artificial buttocks, weird hairstyles, skin bleaching – all for sex appeals. Street dancing, nudity, body piercings on the eye-lids, lips, the nose, the tongue, nipples, private parts, and other sensitive parts of the body have become the vogue among African youths, especially Nigerians. These new cultures are gradually displacing African cultural values and traditional heritage.

CNN often dishes out multifarious numbers of audio-visual clips, films, and videos containing harmful and sensual images and texts on American cultures through biased and distorted news stories and sound bites. In contrast, news stories on African nations and their developing counterparts are misrepresented. Some of the misrepresentations appear in the form of deliberate stereotypes, incomplete storylines, poor attribution, misleading headlines, unsubstantiated news judgments, and editorialisation. The dysfunctional aspects of Western civilization like racism, xenophobia, suicide syndrome, prostitution, homosexually, pedophilia, and other anti-socio-cultural factors have permeated a broad spectrum of African society through *CNN World Report* and *Inside Africa* programs.

The proliferation of insidious anti-cultural propagandist messages disguised in commercial and advertising jingles by *CNN World Reports* and *Inside Africa* programming has opened up a floodgate of Western cultural products targeted at vulnerable African children and adolescents. One of the direct consequences of such publicity stunts dressed in the gab of commercial ads is the incurable habit and obsessive predisposition towards intrusive fads, fancies, and fantasies in the world of television programming. At the blink of the television screen, media contents are often altered and distorted for unsolicited foreign-brand promos and identifications – indecent fashion parades, sex toys, dummies, make-ups, candies, brassieres, fast-foods, liquors, tobaccos, not to mention distractive personality brands – media celebrities, supermodels and other pervasive sex appeal stunts.

Recent studies in marketing communication show that most of CNN's pervasive advertising clips also transmit diversionary, misleading, and attention-holding advertising messages that distract and hoodwink teenage-school children and homemakers from performing their domestic chores and school assignments. Research findings tend to link numerous cases of students' mass failure in Nigeria's private and public examinations to students' pervasive indulgence in CNN's television ads and promos, unpleasant and mind-bugging video clips about natural and human-made disasters in many African countries.

Some other related studies have also implicated *CNN Inside Africa* and *CNN World Report* news series in the spread of dysfunctional American cultural values and norms, alien to African culture and traditions. In their recent study on the causes of anorexia nervosa and bulimia (two different extreme levels of eating disorders among humans), Strasburger, Wilson, and Jordan established "an apparent link between the level of media exposure and the likelihood of having an eating disorder" (Strasburger et al.; 2009). The study selected and examined 11, 000 males and females between the ages of 9 and 14 years and exposed them to different CNN's television advertisements on fast foods with high collateral levels. The report explains that young women with adverse eating disorders reported that their habitual watching of CNN's TV ads on fast foods and restaurants "tremendously influenced their eating habits and their concept of beauty" (Strasburger et al., 2009, p. 406).

Furthermore, in their study carried out in 2008 at the University of Pennsylvania, USA, the researchers found that the young women involved in the study demonstrated a higher tendency to "overestimated body sizes in experimental situations." They also found that "those who wanted to look like 'figures' in the media were much more likely than their peers, to be concerned about their weight" (Cited in Field et al., 2001). In a related study, the same research group also discovered a greater likelihood of purging behaviours among teens who subscribe to the 'media ideal' of beauty. They concluded that: "Wanting to look like actress or models on television, in movies or magazines doubled the risk of beginning to purge at least monthly."

In many metropolitan cities and towns in Nigeria, for instance, we see massive numbers of buxom-looking young men and women, including teenagers and homemakers, jogging and sweating profusely at street corners, gyms,

and sports centres battling to shed excess body weight in the early morning walk-outs. Many diabetes cases, high blood pressure, stroke, and other health disorders have been linked to abnormal eating habits of viewers' obsessive exposure to CNN's ads on fast foods. Apart from issues of news bias and media distortion found in CNN's reports regarding the 'damaging effects' of mediated cultures, another research points to "the problems of obscenity, indecency and salacious images in pro-social ads" and social marketing communications campaigns. In examining the relationship and effects of obscenity and indecency in advertising, Gould (1994, p. 123) notes that obscenity, nudity, and vulgarity are critical media-borne cultures in television advertising.

Orhewere (2007, p. 291), in his research investigation on the *Influence of ICTs on the African Cultural Value System,* identified concepts such as ideologies, mores, norms, attitudes, aspirations, obligations, rights, and sanctions as some of the cultural values upon which the Western cultures are transmitted through various CNN programmes to many African countries, including Nigeria. He identified cultural elements like 'gerontocracy' and the "acknowledgment of the older people's authority in all aspects of social relationships in Africa" as some of the cultural values that must be promoted by African media and tradition.

Orhewere further notes that contrary to the Western media as exemplified by CNN's news and programme content, Western-mediated cultures contain negative values that undermine certain human principles. Such principles include "social solidarity, communal ownership, collective responsibility, traditional hospitality, and co-operation to assist the needy, the handicapped, orphans, strangers, the poor, widows, elders, the sick and the neighbours" (Orhewere, 2007, p. 294). Citing Baran (1999, p. 469), in his reaction to the significant volumes of media literature on the influence of Western media on African culture, Orhewere (2007) posits that, "The mass media of powerful nations, such as the United States of America, have invaded many aspects of African cultural values. The culture of violence, especially among children, has never been in Africans' character (Orhenwere, 2007, p. 294).

Further research by Defleur and McQuail (1994, p. 556) and Dominick (1996, p. 552) lend credence to Orhenwere's claims regarding damaging effects of the cultural content in CNN's *Inside Africa* reports as the symbolic representation of a typical Western media organization. The study explains that various acts of violence and social disorder such as armed robbery, cultism, street fighting, ethnic, religious, and violent sectarian crises, and other forms of violence in many African societies result from exposure to violent television content-channels.

It is obvious to state that, by exercising considerable control of global satellite television communication systems and other sophisticated broadcasting hardware, CNN has dominant influence and power in the international commercialization of broadcasting, including the rampant dissemination and transmission of cultural products. One of the consequences of this dominant control has been highlighted in the work of Thussu when he notes that: "Such communication hardware could also be used to propagate the US model of commercial broadcasting dominated by large networks and funded primarily by advertising revenue" (Thussu, 2004). Schiller also toes the same line of thought from the theoretical and US standpoint. According to him:

Dependence on US communication technology and investment, coupled with the new demand for media products, necessitated large scale imports of US media products, notably television programmes. Since media exports are ultimately dependent on advertising sponsors, they endeavor to advertise Western goods and services and promote, albeit indirectly, an American capitalist way of life through mediated consumer lifestyles. The result was an 'electronic invasion,' especially in the global South, which threatened to undermine traditional cultures and emphasize consumerism at the expense of community values (Schiller, 1992, p. 39).

However, CNN's emergence and stiff dominance in the Global Communication Ecosystem has aggravated the one-way cultural flow and its negative consequences on African development and the cultural value system. In affirmation to the preceding submission, Schiller concludes that: "The economic basis of US dominance, however, had changed with TNC's acquiring an increasingly important role in international relations, transforming US cultural imperialism into global corporate cultural domination (Schiller, 1992, p. 39). Other important research evidence has also emerged. It points fingers at *CNN World Report* and *CNN Inside Africa* as accomplices in news bias and 'cultural imperialism. Indeed, CNN is held responsible for some aspects of "US cultural and media dominance," "US television exports and influence in Latin America, the contributions of

Disney comics and CNN's Cartoon Network" in promoting Western capitalist and cultural values" as well as "the role of the advertising industry as an ideological instrument.

Evaluating the quantum of CNN's cultural products transmitted across African societies may not be sufficient in appreciating its level of influence on the cultures and traditional values of Africa. However, it is essential to examine its effects and negative implications on African development. Therefore, from the theoretical perspective of the Hypodermic-Needle Model of media effects and the underlying complexities surrounding the argument for a concerted effort towards African development, it is can observed that CNN's "colonization of global media and communication space," as argued by Boyd Barrett (Barrett, 1998, p. 157) has fatally shaken and eroded the critical foundations of Africa's socio-cultural, traditional, political, ideological, physical, and psychological existence.

Acknowledging the existence of other numerous cultural and ideological effects of CNN's media-borne cultural products on African nations, it is worth noting that other critical factors have compounded the crisis of Africa's underdevelopment. There is also the fact that Western scholars and other detractors of African development initiatives demonstrate a shallow understanding of African cultures. They see Africa and her peoples as a homogenous entity, entirely oblivious of "the regional and intra-national diversities of race, ethnicity, language, gender, and class" (Barrett, 1998, p. 157, and Thussu, 1998, p. 63).

Further to the discourse on the transmission of Western cultures to Africa is the role of CNN in using the global mass media television as an instrument of propaganda for corporate and state power in influencing the international system and contra-flow of news and cultural artifacts. This has been a significant area of scientific inquiry, and a source of concern among critical scholars in mass communication and development studies, emphasizing global news flow and world press operations patterns.

From the preceding analysis, it is evident that CNN and many other Western media organizations predominantly control, influence, and dominate the broadcast industry and transmission of Western and media cultural products and artifacts to African countries, especially Nigeria and other developing nations, with their dire consequences on Third World's development and cultural transformation.

**Table 12: CNN Biased News Reportage on Nigeria, 2015 – 2019**

| S/No. | Element/Unit of Analysis | Counts | Percentage |
|---|---|---|---|
| 1. | Socio-cultural Factors | 50 | 16.67 |
| 2. | Politics/Diplomacy | 40 | 13.33 |
| 3. | Crimes/Conflicts | 40 | 13.33 |
| 4. | Boko Haram Crisis and Banditry/Kidnapping | 30 | 10.00 |
| 5. | Natural Disasters | 40 | 13.33 |
| 6. | Wars and Ethno-religious Crisis | 30 | 10.00 |
| 7. | National Instability and Nigeria's Disintegration | 40 | 13.33 |
| 8. | Economic/Educational Factors | 20 | 6.67 |
| 9. | Covid-19 Pandemic and other health issues | 10 | 3.33 |
| **Total** | | **300** | **100** |

**Source:** Field survey data, Okafor, 2019 (Content Analysis, 2015 – 2019)

The data interpretation in table 2 above, shows that CNN's biased reports on Nigeria about socio-cultural issues summed to 50 counts at 16.67 percent, while political and diplomatic issues were reported on 40 counts, representing 13.33 percent. It is the same thing on issues about crime/conflicts also stands at 40 (10.33 percent) whereas biased issues on Boko Haram crisis/banditry/kidnapping, and natural disasters stand at 30 and 40 counts, representing 10.00 percent and 13.33 percent respectively. Concerning CNN's reports on wars/ethno-religious

and crisis national instability and Nigeria's prospects for disintegration, the study recorded a total of 30 and 40 counts, representing 10.00 percent and 13.33 percent respectively, while Covid-19 reports and other health-related issues had the list report with 3.33 percent based on 10 counts.

The implication of the findings is that a significant number of 78.66 percent of the reports were based on socio-cultural factors, politics, crimes/conflicts and natural disasters. No wonder the negative impact of biased and distorted reportage on Nigeria had increased so significantly to affect the country's socio-development.

**Drawing Conclusions and Announcing Results**

The data collected from the field were analyzed with the appropriate statistical tools, and the results show as follows:

1. Over 78 percent of CNN's reported news stories about Nigeria were biased and distorted.

2. A preponderant number of the biased/distorted news stories reported about Nigeria by CNN were significantly based on socio-cultural, political, and economic issues as well as problems of natural disasters, wars, crime, and national instability, which could contribute immensely to national instability and disintegration.

3. The study further affirmed that Musa and Inshau (2013) in their critical discourse analysis between Al Jazeera and CNN television networks often rely on what they call 'parachute reporting'. This means news their news coverage and reporting method has a tendency to be questionable in terms of their credibility and objectivity value as the correspondents' access to local sources is hindered due to lack of understanding of the local terrain and their cultural background.

4. The study further shows that CNN's coverage of health-related issues in Nigeria such as the Covid-19 reports is relatively biased, distorted and far-fetched from what is really the true situation.

5. The study also shows that CNN's biased and distorted news reports on Nigeria was high, and the government has to design more effective strategies to overcome the insurgency.

In conclusion, CNN reports a high preponderance of biased and distorted news about Nigeria, and this biased reportage do more harm than good to Nigeria's socio-economic development.

## FINDINGS

Research findings show that CNN has the highest predisposition to news bias, media content distortion, and disinformation among many Western media broadcasting organisations, especially on issues concerning Nigeria. The study reveals that 68 per cent of CNN's news judgments and opinions on Nigeria are often based on biases, distorted facts, negative opinions and judgments, prejudices, stereotypes, and outright misrepresentations. According to the study, one of the most consistent reasons for CNN's biased reporting on Nigeria and many other African countries is that such news stories often make good news copies in Western news media, as their fascination and obsession with adverse news events serve them as opportunistic marketing tools to sell their Western brands. This fact was corroborated by one of CNN's senior correspondents interviewed by the researcher in the Federal Capital Territory, Abuja. She explained that the Western media often uses some news about Africa to serve marketing and advertising purposes in promoting Western brands, and for entertainment objectives.

Also, drawing from an unbiased assessment of 45 local and foreign journalists' opinions with whom the researcher engaged in face-to-face interviews, the study found some evidence. They agree that many Western media journalists, especially those from CNN, are often biased in their news reportage about African nations. The respondents opined that CNN often rates negative news as more significant, engaging, and newsworthy than other development-oriented news stories concerning African nations. According to them, CNN reporters believe that negative news draws more attention from the media audience, hence the preferential attention and reporting of negative events in Africa. This view is also shared by Conley and Lamble (2006, p. 87); Harcup and O'Neil

(2001, p. 58); and Chaudhary (2001b, p. 242). They argue that "negativism is a common news value in Western newsrooms" (Cited in Obijiofor, 2009, p. 40).

Different cases of news coverage and reportage by CNN analysed contain various forms of biased reporting and distortion of stories on Nigeria. Some of the secondary data analysed mainly consist of randomly chosen samples of CNN's news reports on Nigeria, paying specific attention to the choice of language, type of headlines, stereotypes, and myth culture. Other variables include propaganda gimmicks and exaggerations, lack of attribution, news balance, fairness doctrine, objectivity, and news value. A detailed analysis of the sampled stories also revealed a statistically significant difference in the number of biased and distorted news stories based on hard news aired on CNN commercial broadcast network newscasts and the *CNN World Report*. The analysis showed that the contributions of Nigerian and other African countries' journalists to Report were significantly preponderant over the U.S journalists' reports in terms of development news stories about Nigeria and other African nations. Their news stories on Nigeria were relatively undistorted and unbiased with more objective analysis and presentation, unlike those of CNN reporters.

The study also found that most news stories reported by CNN's journalists lack relevance and prominence. They are also replete with allusions, vagueness, deliberate omissions, and stereotypes. 65 per cent of CNN's reporters and newscasters often dwell on selective attention and selective reporting regarding specific information that conforms to their preconceived notions, beliefs, philosophies, and house styles. The study equally found that many Nigerian journalists are also guilty of the accusation leveled against the Western media, particularly CNN. Ultimately, the research reveals that 75 per cent of those who watch large amounts of CNN's biased and distorted news reports show a preponderant level of negative perceptions or misjudgment about Nigeria. This could gradually lead to the generalisation of negative global public opinion about the country, thereby damaging its international reputation.

## CONCLUSION

From available empirical evidence, it is apparent that CNN's biased news reporting and distortion of media content on Nigerian issues is real. Among many Western media broadcasting organisations, CNN has a very high predisposition to news bias and media content distortion on issues affecting Nigeria. Some of the biases could be attributed to CNN's poor understanding of the country and its internal peculiarities. It is fundamentally imperative for Nigeria and many African countries to be worried about how they are portrayed by Western media when viewed against the backdrop of the implications of news and its image portrayals on the individual or subject being reported. In essence, the way Nigeria is reported affects how the whole world perceives the nation and its citizens and many African countries.

Therefore, news framing and reporting must reflect the primary qualities of a good news report that could be considered news-worthy, including fairness, objectivity, balance, accuracy, human interest and development, rather than misinformation, disinformation, and misrepresentations. Reporting constructive development-oriented news will provide media audiences with their socioeconomic, cultural, political, and educational information needs in line with the strategic recommendations for media practitioners and other stakeholders to ameliorate CNN's biased news reportage against African nations, especially Nigeria.

### RECOMMENDATIONS

Against the backdrop of the research problem and objectives, the research findings, and conclusion, the following recommendations have been proffered in solving the problems posed by CNN's biased reporting against Nigeria and other African countries:

1. There is a compelling need for the integration of the traditional African media of communication with orthodox ICT models to counter CNN's news bias and distortion of media content against Nigeria.

2. African nations should collaborate with multilateral institutions and global media networks to build an *African Continental Information Superhighway* to be called *Digital Africa,* to provide continental broadcasting infrastructure for development-oriented news in Africa. The superhighway will also serve as a continental hub

for syndication and distribution of news and Big Data to promote research and cultural exchange among African countries.

3. The Nigerian Broadcasting Commission (NBC), in collaboration with other African countries, should develop and apply media technologies like artificial intelligence to detect, filter, and block biased news stories and other Western media content against the country, especially those from CNN. However, it must be done in such a way that press freedom and citizens' right to information are not infringed upon.

4. Nigerian government should mobilize other African countries to develop a Pan-African News Agency (PANA), while strengthening their various indigenous sovereign broadcast networks in their countries. This can facilitate the formation of regional partnerships and collaborative alliances to break the Western monopolistic control of global news flow and perpetration of news bias and distortion. against the continent.

5. There is a critical need to sustain the North-South dialogue to address the deadlocked global media debate and controversy over imbalanced global news flow to help to resolve the problem of crisis of confidence and mutual suspicion between the developed and the developing nations on the issues of New World Information and Communication Order, (NWICO), news bias and media content distortion on African affairs.

6. To checkmate CNN's biased media reports, Nigerian journalists should counterbalance such news reports on Western countries' issues to serve as a deterrent to their journalists to be circumspect in their journalistic investigations and reporting of Nigeria.

7. To free her citizens from the problems of news bias/distortion and misrepresentation, Nigerian government need to establish a Nigeria Media Development Bank (NMDB), exclusively devoted to financing and developing the media industry and ICT infrastructure in the broadcast sector, as well as grant broadcast organizations access to credit facilities to sponsor media projects.

**Contributions to Knowledge**

The study makes significant theoretical, empirical, and methodological contributions to the existing knowledge in international and development communication, with far-reaching implications for scholarship by providing strategic and sustainable solutions to the problems of global news bias and media content distortion as exemplified by CNN.

One of the study's significant contributions to human knowledge is the development of a new Communication Research Model (CRM) code-named the MASE Model. The model's fundamental constructs were designed from the variables in the study and further decomposed to derive MASE, where *M* represents: Mainstreaming indigenous cultural artefacts; *A* – traditional African media; *S* – Strategies for curbing news bias and *E* – Exploring other variables. In other words, the MASE Communication Model is an acronym formulated to support the basic empirical and theoretical assumptions. The full meaning of the model is as follows:

**M –** Mainstreaming our cultural variables into the conventional mass media to support media tools that promote African development.

**A –** Africa's traditional media to be integrated into Western media systems.

**S** – Strategies adopted to eliminate Western media news bias and distortions against Nigeria and to improve news/media content and balanced news inflow into Africa.

E – Exploring other variables not explained in this study to curb the problem of CNN's news bias/distortion of media content.

The philosophy of the MASE Model of communication is based on the assumption that effective integration of the underlying variables would reduce the existing CNN's news bias and distortion against African nations especially Nigeria, while accelerating the continent's development. Apart from helping to determine the impact

or implication of CNN's news bias on Nigeria's socio-economic development and the media industry, the MASE Model strengthens the foundation upon which the study would significantly contribute to knowledge and academic scholarship. Therefore, the study represents one of the current research innovations in the area of news bias and misrepresentation of African countries by developing the MACE Model, as well as providing critical strategies and criteria for detecting biased and distorted news reports by media organizations, especially the broadcast industry.

While providing the intellectual framework analyzing the problem of news bias, media content distortion and misrepresentation of African states by CNN, the study is also expected to provide a research guide for future researchers in this kind of study and other related works. Thus, the article serves as a veritable resource handbook for scholars in international communication and diplomacy, while providing a policy framework for governments and other policymakers to draft functional development-oriented communication policies and strategies for Nigeria and other African nations. It makes theoretical contributions by integrating the various principles of libertarian, authoritarian, and development media theories into a unified normative framework to provide a deeper understanding of how CNN promotes biased news reportage and misrepresentation against Nigeria and other African nations.

In terms of methodological significance, the research provides empirical evidence about CNN's biased news reporting, media content distortion and misrepresentation of Nigeria. It also finds significance in the areas of methodology, geographical scope and population of study, as there was no research evidence showing any pre-existing study on news bias about Nigeria by CNN, based on empirical research literature. The study, therefore, is a landmark investigation because the methodological tools and research findings provide a significant framework that other researchers can replicate in future studies.

Ultimately, the study serves as a strategic performance evaluation framework on the mass media (with specific reference to CNN) in discharging its social responsibility functions. It also provides a more in-depth understanding of the ideological and philosophical leanings of Western media organisations and journalists, and how these leanings and biases negatively affect human development. The study contributes to knowledge by reawakening CNN's audiences in Nigeria and other consumers of Western news about the dysfunctional effects of watching biased and distorted media content, including socio-cultural, economic, political, ideological, technological and propaganda effects.

**Areas of Further Research**

Given the in-depth research analysis and findings, future studies have been identified and recommended for further investigation. Future studies may need to examine the nature and patterns of Third World's (African) news reportage about the Western nations to ascertain their close relationships and differences, and to close some existing research gaps. There is also the need for researchers to investigate the role of social media, citizen journalism and African-owned international media platforms in shaping narratives about Africa.

## ACKNOWLEDGEMENTS

I sincerely acknowledge the support and contributions of my supervisor, Prof. Sunny E. Udeze, and my Head of the Department, Prof. Gerald Nebo, Dean, Faculty of Management Sciences, and the Director, ESUT Business School, Prof. Fred Eze, for their great contributions to the success of this research, making my studies and dissertation successful. I also sincerely appreciate the support and encouragement of the Management and staff of the Faculty of Arts, University of Abuja, Nigeria, for granting me the permission, support and encouragement to use their academic resources to ensure that I completed this study.

**Ethical Consideration**

I solemnly state that permission was sought and grant by the Management and authority of the University of Abuja and ESUT Business School, Enugu State University of Science & Technology ESUT) Enugu, Nigeria, before embarking on this study.

**Conflict of Interest**

I declare that there was no conflict of interest in respect of the study.

**Data Availability**

Both raw and processed data are available on request for official and academic use subject to the approval of the University of Abuja and the ESUT Business School, Enugu.

## REFERENCES

1. Ake, C. (1981). A political economy of Africa. Longman.
2. Asika, N. (2008). Research methodology in the behavioural sciences. Longman.
3. Bender, J. R., Davenport, L. D., Drager, M.W., & Fedler, F. (2009). Reporting for the media. (9th ed.). Oxford University Press.
4. Bennett, L. (2007). *News: The politics of illusion*. (7th Ed.) New York: Pearson Longman.
5. Baran, S. (2013). *Introduction to mass communication: Media literacy and culture*. (African Ed.), USA: McGraw-Hill.
6. Castells, M. (1996). The information age: The rise of the network society. Blackwell.
7. Castells, M. (2013). Communication power. Oxford University Press.
8. Chaudhary, A. G. (2001a). Comparative content analytical study of negative news in Western and Third World newspapers. Asian Journal of Communication, 11, (1), 25-50.
9. Chaudhary, A. G. (2001b). International news selection: A comparative analysis of negative news in the Washington Post and Daily Times of Nigeria. Howard Journal of Communication, 12 (4), 241-254.
10. CNN.com.Web.archives.org (2001, September 11).
11. Dauda, S., & Omar, B. (2015). News sourcing of the 2011 Somali famine: A comparison between *Panapress* and *Reuters*: *Global Media Journal,* 5, (1), 2231-9948. The University of Malaysia. Retrieved on March 30, 2019, from http://www.researchgate.net
12. de Beer, A. S. (2010). News from the "Dark continent": Afro-pessimism, news flows, global journalism, and media regimes. Journalism Studies. II, (4).
13. de Beer, A. S. (2011). Topical issues and media systems. PHI Learning.
14. de Beer, A. S. (2011). Global news: The fleeting, elusive but essential feature of global journalism. In Arnold, S. de Beer. (ed.). Global journalism: Topical issues and media systems. PHI Learning.
15. Dennis, E., & Merrill, J. (1984). Basic issues in mass communication. Macmillan.
16. Desai, V., and Potter, R. B. (2008). The companion to development studies. Hodder.
17. Dijk, A. V. (2001). News analysis: Case studies of international news in the press. In A. V. Dijk, (ed.). Lawrence Erlbaum.
18. Dominick, J. R. (2009). Dynamics of mass communication: Media in the digital age. (10th ed.) McGraw-Hill.
19. Ekeanyanwu, N. T; and Nnamdi, T. (2015). International communication: Issues, concepts, and research in the 21st century. Standard Mass Concepts.
20. Ekeanyanwu, N. T. (2007). Global news flow controversy: Is the South also guilty? International Journal of Communication Studies Forum (CSF). UNN Press.
21. Ekeanyanwu, N. T., Kalyango Jr. Y. & Peters, A. S. (2017). Global news flow debate in the era of social media networks: Is the US media still the world's news leader? European Scientific Journal, 8, (3), 136-155.
22. Emeagwali, P. (2009, March 21). Globalization not new: Look at slave trade. Saturday Sun. p.16.
23. Entman, R. M. (1991). Framing US coverage of the international news: Contrast in narratives of the KAL and Tran air incidents. Journal of Communication, 41, (4), 6-7.
24. Everett, D. (1976). Communication and development: The passing of the dominant paradigm. Communication Research. New York.
25. Fair Studies. (2017). News bias in news reporting: How to detect bias in news media for fairness and accuracy. New York.
26. Fanon, F. (1961). The wretched of the earth. Harmondsworth, UK: Pelican.

27. Field, E., et al. (2001). Peer, parent, and media influences on the development of weight concerns and frequent dieting among preadolescent girls and boys. *Pediatrics*. 107. 54-60.
28. Food and Agricultural Organization (2007). The Communication Initiative. World Congress and Communication for Development, 73-86.
29. Franks, S. (2005). Reporting Africa: Problems and perspectives (Electronic version). Westminster Papers in Communication and Culture. 129-134. University of Westminster, London. Retrieved 6th November 2017 from http://www.wmin.ac.uk/mad/pdf/zim_art8.pdf
30. Golan, G. J. (2008). Where in the world is Africa? Predicting coverage of Africa by the US. television networks. International Communication Gazette, 70 (1), 41-57.
31. Golding, P., & Harris, P. (1997). Beyond cultural imperialism. London: Sage Publications.
32. Hair, Jr., J. F., Bush, R. P., & Ortinau, D. J. (2000). Marketing research; A practical approach for the new millennium. McGraw-Hill.
33. Hall, S. (1974/1980). Coding and encoding in the television discourse. In S. Hall, et al. (Eds.), *Culture, media, language*. London: Hutchins.
34. Hachten, W. A. (1981). The world news prism: Changing media, changing ideologies. Ames.
35. Hachten, W. A. (1999). The world news prism: Changing media of international communication. (5th ed.), Ames.
36. Harcup, T., & O'Neil, D. (2001). What is news? Galtung and Ruge revisited. Journalism Studies, 2 (2), 261-280.
37. Harth, A. E. (2009). Representation of Africa in the Western news media: Reinforcing myths and stereotypes. *Illinois University Journal of Communication. 1-67.*
38. Hasan, S. (2013). Mass communication: Principles and concepts. CBS.
39. Holub, R. C. (2002). *Reception theory: A critical introduction.* London: Methuen
40. Hudson, G., & Rowlands, S. (2007). The Broadcast journalism handbook. Pearson.
41. Jensen, K. B., & Resengren, K. E. (1990). Five traditions in search of the audience, *European Journal of Communication,* 207.
42. Jensen, K. B. (2002). A handbook of media and communication research: Quantitative and qualitative methodologies. USA. Routledge.
43. Kegley, Jr. C. W., & Blanton, S. L. (2010/2011). World politics: Trend and transformations. Cengage Learning.
44. Kraidy, M. (2002). Globalisation of culture through the media. In J. R. Schement. (Ed.), Encyclopedia of communication & information. Vol. 2, (pp.359-363) Macmillan Reference USA. Retrieved from http://repository.upenn.edu/asc_pagers/325.
45. Lippmann, W. (1992). Public opinion. Harcourt Brace
46. Livingstone, S. (2002). Young people and new media. Sage.
47. Livingstone, S. (2003). "The changing nature of audiences: From the mass audience to the interactive media user," in A. N. Valdivia (ed.) A Companion of Media Studies, pp.337-359. Blackwell.
48. Livingstone, S., & Bennett, W. L. (2004). Gatekeeping, indexing, and live-event news: Is technology altering the construction of news? Political Communication, 20 (4), 363-368.
49. MacBride, S. et al. (1980). Many voices, one world: Communication and society today and tomorrow: Report by the international commission for the study of communication problems. Ibadan University Press.
50. McQuail, D. (1983). Mass communication theory: An introduction. (5th ed.). Sage.
51. McQuail, D. (2000). The consequences of European media policies for cultural diversity. In T. B. Bennet (Ed.), Differing diversities: Cultural policy and cultural diversity. Strasbourg.
52. McQuail, D. (2005). Mass communication theory. (5th ed.). Sage.
53. Mefalopulos, P. (2008). Development communication sourcebook: Broadening the boundaries of communication. The International Bank for Reconstruction and Development/The World Bank: Washington DC, USA.
54. Michira, J. (2002). Images of Africa in the Western media. Retrieved on May 1, 2008, from www.teachingliterature.org/teachingliterature/pdf/multiimagesofafricamichira.pdf
55. Mowlana, H. (1994). International communication research in the 21st century: From functionalism to post-modern and beyond. In Hamelink, C. J., and Linn, O. (Eds.), Mass communication research on problems and policies: The art of asking the right question in honour of James D. Halloran. Ablex.

56. Mowlana, H. (1997), Global information and world communication: New frontiers in international relations. (2nd ed.). Sage.
57. Murdoch, G., & Golding, P. (1977). Capitalism, communication, and class relations. In J. Curran, et al. (Eds.) Mass communication and society. Edward Arnold.
58. Musa, A. O. & Yusha'u, M. J. (2013). Conflict reporting and parachute Journalism in Africa: A Study of CNN and Aljazeera's Coverage of the Boko Haram Insurgence. Journal of Arab and Muslim Media Research. 6, (2 & 3), 251-267.
59. Ndangam, L. N. (2002, July 21-26). 'Heart of darkness' – Western media rhetoric on Africa: Constructing and associating meaning over time. Paper presented at the 23rd Conference and General Assembly of the International Association of Mass Media Research, Barcelona. Department of Journalism Studies, University of Sheffield, UK.
60. Obijiofor, L. (2009). Is bad news from Africa good news for Western media? Journal of Global Mass Communication, 2, (3/4), 38-53. The University of Queensland, Brisbane, Austria.
61. Orhewere, J. A. (2007). Influence of ICTs on African cultural values system. In I. E. Nwosu & O. E. Soola (Eds.), *Communication in global ICTs & ecosystem perspectives: Insights from Nigeria.* Enugu: ACCE.
62. Okon, G. B. (2013). Africa in the eyes of CNN and Al Jazeera; A comparative analysis. Global Journal of Arts, Humanities and Social Sciences. 3. (6), 95-107.
63. Oshinowo, Jr. B. (2004). Examining bias and distortion in mass communication in America. EDGE Autumn.
64. Papathanassopoulos, S. (199). The political economy of international news channels: More supply than demand. Intermedia, 27, 1, 17-23.
65. Pember, D. R. (2003/2004). Mass media law. McGraw-Hill.
66. Reese, S. D. & Ballinger, J. (2001). The roots of sociology of news: Remembering Mr. Gates and social control in the newsroom. Journalism and Communication Quarterly. 641-643.
67. Reese, S. D., Grant, A., & Danielian, L. H. (1994). The structure of news sources on television: A network analysis of "CBS News," "McNeil/Lehrer and "This Week with David Brinkley," Journal of Communication. 44 (2). 64-83.
68. Rodney, W. (1972). How Europe underdeveloped Africa. Bogle-L'Ouverture.
69. Schech, S., & Haggis, J. (2008). Culture and development. In V. Desai & R. B. Potter (Eds.), The companion to development studies, (2nd ed.). Hodder Education.
70. Schiller, H. I. (1992). Communication and cultural domination. International Arts & Science.
71. Schiller, H. I. (1992). The ideology of international communication. New York: Institute for Media Analysis.
72. Schiller, H. I. (1992). Impact of mass media: Current issues. (3rd ed.). Longman.
73. Schramm, W., et al. (1963). Four theories of the press. Urban.
74. Shoemaker, P. J. (1991). Gatekeeping. Sage.
75. Siebert, F., Peterson, T., & Schramm, W. (1956). Four Theories of the Press. University of Illinois Press.
76. Silverman, D. (2001). Interpreting qualitative data: Methods for analyzing talk text and interaction. (2nd Ed.). Sage.
77. Strasburger, V. C., Wilson, B. J. & Jordan, A. B. (2009). *Children, adolescents, and the media*. (2nd ed.), Thousand Oaks, California: Sage.
78. Ted Turner cleared for News Cable. Los Angeles Times. E3, March 5, 1980.
79. The Communication Initiative: World congress on communication for development: The International Bank for Reconstruction & Development/the World Bank (2002). World congress on communication for development: Lessons, challenges, and the way forward.
80. The World Bank. (1994). Status Report on Poverty in Sub-Saharan Africa: The Many Faces of Poverty. World Bank.
81. The World Bank/ World Congress on Communication for Development (2006). World Congress on communication for development: Lessons, challenges, and the way forward. FAO: World Bank.
82. Thussu, D. K. (1998a). Electronic empires: Global media and local resistance. London: Arnold.
83. Thussu, D. K. (1998b). Localizing the global Zee TV in India. In Thussu, D.K. (ed.), Electronic Empires. Arnold.

84. Thussu, D. K. (2000). Development news studies in international news coverage and news agenda. Ablex.
85. Thussu, D. K. (2000). International communication: Continuity and change. Arnold.
86. Thussu, D, K. (2004). International communication, continuity, and change. Oxford Press.
87. Thussu, D. K. (2007). Approaches to theorising in international communication. In B. E. de B'beri, et al. (Eds.), Introduction to media studies: A reader. Oxford.
88. Tomlinson, J. (1991). Cultural imperialism. John Hopkins University Press.
89. Tomlinson, J. (2003). Cultural imperialism: A critical review. Pinter.
90. Uchendu, V. (1989). "Towards a strategic concept of culture: Implications for continental unity" in African Unity. he Cultural Foundation Centre for Black and African Arts and Civilization.
91. Udeze, S. E. (2002). After the wild wind: A discourse on international communication. Echrisi.
92. Wimmer, R. D., and Dominick, J. R. (2006). Mass media research: An introduction. Sage.