

One Country, Two Eras: Analysis of How Three Nigerian Newspapers Framed President Goodluck Jonathan and Muhammadu Buhari's Economic Policies

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Abstract

The manner in which the mass media frame an issue contributes largely in determining public knowledge and perception of the issue. Such framing also sets the agenda for public opinions, discussions and actions. This study investigated how three Nigerian national dailies framed the economic policies of President Goodluck Jonathan and President Muhammadu Buhari in their first one year in office. The study was anchored on the Framing and Reflective-Projection theories and adopted the content analysis method. Findings indicate that the newspapers studied adopted five categories of frames: **Game and Strategy frame**, Conflict frame, Material frame, Issue frame and Value frame in reporting the economic policies of the two administrations. The first two frames were the most dominant, however, there was 100% prevalence of the five categories in the papers but they appeared in different proportions. The implication of this finding is that the newspapers reported the issue in political and conflict

perspectives. Such perspectives denied citizens the opportunity to understand the core issues and values of such economic policies on their day-to-day lives. The study recommends more media attention on Issues, Materials and Value frames in reporting government policies to enhance citizens' better understanding of government intentions.

Key Words: Nigeria, Media Framing, Economic Policies, Transformation Agenda, Change Agenda.