

Nigerian Newspapers Framing of the 2012 Flooding Disaster in Nigeria

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Abstract

This study examined the framing of the 2012 flooding disaster by Nigerian newspapers. This is based on expert views that the 2012 flooding disaster was one of the most challenging disasters that occurred in Nigeria in at least half a century with unprecedented floods that ravaged several parts of the country. The study used Frame Analysis to analyse 828 stories related to the flood disaster published in four purposively selected newspapers: *Daily Trust*, *Leadership*, *The Guardian* and *Vanguard*. Relief/aid/recovery efforts (347), disaster assessment (130) and human interest (91) frames received the highest framing in the papers' coverage. The findings show that although the papers seemed to have the same focus in framing the disaster stories, they differ in the intensity/depth of coverage given to the disaster. The findings also indicate a shift in the pattern of coverage from what the newspapers are used to be emphasising as regards environmental and natural disaster reportage. One of the significant contributions of this research is the application of framing theory to natural disaster reporting by the media instead of political conditions as the theory originated.

Keywords: Framing Theory, Framing Analysis, Natural Disaster, Flooding, Newspapers, Nigeria