

**Preying on Platforms:  
A Comparative Analysis of Social Media and Traditional  
Mass Media Advertisements in the 2015 Presidential  
Election Campaigns in Nigeria**

**Onyebuchi, Alexander C. *Ph.D.***

Centre for Information and Communication Research, Enugu  
State

**Anorue, Luke Ifeanyi *Ph.D.***

University of Nigeria, Nsukka

&

**Obayi, Paul Martin *Ph.D.***

Godfrey Okoye University, Enugu State

**Abstract**

In this study, a comparative functional analysis was made between social media and traditional mass media advertisements in the 2015 presidential election campaigns in Nigeria. The researchers used a modified approach to Benoit's functional theory of political discourse to identify and differentiate the themes of traditional mass media commercials from social media campaigns created during the 2015 presidential election. It was found that there were more acclaim (47.4%) campaign messages on traditional mass media platform, while social media platform had more attack (57.1%) campaigns. It was also found that due to the presence of attack (57.1%) campaigns on social media platform, the room for campaign messages to carry third party evidence (64.3%) was more on social media than traditional mass

*Preying on Platforms: A Comparative Analysis of Social Media and Traditional Mass Media Advertisements in the 2015 Presidential Election Campaigns in Nigeria*

media (42.1%) platform. The researchers concluded that themes of acclaim, attack, defend, policy and character emanating from campaigns messages in traditional mass media platform were more likely to differ from that of social media platforms.

**Keywords:** Advertising, Politics, Political communication, Content analysis, Elections