EFFECTS OF ACTIVITIES OF THE 8TH SENATE COMMITTEE ON MEDIA AND PUBLIC AFFAIRS ON LEGISLATIVE SERVICE DELIVERY

BY

OLUWUYI, MUSTAPHA AKANGBE
PG/NLS/1714026

A RESEARCH DISSERTATION SUBMITTED TO THE NATIONAL INSTITUTE FOR LEGISLATIVE AND DEMOCRATIC STUDIES/UNIVERSITY OF BENIN (NILDS/UNIBEN) POSTGRADUATE PROGRAMMES, IN PARTIAL FUFILMENT OF THE REQUIREMENTS FOR THE AWARD OF MASTERS DEGREE IN LEGISLATIVE STUDIES (MLS)

MARCH, 2020

DECLARATION

I, OLUWUYI, MUSTAPHA AKANGBE, humbly declare that this dissertation is an outcome of my research efforts carried out in the school of Postgraduate studies, Faculty of Law, University of Benin/NILDS. I honestly wish to further state that to the best of my knowledge, this research work is entirely mine under the supervision and guardian of my able and unassuming lecturer, Dr. Arthur Ikeme.

Where work of other varied persons and scholars have been consulted or used, such have been duly acknowledged.

OLUWUYI, MUSTAPHA AKANGBE

CERTIFICATION

This is to certify that this dissertation titled: **"Effects of Activities of the 8th Senate Committee on Media & Public Affairs on An Enhanced Legislative Service Delivery"** was carried out by OLUWUYI, MUSTAPHA AKANGBE, in the School of Postgraduate Studies, Faculty of Law, University of Benin/NILDS, Nigeria.

-------------------------------------   -------------------------

PROJECT SUPERVISOR   **DATE**

DR. ARTHUR IKEME (PhD)

--------------------------------------   ------------------------

INTERNAL EXAMINER   **DATE**

DR. NDANUSA MOHAMMED MANZUMA(PhD)

---------------------------------------   -------------------------

COORDINATOR, POSTGRADUATE SCHOOL   **DATE**

DR. ASIMIYU ABIOLA (PhD)

---   ------------------------

EXTERNAL EXAMINER   **DATE**

PROF. SHOLA OMOTOLA

DEDICATION

This research work is dedicated to the Lord, the omniscience, the omnipotent, giver of life and death. This work is also dedicated to my dearest partner in life progress, Taiwo Tolani Oluwuyi and all my darling children.

ACKNOWLEDGEMENT

ABSTRACT

This study examines the Effects of Activities of the 8ᵗʰ Senate Committee on Media and Public Affairs on an Enhanced Legislative Service Delivery of the National Assembly Senate with a view to finding out the relationship among the Nigerian National Assembly, the media and the public. The dissertation looked at the Senate Committee on Media and Public Affairs of the 8ᵗʰSenate on how it projected the image of the Senate to the public. Patterned along the descriptive survey design, the study adopted survey methods.The findings made from the study revealed a positive link between the 8ᵗʰ Senate Committee on Media and Public Affairs, and the Legislative Activities of the 8ᵗʰ Senate awareness among respondents. The study concludes that the Senate Committee on Media and Public Affairs of the 8ᵗʰ Senate had a strong influence on public perception of the National Assembly; this is due to the way it portrayed Senate in its reports and how it liaised with the In-*house media (Senate Press Corps).Conclusion is drawn based on the data collected and analysed in order to enhance effective future performance of the legislative service delivery of the Senate Committee on Media and Public Affairs and maintaining mutual trust and understanding of the constituents/public.It recommends that since governance is accountability to the people, therefore it is a* **sine qua non** *for legislative information newsbreak to be made available to the governed as and when due through clear, freely flow channels and skillful handling by the professional media personnel.*

TABLE OF CONTENTS

CHAPTER ONE: INTRODUCTION

CHAPTER TWO: LITERATURE REVIEW AND THEORETICAL FRAMEWORK

CHAPTER THREE: METHODOLOGY

CHAPTER FOUR: DATA ANALYSIS, RESULTS
AND DISCUSSION OF FINDINGS

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

LIST OF TABLES

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND TO THE STUDY

The Senate Committee on Media and Public Affairs is one of the Standing Committees of the 8th Senate inaugurated on Thursday, 19th November, 2015 by Senate President,Dr. Bukola Saraki, which tenure elapsed on June 9th, 2019.

As enshrined in the Senate Standing Orders 95 and 96 (41) 2015, as amended, the Committee's jurisdiction includes the following: Management of the image and public relations of the Senate; external publicity and other issues in the Mass Media concerning the Senate; other matters concerning the Media that may be referred to the Committee by the Senate (Senate Majority Leader); and annual budget estimates.

In ensuring that Nigerians were properly informed about the legislative activities of the Senate, to this end, the Committee Chairman, and other distinguished members immediately swung into action by having an inaugural meeting with the Senate Press Corps (Journalists reporting the Senate) to discuss how to carry out the mandate of the Committee for the Senate and National Assembly as a legislative body.The meeting with the Senate Press Corps birthed several other visits to various media houses by the Chairman who doubles as the Senate Spokesman.

Since the major mandate of the Committee was to manage and mirror the image of the Senate, the committee was able to get this done with its first contact through the channel of reaching out to the public that is the in house media (Senate Press Corps)

Globally, media is referred to as the fourth estate of the realm and purveyors of information in any democratic setting (Aleyomi &Ajakaiye, 2014). There is always a role for the media to play in any aspect of human endeavors, most especially in political governance and nation building. In view of the above, the Committee encountered challenges and tough times in properly informing Nigerians about the activities of an institution like the Senate which as an arm of government that Nigerians are ill-informed about its legislative mandate as elected and true representatives of the people.

The media renders conventional and social functions to the public, which is equally applicable in broader sense in national development pursuit. It could be said that through educating, informing and entertaining (primary media functions), the media thereby makes the society, members or the nation as well as the leadership of that very society aware of the importance and need to undertake certain process or processes of national development. Also attached to these three basic roles of media is another role of persuasion, where media are seen as virile tools of applying persuasive efforts to influence people's actions towards a particular direction. The mass media are therefore seen for their role in furnishing the public with necessary information to achieve development or change goals and equally set agenda for discourse. This can also be deduced from the constitutional mandate of the media that makes government accountable to the people.(Chapter II, Section 22 of the Nigerian 1999 Constitution as amended).

Media is making it possible for the average citizen to become more involved in political decision making with the reduction in the cost of communications. Citizens are no longer passive consumers of political party propaganda but can challenge discourse, share alternative perspectives and air their own opinions correctly. Hence, media has been constitutionally empowered as a tool for the empowerment of the user by giving the user broadcast power

through the provision of a flexible and multiple means for sending and receiving political information.

Bekkers, Beunders, Edwards and Moody (2011, p. 209) averred that these technologies are potentially powerful tools for collecting and disseminating information, for building organisations, and for mobilising for action'.

The media are a heavily and increasingly discussed subject, both in scientific and public debates on the functioning of politics. Although media effects are increasingly subject of empirical research, scholarly attention for media influence on the legislative process is rare. There is specifically a lack of studies showing the mechanisms through which the media affect lawmaking. As a result there is little knowledge of the role media attention plays in the behavior of legislators and its consequences for the content of laws.

In general, we know politicians adjust to the way journalists operate and anticipate on the media attention their performance may generate (Davis, 2009; Strömbäck, 2008; Van Aelst &Walgrave, 2011). The contact between political journalists, members of parliament and members of government is defined as a complex interaction (T. E. Cook, 2006; Davis, 2009; Jones & Wolfe, 2010; Kleinnijenhuis, 2003; Louw, 2005; Sellers, 2010) and their power relationship turned into a reciprocal one (Van Aelst &Walgrave, 2011, p. 307). Yet what the media-politics dynamic looks like when it comes to developing new legislation, a fundamental aspect of politics, remains largely unclear.

Most lawmaking processes thus remain out of the media's spotlights. However, once bills are being covered by the media they often receive a lot of attention. It is reasonable to expect that policy makers, ministers, state secretaries, politicians and their assistants will closely follow

what is being written and said about legislative processes they are involved with. As a result, we might expect them to be susceptible to the things they read in the newspapers, hear on the radio and see on television.

This dissertation aims to examine the effects of the 8th Senate Committee on Media and Public Affairs on legislative service-delivery with the view of bringing to focus, how the Committee performed its image laundering role (s) during the 8th Senate of the Fourth democratic Republic.

1.2 STATEMENT OF THE PROBLEM

Questions regarding the mass media's effect on society are as old as the media themselves. Opposing views and conflicting research results have led to different conclusions ranging from minimal effects to powerful effects. A careful observer cannot but notice the gulf between the Nigerian legislators and the public. This, by no small measure, poses a great threat to the country's growing democracy. And since the media mediates between the parliament and the public, the need to study the effects of the 8th Senate Committee on Media and Public Affairs on legislative service-delivery necessitates this dissertation, Owing to this reason, this study attempted to determine the level of correlation between the 8th Senate Committee on Media and Public Affairs and Legislative Service Delivery.

National Assembly has been the most misunderstood and whipping child among the three arms of government especially from the dawn of the 4th republic democratic Nigeria till date.

Public Relations as an occupation, in most government departments and has often been defined more by its techniques than by its theory. Most public relations practitioners in government have been the masters of a number of techniques. They have known how to secure media coverage, prepare press releases, write speeches, write and design brochures, produce video news releases,

lobby representatives in conferences, stage special events, or prepare annual reports. In addition to being an occupation defined by techniques, public relations practitioners in government also have devoted most of their efforts to communicating through the mass media. Most have believed that they could affect large numbers of people through publicity alone. The organizations that employ public relations practitioners also have believed that they could get massive numbers of people to behave in ways the organizations wanted by creating a good "image" in the media

Despite all these efforts, there exists poor public relations between the legislature and public. The Media and the National Assembly, in an effort to gain greater efficiency, always attempt to both integrate and simultaneously consider its three subsystems (internal information, media and community relations) as well as best practices in the civilian corporate PR arena when approaching organizational issues but in vain. This proposed study sets out to assess role of Public Relations in the Public Sector.

This study will bring to the fore, what ought to be the legislative activities of the 8th Senate Committee on Media and Public Affairs as enshrined in the Senate rule book for an enhanced legislative-service delivery, what exactly has been the activities of the Committee and how has it been discharged within the legislative tenure under study.

It has equally been revealed that there are gaps that constrained the Committee from effective discharge of its mandate in seeing the Senate telling its own story appropriately as the people's elected representatives.

Arising from the foregoing, the study will explore all relevant administrative, legislative and strategies with skills to employ in filling these identified gaps constraining the Committee from

helping to tell the Senate legislative story appropriately, professionally and timely through the relevant media of mass communication to the public.

1.3 AIMS AND OBJECTIVES OF THE STUDY

The aim of this study is to assess the performance of the Senate Committee on Media and Public Affairs on an enhanced legislative service delivery of the 8th National Assembly (Senate). The specific objectives are to ascertain:

a) The challenges of media reportage during the 8th Senate and how they affect the performance of the Committee in achieving its mandate.

b) To assess how the Senate Committee on Media and Public Affairs had contributed to the legislative service delivery of the 8th National Assembly (Senate).

1.4   RESEARCH QUESTIONS

To achieve the aim and objectives of this study, the following research questions were formulated:

1. How effective was the Senate Committee on Media and Public Affairs on legislative service delivery within the 8th National Assembly (Senate)?

2. How has the Senate Committee on Media and Public Affairs contributed in bridging the gap between the legislature and the public?

3. What were the challenges of the Senate Committee on Media and Public Affairs to the effective legislative service delivery of the 8th National Assembly (Senate)?

1.5 SIGNIFICANCE OF THE STUDY

This study would be significant in exposing Nigerians to the core values of the National Assembly (Senate) as one of the independent arms of government, and further broaden public horizon on the mandate and relevance of the Senate Committee on Media and Public Affairs in the National Assembly and its contribution in deepening democracy.

With the unprecedented misgivings about the workings of the National Assembly, (Senate) no doubt, the findings of this research will be a useful academic material for students who are watchers of Nigeria's political happenings and importantly as related to the National Assembly.

Beyond the ordinary value of information dissemination, democracy cannot thrive without free and independent media to provide checks and balances to the three arms of government. Therefore, the research will further unfold the complementary contributions of the media as watch-dog towards the National Assembly (Senate) being alive to its responsibilities as elected representatives of the people.

The study would equally be used to re-appraise the role (s) of media in Nigeria, in addition to the fact that it would contribute to the body of knowledge and stimulate further works on media research on democracy and be beneficial to the teachers, lecturers, academics, researchers, legislators and students of media communication, political science and political economy among others.

1.6 SCOPE AND LIMITATION OF STUDY

The scope and limitations of this research is to study the effects of activities of the 8th Senate Committee on Media and Public Affairs on Legislative Service Delivery. The research covers

the period between 2015 and 2019 of the 8th National Assembly and focused on just the Senate Committee on Media and Public Affairs excluding other committees.

The data for the study will also be limited to information gathered through interview with some government parastatals officials in Nigeria and relevant extracts from online articles, journals, textbooks, newspapers among others to avoid unnecessary information pillage and to have genuine references for the study. Finally, conducting a study based on existing documents and supported by the opinions of informants usually encounters distinct challenges such as factual level of the documents, attitude of some informants and objectivity of respondents .The study is also constrained by the inability of the researcher to pin down some of the legislators to extract first- hand information therefrom on the questionnaires as they are always on the move attending to other primary legislative assignments.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.0 INTRODUCTION

This chapter deals with a review of various relevant conceptual and theoretical frameworks propounded by scholars and researchers in the field of mass communication and other social science areas. The review of these studies will definitely help in the final recommendations for further improvement and studies.

2.1 CONCEPTUAL REVIEW

The following, which constitute the focal concepts for this study, are highlighted below:

MEDIA

The media – television, the press and online – play a central role in communicating to the public what happens in the world. In those cases in which audience do not possess direct knowledge or experience of what is happening, they become particularly reliant upon the media to inform them. That is not to say that the media simply tells us *what* to think – people do not absorb media messages uncritically (Philo, 2008; Philo, Miller, & Happer, in press) but they are key to the setting of agendas and focusing public interest on particular subject which operates to limit the range of arguments and perspectives that inform public debate. Drawing on a multi-dimensional model of the communications process, this article examines the role of the media in the construction of public beliefs and attitudes and its relationship to social change. We look at this both at the governmental level, in terms of change through policy action, and at the level of the individual through commitments to behavioural change.

According to the advanced learner's dictionary (1983), mass media is defined as the sources of information in the various media vehicles such as newspapers, magazines, radio, television and so on, that reaches and influences large numbers of people from different heterogeneous background. Ojo (1999) explained that the mass media is grouped along the three other main estates viz: the executives, judiciary and the legislative while the agents of mass media are regarded as the fourth estate of the realm in any nation. The mass media have been grouped into two classes: **the print media** such as newspapers, magazines, pamphlets, direct mail, circulars, bill boards, sky writing and technical device that carries a message to the masses by appealing to their sense of sight. The second category is the **electronic media**, under this we have radio, the television, motion pictures and video recording (that appeal to both the sense of sound and sense of vision); indeed mass media are said to be modern principle papers, magazines and the internet media (Uyo, 1987, Blank and Harolsen, 1975 cited in Ojo, 1999 and Ajibade, 2010).

As defined by C.Wright Mills in the power elite (1956), the mass media have two important sociological characteristics: first, very few people can communicate to a great number; and second, the audience has no effective way of answering back. Mass communication by definition is a one-way process media organizations, are bureaucratic and (expert in societies where all media are state controlled) corporate in nature. Media output is regulated by governments everywhere, but the restrictions vary from very light advisory regulation (for example no cigarette advertising or nudity on TV) to the most comprehensive forms of censorship in totalitarian societies (Oxford Dictionary of Sociology, 2005).

Betty (2002) defines media as a various means of communication technology such as television, radio, newspaper, press, news reporting agencies, internet, movies, mobile devices, video games, etc

Daramola (2003, p.61) opines that:

> The press set the agenda of public discussion. In other words, the media decide what they think should be on the priority consideration of people. They set the tone and fix the rules, making certain issues to predominate discussion at all cost for, as well as determining when in their view, society has had enough, and so it should be called off while they introduce another issue.

In a similar vein, Lang and Lang (1981:7) in Afolayan (2012:50) argue that "the mass media force attention to certain issues. They build up public images of political figures. They are constantly presenting objects suggesting what individuals in the mass should think about, know about, and have feelings about."

PUBLIC AFFAIRS

Public Affairs continues to be an increasing field of study with no accurate definition of its boundaries, changing nature, or theoretical underpinnings embraced by both scholars and practitioners (Curtin, 2011; Edwards, 2011; Greenwood, 2010; L'Etang, 2013). Thus, Public Affairs research is informed by rather different sets of assumptions, values, and worldviews that have been subject to debate (Davidson, 2016; Fitch &L'Etang, 2016; Russell &Lamme, 2016).

With asimilar situation, within public relations scholarship, there is a tacit agreement that the discipline is concerned with persuasive communication between an organization and its environment (Heath, 2010), or as Vasquez and Taylor (2000) stated, "many different definitions of Public Relations have been offered, but it is generally accepted that Public Relations is

strategic communication between an organization and its publics" (p. 324). While many define Public Relations in terms of an organizational function and/or part of strategic management as suggested in the "Excellence" study (e.g., Grunig, 2013; Kim & Ni, 2010), others define it as a descriptive collection of communication techniques (e.g., Gregory, 2012), suggesting a technical role for the field (Dozier, 1992). To some, especially critical scholars, Public Relations is viewed as manipulation and propaganda which places the organization above society, especially marginalized publics (e.g., Dinan, & Miller, 2007). Critical scholars challenged normative concepts of public relations, including the notion of symmetry, through their emphasis of power disparities between organizations and their publics (e.g. Berger, 1999, 2005; Roper, 2005), as well as between organizational executives and their employees (e.g. Berger, 2005;Reber& Berger, 2006).

Thus, defining Public Relations and understanding its scope has been difficult, unlike more formally defined areas of study such as medicine, law, architecture, or accounting. In Public Relations there is no core body of literature, no binding code of conduct, and no formal expectations of practice or roles (Greenberg, 2014). Further muddying the waters are the variety of environments in which public relations is practiced. Finally, while normative prescriptions of Public Relations practice are taught in college and university curricula, it is also learned on the job and through workplace socialization, where they are applied, modified, or rejected depending on the situation and circumstance (Greenberg, 2014). In other words, Public Relations is an ever-changing field and practice that means many things to many people.

Public Relations engagement with concepts of competence has largely arisen within the concept of role definition and has been approached from different perspectives (Gregory & Fawkes, 2017; Viera& Grantham, 2013), but founded by the seminal work of Broom and Smith (Broom,

1992; Broom & Smith, 1979). They identified a typology consisting of four roles— **expert prescriber**, **communication facilitator**, **problem-solvin**g, **process facilitator** and communication technician. Dozier (1992) argued that communication managers enact elements of the ex-pert prescriber, communication facilitator and problem-solving process facilitator roles whereas the communication technician role could be conceptualized as separate and focused on the technical aspects of public relations work. In summary Dozier (1992) demarcated managers as those that, "make policy decisions and are held accountable for Public Relations program outcomes. They view themselves and are viewed by others in the organization as communications and public relations experts" (p.333). In contrast, he noted that technicians carry out the "mechanics of generating communication products that implement policy decisions by others" (p.333).

LEGISLATURE

The legislature among other arms or organs of government best reflects the concept of representative democracy. This is so because beside its law making functions, it protects the democratic ideals and collective aspirations of citizens by overseeing other governmental arms or institutions to "ensure law, order and constitutionalism" in politics and national life (Obianyo, 2011: p 278).

In Nigeria, the legislature is known to have played enviable roles during periods of political crisis and uncertainty. For instance, the legislature averted possible power vacuum and anarchy in 2010 by invoking the "doctrine of necessity" which paved way for the then vice president Goodluck Jonathan to assume the office of the President due to the protracted illness and eventual death of President Yar'adua in office. The import of this role cannot be totally ignored

considering the rising political tension, bickering and possible power vacuum it was able to avert (Adeniyi, 2011). Another related incident is the role played by the legislature in averting the political tension created by the third term or tenure elongation ambition of former President Olusegun Obasanjo in 2007 through political astuteness.

In an era of rapidly declining levels of trust, parliaments have come to portray the face and cause of political disengagement. As a reaction to this, parliaments all over the world have turned to public engagement. Over the last decade, parliament's role of public engagement has developed to such a point that in some parliaments it sits side-by-side with parliaments' traditional roles of legislation, scrutiny and representation. New departments have been created, new services developed, programmes expanded and all these developments in legislature have to be appropriately brought to the notice of the electorates.

For a long time, parliaments were institutions representing the public, but without the need to actively communicate with this same public. This has changed dramatically over the last decade although still with considerable variation. In this context, the use of social media opens up new opportunities for parliaments: a direct access to citizens not mediated by the media or parties, more direct access to a younger public, the possibility to react more quickly to news and events, the possibility to engage the public into a conversation and the possibility to target more specific issues.

2.1.1 HISTORY OF SENATE COMMITTEE ON MEDIA AND PUBLIC AFFAIRS

The **Senate** is the upper chamber of the Nigeria's bicameral legislature, the National Assembly. The National Assembly (popularly referred to as NASS) is the nation's highest legislature whose power is to make laws, is summarized in chapter one, section four of the 1999 Nigerian

Constitution (as amended). It consists of 109 Senators: the 36 states are each divided into 3 Senatorial districts each electing one Senator; the Federal Capital Territory elects only one Senator.

The Senate Committee on Media and Public Affairs is among the Standing Committees of the Senate appointed at the commencement of the life of the Senate pursuant to section 98(41) of the Senate Standing Orders 2015(as amended).

The jurisdiction of the Committee shall include among others;

a. Management of the image and public relations of the Senate;

b. External publicity and other issues in the Mass media concerning Senate; and

c. Other matters concerning the media that may be referred to the Committee by the Senate (Senate Majority Leader) and ;

d. Annual budget estimates

2.1.2 SENATE COMMITTEE ON MEDIA AND PUBLIC AFFAIRS

AS AN INFORMATION PURVEYOR OF THE SENATE

In a very real sense, the purpose of government itself closely matches the purpose of Public Relations. Successful governments maintain responsive, mutual understanding based on two way communication with citizens (Cutlip el al, 1994:462-463).

Democracy, defined as government of the people, by the people, for the people, cannot function properly without good Public Relations. The electorate requires knowledge on how the government functions, information on decisions being made, and education in order to take full advantage of the facilities and services provided. Clearly, there is need for Public Relations activities to help citizens understand their privileges and responsibilities under a democratic form of government (Black, 1976:6).

Much of the significant dialogues needed to ensure democracies function properly is generated, molded and enunciated by Public Relations Practitioners. The success and stability of democratic government are determined by continuous citizens' engagements and approval, and this approval is the one public information officers seek. In the democratic system, it is assumed that government will respond to the wishes of the governed and Public Relations work to determine the wishes of the governed and strive to make government responsive to those wishes (Aronoft& Baskin, 1983: 306).

Government Public Relations activities, many embraced by terms such as Public Affairs and Public Information, have developed as a political and administrative response to various organizational goals. They are a key component of the administrative system, specifically designed to bridge the gap between popular and bureaucratic government (Cutlip et al, 1994:465).

Studies on Public Affairs and Legislature differ in terms of framework, aims and objectives. In their study of the Kenyan, Korean and Turkish legislatures, Kim, Bakkan, Turan and Jewell (1984) thoroughly analyzed citizens' perception towards their legislatures in those countries. Their aim was to uncover attitudes and behaviors of the public (both as individuals and as

members of various elite segments) towards specifically the representative body and the representatives themselves. They also wanted to ascertain the dynamics of support for the legislature and its role in the dynamics of support for the political system as a whole.Based on their findings, when asked about the level of satisfaction of their legislatures, 78 percent of the Turkish constituents said the legislature performed well. The level of satisfaction dropped considerably when the constituents referred to MPs (members of parliaments) individually considered. Giving perspective on this, Leston-Bandeira (2002) posited that this difference may be there but what is significant is the overall image of the institution that contributes to the maintenance of the political system.

Deducing from this is the fact that unworthy conduct of a member of the legislature smears and impinges his integrity and personality. But his character deficit does not automatically affect the overall image of the legislature as an institution. It should be recognized that when it becomes a common practice involving a large magnitude of legislators, their battered image could ruin not only their dignity but that of the legislature as an entity.

In a survey undertaken by Afrobarometer (2005-2006), the study records a comparatively high level of trust in parliament at around 56 percent across the continent. They also record high levels of trust in other governing institutions, and this average masks possibly the widest regional variation. For example, trust in the Tanzanian Parliament sits at around 84 percent while, in Nigeria, it is 35 percent (Afrobarometer, 2005-2006). The Afrobarometer (2005-2006) study provides a high level of trust and this appears convincing. But when the levels of trust respondents have on Nigeria's National Assembly vis-à-vis her Tanzanian counterpart, there is a negligible and disappointing 35 per cent trust for the former and a plausible 84 percent for the latter. Relying on this is an indictment on the Nigerian National Assembly.

Banjo (2013) carried out a study titled: Leadership crisis in the parliament of Nigeria: The case of the Senate in the fourth republic. The objective was to explore the political dynamics that explained the rapidity of the impeachment processes and resignation of Nigeria's Senate Presidents in the fourth republic. By means of narrative analysis and utilizing content-analysis of primary and secondary sources (books, journal articles, monographs, occasional papers, bulletin, magazines, newspapers, newsletters, as well as encyclopedias and yearbooks.) gathered from fieldworks in Lagos and Abuja, the study captured the crisis-ridden character of the Nigerian Senate from 1999 to 2007. The study probed the elements of corruption, intra-elite struggle and the dimensions of legislative-executive conflict in the determination of the internal power struggle and leadership instability within the Nigerian Senate (1999-2007) and concluded with the need to address the problem of poor representation in Parliament.   In her research which was poised to establish the tripartite relationship between the National Assembly, the mass media and the public by comparing media coverage and public perception of the National Assembly, Adedeji (2011) concluded that the media have a strong influence on public perception of the National Assembly by the way they portray them in their reports. According to her, this is so because both parliamentary media portrayal and public perception are largely negative. Although she used mixed research methods of survey and quantitative content analysis of selected newspapers, the study falls short of extending the frontier of media coverage of National Assembly since news framing in the context of offering interpretation is lacking.

Also, Viera and Grantham (2013) conducted an exploratory study in partnership with the Public Relations Society of America to discover key Public Relations Practitioners' roles using cluster analysis. Their results suggested an expansion of Public Relations roles to five, which they labelled: negotiator, policy advisor, brand officer, internal communicator, and press agent,

among these roles, negotiators and policy advisors primarily consisted of those in management positions (Viera & Grantham, 2013). Their findings were similar to a study conducted on European Public Relations Practitioners by Beurer-Zullig, Fieseler, and Meckel in 2009. Other industry focused research suggests public relations is evolving due to the proliferation of the internet and social media platforms, increasing media outlets, business commercialization, and demands for greater measurement/business impact (Alfonsi, 2012; Ruihley, Pratt, & Carpenter, 2016; Stoldt, Dittmore, &Branvold, 2012). This led Alfonsi (2012) to suggest Practitioners must integrate three new roles into their practice, those of strategic counselors, business environment trend spotters, and digital experts. While there have been other role classification systems used in Public Relations scholarship, many have a common characteristic, that Practitioners largely fall into the overall roles of technician, manager, or some combination of the two (Hogg &Doolan, 1999; Viera& Grantham,2013).

However, as Dozier and Broom (1995) concluded, that while Practitioners may enact manager and technician roles, one role will predominate. Smith and Place (2013) postulated that the current emerging integrated digital environment for communications may empower the public relations function through recognition of practitioner expertise and value in an integrated organizational structure. However, while the rise of digital communications has elevated the status of the communications function in many organizations (Lewis & Nichols, 2012; Rowe & Hutchins, 2014), Public Relations has not taken advantage of this opportunity to position itself as a key management function. While Moss and his colleagues (2000), and Murray and White (2005), discovered that CEO's were aware Public Relations can make significant contributions to their organizations and desire senior practitioners, they also found there was a scarcity of Public Relations professionals capable of operating at a board level. For example, in a content analysis

of the 2012 Financial Times Global 500 companies, Vehoeven (2014) examined if the position of communications officers (CO's) existed on executive boards. Results showed that three quarters of the companies did not have a CO. Accordingly, in most organizations, a CO is not yet included in the company's innermost managerial circle. As Steyn (2012) noted in contrast to the gap study in Canada, Public relations practitioners are not perceived as playing a strategic role in their organizations, or contributing to strategic decision- making. Instead they are viewed as reactive, awaiting the initiative of their chief executives. However, by encouraging an understanding of the capabilities required of public relations professional, it is anticipated that this may be a key to unlocking the corporate boardroom to communications professionals.

A study by Desanto and Moss (2005) examined what PR managers do in organizations and what managerial behavior in the Public Relations context entails. Their findings, based on empirical data, suggest that from a PR perspective the key elements of the manager's role are to make communication policy decisions and act as a catalyst for management decisions. They also argue that the value of the work of PR Practitioners is increasingly being recognized by top management, although this does not necessarily mean that PR Practitioners get behind the doors where organizational decisions and policies are made. They conclude that some PR Practitioners participate in organizational decision making while most continue to have little actual involvement in the process of organizational decision making.

In an interview study, Reber and Berger (2006) also showed that Public Relations Practitioners often lack influence in strategic decision making and struggle to exert influence in situations where vision and strategy come into play. They argue that practitioners must be ready to make use of opportunities to earn respect and the right to participate in the decision making process. Meng, Berger, Gower and Heyman (2012:33) suggest various influence-related resources and

tactics that could increase practitioners' influence on decision making and conclude, "as an effective Public Relations leader, one should have a unique understanding of the communication process both inside the organization and with its publics. To be able to connect the organization to people and society reflects a leader's efforts in communication effectiveness."

Bronn (2010) adopts a normative perspective and argues, in a review of earlier studies, that practitioners should aim at establishing themselves as participants in strategy formulation, as communication managers are expected to contribute to achieving organizational goals and objectives. This, according to her, includes being involved in executing key strategies. Bronn (2010: 322) also states that the role of PR Practitioners includes giving input for organizational decision making: "They are to communicate to other managers the consequences of decisions based on their knowledge of how various stakeholder groups react to certain issues". She refers to a special boundary-spanning role between organization and environment and addresses the problem that practitioners are often harnessed simply to implement decisions made by others.

Organizational leaders create message strategies concerning the outcomes of organizational goals so as to reach strategically important publics (Werder and Holtzhausen, 2009). Communication management is seen as part of organizational decision making and provides support for organizational decision-making processes (Raupp and Hoffjann, 2012; Verhoeven and Zerfass, 2010). This also relates to consulting and coproducing with stakeholders, including business partners. Communication is considered a critical factor in a corporation's value chain, especially in decision-making situations in which several action alternatives are evaluated (Raupp and Hoffjann, 2012). Verhoeven and Zerfass (2010) emphasize a principle regarding communication management: "it is about maximizing, optimizing, or satisfying the process of meaning creation

in order to solve managerial problems." They identify four models of communication management: **informational, persuasive, relational and discursive.**

The media is a powerful 'director and molder' of public opinion and a powerful means of creating general attitudes of thought and feeling. It is a gigantic force in any community capable of doing almost anything such as elevating societal tastes and standards; its wants and desires. And, if they become deliberate tools for manipulating the public in the interest of certain groups or class, the media can become agents of defilement and even retrogression.

More than ever before, the mass media have become more important to sustainable democracy because of their increasing power of reaching as well as the dependence on them for the needed information and guidance (Saliu, 2006). The media, in the New World order have emerged as a crucial part of the machinery for vetting and legitimizing elections. The mass media provide information to the voters about the candidates, the electoral process, actual voting dates and the rules of the game (Olukotun and Dele, 2001).

2.1.3 MEDIA AND LEGISLATIVE ACTIVITIES

In any political dispensation, the media have an enormous task to do because they have to work both with the political parties and electorates by educating the electorates on party manifestoes and ideologies. They also help by making electorates to appreciate issues about candidates and political parties. To buttress this view, Graham Hilton quoted from the work of Wilber (1964) by saying that it is impossible to think of politics or democracy in isolation from media communication simply because the media oversee and monitor, analyse party candidates from the beginning of the election to the end (Graham 1980; Saliu, 2006).

The question now is how the media report a legislative activity which brings us to **framing**. Framing refers to the methods by which the mass media organize and present issues and events (Dimitrova & Strömbäck, 2005). News framing, as a strategy of communicating images to members of the public, is a dominant feature in media coverage of the legislature. Hardly does one come across any media reports about the legislature devoid of frames. Even reports that are presumably without visible frames are deliberately presented to achieve an objective. In other words, journalists consciously construct legislative news stories to appear in a given way. Thus, the Nigerian National Assembly can be framed in the mass media as either a patriotic and responsible legislature or an irresponsible one. Constructing the legislature as a responsible arm of government earns it positive perception and ultimately spurs citizens to support it and involve in political activities. If presented, on the contrary, the likelihood is for the public to construe it as an inherently corrupt and irresponsible arm of government and withdraw its support.

Several advantages are associated with news framing. News framing simplifies complex issues for public understanding. Besides, in the midst of several issues that come up on a daily basis competing for media space and time, editors and reporters streamline those issues they consider salient leaving out those they consider less significant. News writers and editors achieve this through a selection of stories and the way such stories are constructed. Gamson (1992) attests to this that news framing has a significant impact on how people come to understand social, cultural, and political realities. This way, media reports are not considered neutral but are constructed to influence members of the public. As Collins, Abelson, Pyman, and Lavis (2006) pointed out when the mass media produce news stories about an issue, the news stories circulate certain knowledge, and then the knowledge influences people's opinions about the issue.

Consequently, the public does not only perceive issues, individuals, and organizations or institutions through media prism but also take certain political decisions based on media reports.

Researchers like D'Angelo and Kuyper (2010) are of the view that, often it is the interaction between media frames and previous experiences that shape people's attitudes. It could be argued that public perception and political decision regarding an issue is a product of other factors like experience, knowledge, social ties, belief system among others, media influence is not the least. This supports the hypothesis that the power of the media to influence public perception is through news framing. Building on this premise Ofori-Birikorang (2010) contends that through news framing, the media provide knowledge to their audiences, and such knowledge, in turn, exerts crucial influence in deciding the direction of citizens' understanding and possible actions they take.

Recent research has stressed the need to look at multiple information subsidies within the context of agenda-building (Kiousis and Strömbäck 2010; Miller 2010). The effectiveness of media relations efforts may rest on the extent to which they reflect existing elite discourse on major topics in politics. Applying the idea of indexing theory to a political public relations setting, Lieber and Golan (2011) suggest this mechanism may explain why some media relations efforts are more successful than others with regard to impacting media salience of objects and attributes. A recent analysis of framing in political communication identified seven applications of framing to political public relations (Hallahan 2011): (1) framing of situations, (2) framing of attributes, (3) framing of risk, (4) framing of arguments supporting actions, (5) framing of issues, (6) framing of responsibility, and (7) framing of stories. In the first area, framing provides context to topics such as when politicians use special events to personalize important issues. According to Hallahan (2011), "attribute framing involves the use of language in the message itself" The battle

over labels in political rhetoric offer prime examples of this such as whether to describe the abortion issue as "pro-life" or "pro-choice." The third use of framing draws on classic prospect theory and addresses how framing is employed in politics to create concern regarding danger and hazards. This could be accomplished, for instance, in campaign rhetoric threatening major cuts to government programs and entitlements. The fourth application of framing occurs when valence and emotion are used to highlight emphasis in messages. The fifth use of framing occurs when communicators portray topics in terms of disputes and arguments involved in a conflict. The sixth use of framing deals with assigning responsibility for political matters, whether that involves crediting a group for progress on say policy matters or whether it assigns blame to the government in power for a failing economy. The final use of framing has the most direct application to media relations in terms of storytelling. The application of framing in this context is designed to advance particular narratives that resonate among journalists and by extension news consumers (Hallahan 2011)

Evidence of newspaper framing of parliamentary activities exists in other countries. Empirical evidence supporting media influence on the public is the research focusing on the Spannish 1996 regional and municipal elections carried out by McCombs et al (2000) cited in Roessier (2008) in which findings show that newspapers greatly influenced the voters' image of parliament candidates. Putting to perspective how newspaper shapes the people's socio-political direction through prioritization of issues for public discourse and action, Darah (2010, p.5) concluded that:

> Much of what most adults learn about government – its
> institutions and members, their activities, decisions,
> defects, strengths, capabilities – stems from the mass
> media. The self-same media have the power to decide

which issues will be brought before the public…by dint of

its subjects they cover (and do not cover) and the ways

they structure them.

Three things are certain here: First, newspapers constitute an integral source of information for people. Second, newspaper depiction of the National Assembly and government in general result from a series of choices such as whether an issue will make the news or not. Third, the way newspaper frames or constructs news influences opinion people form on government and its institutions. This is because facts do not speak for themselves; it is the way information communicators construct the reality towards them and contribute to the formation of the popular opinion. Usually, the information communicators frame issues in a certain way by attaching an affective attribute to the issue consciously or unconsciously (Sheafer, 2007) so that it is easier for the information receivers to resonate with them.

Regarding the role of negative coverage, Moy and Pfau (2000) investigated the role of negative media tones. The authors criticized existing research for two reasons, the restricted media sample and its focus on the presidency and the congress. Moy and Pfau (2000) addressed those voids and combined data from two extensive media content analyses of depictions of specific institutions and data from multiple surveys conducted over a period of time. They analyzed the linkages between how specific media presented certain institutions, people's media use and the individual perceived confidence of the institution. Their Finding was huge variations of media effects. The use of newspapers and televisions was associated positive with some institutions and negative with others. Regarding the relative lack of mass media influence on perceptions of the presidency the authors referred to balanced reporting as one aspect that might account for it.

In Nigeria, legislature has the mandate and is under obligation to initiate debate and show concern on matters affecting the generality of people in the country. Expectedly such activities should be directed toward reversing declining economy, stabilizing the polity and integrating society with overall aim of enhancing national development.

The hallmark of legislative role in any democratic society is representation. In Nigeria, this constitutional role is currently affirmed by the 1999 constitution (as amended) which outlines specific functions for the legislature and other arms of government. Basically the functions of government as an institutional framework of control and governance revolves around three major activities namely "making laws, implementing laws and adjudicating disputes and interpretation of laws" (Onyisi 2012: p 231). These functions are performed by distinct governmental arms or organs commonly referred to as legislature, executive and judiciary. The legislature makes the law, the executive implements them while the judiciary interprets them (Mahajan, 2012). These roles though structurally separate are all the same functionally and mutually interdependent (Federal Republic of Nigeria; 1999). The main idea behind legislative functions within any democratic polity is to ensure quality policy-making process, accountability and good governance through effective checks on executive "absolutism" in the exercise of governmental tasks. This is basically what Montesquieu, a French political thinker and jurist strongly advocated in his famous work titled" Esprit des Lois" or the spirit of the laws published in 1748 where it was succinctly argued that the three organs of government must be separated and run by different people, for liberty and freedom to be guaranteed in the process of governance (Appadorai: 1975). He further argued, that in order to keep the three arms of government separate and distinct in structure and functions, each organ must be given a number of "checks" by which the other branches or organs can be kept in proper "balance" (Oyediran, 1998: p 30).

Thus, the theory of separation of powers in its broadest sense implies that the political system shall consist not only of government but also of elected representative whose duty is to "watch over" the government (Verny 1979: p 107). Mahajan (2012) argues that the legislature is the most important of all the three organs of government because it is the laws made by the legislature that are interpreted and enforced by the judicial and executive arms respectively. Basically, its main function is to make laws for the peace, order and good governance of the society. Indeed, it cannot only make laws, it can also amend and even repeal them where necessary (Akintayo, 1999). The legislative role in terms of law making is fundamental because, the will of the people is expressed through the laws of the country. This is so because the life of the people is bound to be affected reasonably by the nature and quality of the laws passed by the legislature (Nwaubani, 2000). Similarly, people perceive legislative functions very necessary because the legislature helps to watch the process of administration in order to safeguard the liberties of citizens based on constitutional provisions of the land (Nwabueze, 2002).

The significant role of public relations in the political process has been ubiquitous throughout history. From Ancient Greece and Rome to the American revolution, scholars have documented the importance of public relations and communication in politics and democracy (Broom 2009; McKinnon, Tedesco, and Lauder 2001; Wilcox and Cameron 2007). Political Public Relations is practiced by a variety of political professionals, including but not limited to Press secretaries, speech writers, campaign fund raisers, event managers, and political marketing and campaign consultants to name a few. Despite its pervasive impact, our theoretical and empirical understanding of Political Public Relations has, however, lagged behind in comparison to other areas of Political Communication, Public Relations, and political science research. In comparing the concepts of Political Public Relations and Political Communication, on the one hand political

communication is a broader concept, highlighting "the exchange of symbols and messages between political actors and institutions, the general public, and the news media that are products of or have consequences for the political system" (McLeod, Kosicki, and McLeod 2002: 217). From that perspective, Political Public Relations constitutes one aspect of political communication. On the other hand, Political Public Relations is not only about communication and Political Public Relations explicitly involves a wider group of major stakeholders than usually conceptualized by Political Communication, such as industry lobby groups, party members or activists, issue competitors, think tanks and party donors. Another major characteristic that partly separates Political Public Relations from Political Communication is that it is intentional and objectives driven. Thus, while the fields of Political Communication and Political Public Relations overlap theoretically, conceptually and in practice, they do not always equal each other.

2.1.4 NEXUS BETWEEN MEDIA AND PUBLIC AFFAIRS ;

MEDIA.

The Media is expected to play the watchdog role and be part of the system of checks and balances in the political system. This is as enunciated in the Constitution of the Federal Republic of Nigeria Section 22, 1999 which states: "The press, radio, television and other agencies of the mass media shall at all times be free to uphold the fundamental objectives contained in this Chapter and uphold the responsibilities and accountability of the government to the people."

The news media are the most outstanding, common, and important channel for interest groups to get their messages out and influence their surroundings. Several researchers argue that a focus on media has, in fact, grown in importance to these agents, especially concerning those active on the

scene of policy shaping in the broader sense. Manning (2001) means that media work has become a more central part of political activity in recent years; earlier, Franklin discussed 'packaging politics' and Blumler found that publicity advisers, public relations experts and campaign consultants "immerse journalists in what appears to be an increasingly manipulative opinion environment" (Blumler 1990:104). In addition, Cottle (2003) among others also notices an increased interest on the part of commercial groups in strategically mobilizing communicative power and attaining media space. Studies of the relation between the PR industry and the news media show that PR actors and journalists often establish close relations in order to fulfill a mutual need (Davis 2002, see also, Allern 1997; Wien & Lund 2001). The situation is similar to what research has shown about the relation between the media and institutional representatives such as politicians and government leaders (see, e.g. Tunstall 1970; Gans 1979; Ericson et al. 1987; Cook 1989; Larsson 1998).

PUBLIC AFFAIRS

The influence of the PR industry appears in many different shapes in daily life. It involves anything from traditional press conferences and press releases to various more or less successful long-term agenda-setting-related activities. Among other things, strategies for controlling the news agenda are based on producing and serving the media with material that promotes the instrumental purposes of the senders' interests. This type of media influence and strategies for controlling the news agenda are today often referred to by the concept news management (Pfetsch 1998). Meanwhile, news material from sources outside the media may also be seen as a contribution to journalistic work and as a way of cutting costs. Observations in line with this point of view have made way for the theory of information subsidy, meaning "efforts by policy actors to increase the consumption of persuasive messages by reducing their costs", in the words

of Gandy (1992:142). Several studies have shown that a reasonably large proportion of published articles originate from external sources – in fact, most of the studies conducted in relation to the subject area show that more than half of the studied published articles stem from material originating from outside sources (for an overview, see Cameron et al. 1997)

There is reason to argue that, in recent times, the theory of information subsidy has increased its relevance to the everyday journalism reality as a consequence of the financial and personnel cutbacks many news organizations have undergone. Some analysts claim that this type of contact and exchange has forced journalism to become increasingly dependent on, and more easily affected by, outside influences – a transformation of professional conduct that has resulted in a more alienated journalism (Blumler&Gurevitch 1995; Bennett & Mannheim 2001).

According to Davis (2002), the cutbacks are one explanation of the fact that PR practitioners have come to strongly influence today's news agenda. He argues that the material they present has become extremely successful in passing itself off as 'real news', and thereby, to a great extent, PR people have "worked to erode the autonomy of journalists at the micro level" (Davis 2002:172). Other researchers follow this line:

> what passes for news of politics is often an inextricable
> mixture of messages from different sources. Advertising,
> public relations, reports of opinion polls, and propaganda
> become mixed up in the news product along with facts
> and editorial opinions /.../ It certainly tends to undermine
> any simple faith in the reliability and independence of
> news (McQuail, Graber & Norris 1998:253).

NEXUS

The view of media professionals as manipulated by representatives of the PR industry easily leads to questions concerning the media's position as the fourth estate. The media's role as a public utility in this regard might be discussed, according to Davis, as a consequence of the activities conducted by, among others, PR practitioners: "The liberal description of the fourth estate media, based on an image of independent autonomous journalists seeking out news, has been severely undermined" (Davis 2002:173). In accordance, Street reasons that "journalists are the lapdogs of partial interests, not the watchdogs of the public interest" (Street 2001:146). However, contrary to this view, McNair (2000) argues that editorial staffs are fully capable of evaluating and disregarding material sent to them by the PR industry.

Describing media relations as one of the most critical areas within any corporate communication function, Argenti (2003) supports this claim by explaining the media's role in an organization. According to Argenti (2003, p.101), "the media is both a constituency and a conduit through which investors, suppliers, retailers and consumers receive information about and develop images of a company". The author adds that the media's role as disseminator of information to an organization's key constituencies has gained increasing importance over the years. Given this crucial role, Argenti says that almost every organisation has a media relations department, either manned by a part-time consultant or a large team of professionals.

Argenti (2003) further elaborates that although the media relations sub function started off as a flaking service for managers in response to requests from news organizations, today the best corporate communications departments actively set the discussion agenda for the organization in the media. Center and Jackson (2003) link the agenda-setting role to the main power of the

media which they say is to provide information and create awareness about products, services, companies and ideas. This, according to them, is vital as the first step in the decision-making process as only when there is knowledge about something, action follows. Moreover, the authors express that media influence is cumulative and long-term, especially when many media cover a subject over the years.

Besides these aspects, Wilcox (2005) states that the media, in all their variety, are cost-effective channels of communication in an information society. Wilcox explains that the media are the multipliers that enable millions of people to receive a message at the same time. On top of this, the author says that media gatekeepers serve as filters of information and though not everyone is happy with their decisions, they are generally perceived as more objective than public relations people who represent a particular client or organisation. According to Wilcox (2005), this is important to Public Relations as the media serve as third-party endorsers of information, giving one's information credibility and importance by deciding that it is newsworthy. Given the credibility factor, there is little doubt that much value is attached to media publicity.

According to Seitel (2001), publicity is regarded as more credible than advertising. Therefore, Seitel states that to attract positive publicity, establishing a good working relationship with the media, despite the media's more aggressive and hostile tone, is essential. At this juncture, it is worthwhile looking at the view by Cutlip et al. (2000) that accuracy and fairness in press coverage does not result from journalists' work alone. Instead, the authors suggest that ultimately, the relationship between practitioners and journalists has an impact on the quality of news coverage about organisations. Therefore, they suggest that the sound approach for organisations and practitioners is to view media relations as an investment. As stated by a participant of this study, "We believe this investment is definitely worthy as we're able to call

upon the media for favours sometimes and they are actually quite obliging". The researcher examined several scholars' views on working with the media. Seitel (2001) states that a primary responsibility of a public relations professional vis-àvis the media, is to help promote the organisation in good times and help defend the organisation in times of attack, which requires a working knowledge of what drives the media. Meanwhile, Hendrix (2001) suggests that the practitioner in media relations must know how each media outlet works. Similarly, Jefkins(1986) says that the skilled public relations practitioner will be a master of the media, knowing what is available, how they differ and how to use them to the best advantage. Jefkins' thoughts explain his critical view that media relations, which is the most visible tip of the public relations iceberg, is often the worst performed Public Relations task.

Sriramesh (2004), states that most Public Relations Practitioners spend a significant portion of their time on media relations because of the media's ability to generate mass publicity. In addition to benefiting from this, Sriramesh states that Practitioners also serve the media by providing them with information subsidies, thus creating a symbiotic relationship. Goodman (1994) too states that the media depends on business for information related to the organisation, and as such, an atmosphere of mutual benefit emerges. In the context of this study, the researcher looks at public relations' dependence on the media and in this regard, the various scholars' views discussed point out how and why media relations plays an important and strategic role.

A chief conceptual perspective used to understand news management and media relations in Political Public Relations is agenda-building (Tedesco 2011; Zoch and Molleda 2006). In contrast to the traditional focus of agenda-setting on associations between media coverage and public opinion, the construct of agenda-building focuses on the reciprocal influence of policymakers, news media, and public opinion in the process of salience formation and transfer.

According to Cobb, Ross, and Ross (1976: 126), "the study of agenda building requires an understanding of the ways in which different subgroups in a population become aware of, and eventually participate in, political conflicts, whether the issues are initiated by groups in the general public or by political leaders". Elsewhere, Gandy (1982) observed that scholars need to "go beyond agenda setting constructs to determine who sets the media agenda, how and for what purpose it is set, and with what impact on the distribution of power and values in society" (p. 7). Finally, Vasquez and Taylor (2001: 145) assert that "theoretically, agenda building is concerned with how publics enlarge the conflicts over issues to receive the attention and action of government decision makers".

2.2 THEORETICAL FRAMEWORK

The Agenda Setting Theory was used for the theoretical framework for this study. Tan (1985:14) defines a theory as a set of interrelated laws or general principles (hypotheses that have been repeatedly verified) about some aspects of reality. The function of theory is to explain, predict, and discover systematic relationships between facts.

The Agenda Setting theory refers to the operation of the media which results in prioritization of issues that arise and engage the attention of the society. Thereby the issues focused upon by the media become the issues that the public accepts as important for attention and discussion as captured in the words of McQuail, (2005). In other words, it is the process whereby the news media leads the public in assigning relative importance to various public issues. The media agenda influences public agenda not by saying this issue is important' in an overt way but by giving more space and time to that issue and by giving it more prominence.

According to Hanson (2009 p.92), the agenda-setting theory of media states that:

Mass media determines the issues that concern the public rather than the public's views. Under this theory, the issues that receive the most attention from media become the issues that the public discusses, debates, and demands action on. This means that the media are determining what issues and stories the public thinks about. Therefore, when the media fails to address a particular issue, it becomes marginalized in the minds of the public.

The agenda setting theory was made popular by the quote of Bernard Cohen (1963), saying that the press "may not be successful much of the time in telling people what to think, but it is successful in telling its readers what to think about". There is plenty of evidence that the media have a strong influence on people's perception of which issues are important and which problems they want their government to do something about. The influence of mass media increases when the need for orientation among the viewers is much. The need for agenda setting in democratic issues is necessary here. On the other hand, the agenda setting effect is lower for unpleasant issues that people can observe directly, as well as for other issues that the audience is well informed about. The media has little power to set the agenda when people have sufficient political knowledge to counter argue the claims made by the media. Therefore the agenda-setting effect is stronger for concrete issues that are easy to visualize than for abstract issues. Agenda setting for issues of democracy must be concrete and result oriented not issues that are products of sentiments otherwise the audience may be dissuaded from accepting the news (McCombs and Reynolds, 2002; Yagede and Dozier, 1990; Yengar et. al, 1982).

McCombs and Shaw's (1972) investigation lends great credence to the agenda setting hypothesis. They did a content analysis of newspapers and television coverage of the 1968 American presidential election. The analysis considered the time and space accorded to various issues and served as a representative of media agenda. The main thrust of Agenda Setting theory is that the media may not completely change one's point of view on a particular issue, but it tends to change his perception to an extent.

Severin and Tankard (1997) define agenda setting: ``as a process of media's capability, through repeated news coverage, of raising the importance of an issue in the public's mind.'' That is to say in simple terms, the fact about the inherent influencing power of media, makes it to be seen and applied as important instrument in developmental policies.

Folarin (2005), enumerated the elements involved in agenda setting, which include: the quantity or frequency of reporting by the media, prominence given to the reporting, the degree of the conflict generated in the reports and cumulative media-specific effects over time. This brings us to the concept of agenda building, which suggests that the process of putting an issue on the public's agenda takes time and goes through several stages. It suggests that the media frame an issue and the code word they use to describe it can have an impact; and that the role of well-known individuals commenting on the issue can be an important one. The labels that journalists apply to events can have an important influence on whether the public pays attention to the issues connected with the event.

This theory thus provides the basis for examining how the press has been able to set agenda for development issues by assigning relative importance to them through frequency of reporting, the prominence given to such reports and the conflict generated in them. The probability of people

thinking alike on an issue is very high. Again it has an organizing and explanatory power because it explains why most people go for one particular piece of information. There is a sizeable impact on the individual reader and the policy outcome. The media, newspaper in particular can draw attention to the players involved in the policy process by publishing a greater volume of stories on an issue that requires attention.

Therefore, news coverage is an important source of information that can frame discussion on issues concerning development.

2.3 SUMMARY OF LITERATURE

This chapter has reviewed the major concepts in the study. It has also reviewed the different activities performed by the Senate Committee on Media and Public Affairs. Mostly it has brought to light, the nexus between media and the public. The study has equally analyzed how effective the activity of the 8th Senate Committee on Media and Public Affairs has enhanced legislative service delivery.

Agenda setting theory was used and its relevance to the research under focus was highlighted.

Furthermore, from the review, it was discovered that there is a gap in the existing literature with regards to the effects of activities of the 8th Senate Committee on Media and Public affairs on legislative service delivery. This study however was undertaken to fill the gap.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter deals with the methods adopted in carrying out this research. In more details, in this part, the author outlines the research design, sample design, measuring instrument, processing of data, validity and reliability and secondary data were the broad elements discussed in this chapter.

3.2 Research Design

The descriptive survey design is used in conducting the study. According to Akuezuilo and Agu (2003) the survey research is used for collection of standardized information from a sample that is considered as representative of a particular group or population. Therefore this research design should be appropriate for this study because it intends to generate the relevant and useful data from a sample that should be representative of the population for generalization. In view of the above, the data collection method that will be used in this research is the questionnaire, a sub of cross- sectional research design.

3.3 Method of Data Collection

For the purpose of this research, primary and secondary data were used for the research. In the primary data, the method of data collection by the researcher were questionnaires which were administered to the respondents in order to elicit valuable information needed for the research

A questionnaire is defined as a research instrument that consists of a set of questions or other types of prompts that aims to collect information from a respondent. These typically are a mix

of close-ended questions and open-ended questions which offered the ability for the respondent to elaborate on their thoughts.

According to Saul Mcleod, a psychology tutor and researcher for the University of Manchester describes questionnaire as a research instrument consisting of a series of questions for the purpose of gathering information from respondents. Questionnaires can be thought of as a kind of written interview. They can be carried out face to face, by telephone, computer or post. Questionnaires provide a relatively cheap, quick and efficient way of obtaining large amounts of information from a large sample of people.

Ogili (2005) opines that a questionnaire comprises a list of questions relating to the objective of the study to which the respondents answer by writing down their responses.

The questionnaire is also a technique for data collection; it is used to ascertain fact, opinion, attitude, beliefs, idea practices and other demographic information (Obasi, 2012).

Also, in generating the secondary data, the following sources were used; books, internet platforms and journals. These sources helped in enhancing the Literature review.

This study investigated the effect of the activities of the 8th Senate Committee on Media and Public Affairs in enhancing legislative service delivery.

3.4 Population of Study

Residents of Abuja which comprised legislators (Chairmen & members of Media Committee/Information and National Orientation Committees), Journalists, Legislative Aides, National Assembly Staff, Civil Society Organisations officials and general public formed the population of this study.

According to the National Housing census population, the total population of Abuja residents from the last housing census in 2006 sums up to 776,298

A number of 100 respondents were proportionately selected for the purpose of this study, from the total number of 776,298 residents of Abuja that is the entire population. This choice of purposive sample was made because it is not possible to study the entire population in a research like this. This is as a result of certain limitations, such as time and other restraining factors.

LIST OF RESPONDENTS SAMPLED

N0		FREQUENCY
1	Chairmen and Members of Senate Committee on Media & Public Affairs/Information and National orientation	10
2	Journalists (one each from media organization including online)	20
3	Legislative Aides of Distinguished	10

	Members of the Senate Media Committee	
4	National Assembly Staff (Clerks, Directors, Committee Clerks, NASS Information Management Staff and Media Committee Staff)	40
	Civil Society / NGOS	10
6	General Public	10
	Total	**100**

3.5 Sample Design

Sampling is a system of statistical analysis in which samples are assumed to give a reasonably accurate picture of the whole. For the purpose of this study, the researcher considered the purposive sampling technique as most suitable means of obtaining data. The purposive sampling is a method of drawing a portion or sample of a population purposively in such a way that each member of the population has an equal chance of being selected or included in the sample. The researcher therefore purposively selected 100 respondents as the sample size for the study.

3.6 Processing of Data

The researcher ensured that the data collected and collated were all refined and analyzed. This provided meaning, and better understanding of the data sourced. The approach adopted in processing the data is the quantitative model.

This model involves the use of statistical applications such as simple percentage and tables by the researcher to provide greater meanings to the data gathered from the content analyzing the effect of the activities of the 8th Senate Committee on Media and Public Affairs

3.7 Validity and Reliability

Reliability and validity concepts are used to evaluate the quality of this research. In ensuring the tool used to generate the primary data was reliable, the instruments (questionnaires) were validated by three experts one from National Assembly office, another from Nasarawa State University, and one from University of Abuja. The objectives of the study will be attached to the questionnaire to guide the experts in the process of validation

Also the researcher ensured that the measuring instrument assessed and specified the research questions.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND RESULT

4.0 Introduction

This study seeks to ascertain the Effects of Activities of the 8th Senate Committee on Media and Public Affairs on Legislative Service Delivery of the National Assembly Senate. The chapter deals with the analysis of data collected from the respondents of our sampled population. A total of **100** questionnaires were administered but **92** respondents representing **92%** of the entire population correctly filled and returned their questionnaires. Texts and tables were used to illustrate the responses as well as percentage to show the rate of each response.

4.1 POPULATION ANALYSIS:

S/N	POPULATION	NO. OF QUESTIONNAIRE DISTRIBUTED	NO. OF QUESTIONNAIRE RETURNED	PERCENTAGE (%)
1	Chairmen and Members of Senate Committees on Media & Public Affairs/Information and National orientation	10	9	90
2	Journalists (one each from media organizations including online)	20	20	100
3	Legislative Aides of Distinguished Members of the Senate Media Committee	10	10	100
4	National Assembly Staff (Clerks, Directors, Committee Clerks, NASS Information Management Staff and Media Committee Staff)	40	33	82.5
5	Civil Society / NGOS	10	10	100

6	General Public	10	10	100
	TOTAL	100	92	92

Source: Field survey, 2019

From the table overleaf, it reveals that majority of the population, **92%** was sampled which makes the research work reliable and justifiable.

4.2 QUESTIONNAIRE RESULTS:

Table 4.2.1: Gender of Respondents

RESPONSE	FREQUENCY	PERCENTAGE (%)
Male	64	69.6
Female	28	30.4
Total	**92**	**100**

Source: Field survey, 2019

Table **4.2.1** above indicates that out of **92** respondents sampled, **64** respondents representing **60.6%** are males while **28** respondents representing **30.4%** of the entire respondents are females. This reveals that majority of the respondents are **males**.

Table 4.2.2: Age Bracket of Respondents

RESPONSES	FREQUENCY	PERCENTAGE (%)
18-25	12	13.0
26-35	17	18.5
36-45	24	26.1
46- 55	32	34.8
56-69	7	7.6
70 +	-	-
Total	**92**	**100**

Source: Field survey, 2019

From the above table **4.2.2,** it implies that the age bracket of 18-25 years were **12** respondents representing **13%** of the total respondents sampled, **17** respondents, representing **18.5%** of the entire respondents are between the age range of 26-35 years, those within the age of 36-45 years were **24** respondents representing **26.1%** of the total respondents, **32** respondents, representing **34.8%** falls within the age group of 46-55 while the remaining **7** respondents, representing **7.6%** of the entire population are within 56-69 years . The review shows that most of the respondents fall under the age bracket of 46-55 years, while **no response** was recorded from the elderly group of 70 years and above.

Table 4.2.3: Marital Status of Respondents

RESPONSES	FREQUENCY	PERCENTAGE (%)
Married	66	71.7
Single	26	28.3
Divorced	-	-
Widow	-	-
Widower	-	-
Total	**92**	**100**

Source: Field survey, 2019

As shown in table **4.2.3** above, it reveals that out of **92** respondents sampled, **66** respondents representing **71.7 %** of the entire respondents are married while **26** respondents, representing **28.3%** of the entire respondents are single. From the above, it is obvious that majority of the respondents sampled are **married**.

Table 4.2.4: Educational Status of Respondents

RESPONSES	FREQUENCY	PERCENTAGE (%)
Primary School Education	-	-
Secondary School Leaving Certificate	9	9.8
University Degree/ Equivalent	45	48.9
Post-graduate Degrees	36	39.1
Post-graduate qualifications (PhD)	2	2.2
No formal schooling	-	-
Total	**92**	**100**

Source: Field Survey, 2019

Table **4.2.4** above shows that out of **92** respondents sampled, **9** respondents representing **9.8%** of the entire respondents are with Secondary School Leaving Certificates, **45** respondents representing **48.9%** of the entire respondents are with University Degree/Equivalent qualifications, **36** respondents representing **39.1%** of the entire respondents are with Post-graduate degrees while the remaining **2** respondents representing **2.2%** of the entire respondents are with Post-graduate qualifications (PhD). The study shows that majority of the respondents sampled possessed **University Degrees/ Equivalents**.

Table 4.2.5: Employment Status of Respondents

RESPONSES	FREQUENCY	PERCENTAGE (%)
Unemployed	9	9.8
Student	7	7.6
Employed	57	61.9
Self-employed	18	19.6
Retired	1	1.1
Total	**92**	**100**

Source: Field Survey, 2019

Table **4.2.5** above highlights the employment status of the respondents which out of **92** respondents sampled,**9** respondents representing **9.8%** of the entire respondents as unemployed, **7** respondents representing **7.6 %** of the entire respondents as Students, **57** respondents, representing **61.9%** of the entire respondents are employed, **18** respondents representing **19.6%** of the entire respondents are self-employed, while the remaining **1** respondent representing **1.1%** of the entire respondents is retired. The study shows that majority of the respondents sampled are **employed.**

Table 4.2.6: Respondents knowledge about National Assembly

RESPONSES	FREQUENCY	PERCENTAGE (%)
Legislative House	19	20.7
People's representatives	21	22.8
Law making assembly	30	32.6
All of the above	22	23.9
Total	**92**	**100**

Source: Field Survey, 2019

As presented in table **4.2.6** overleaf, it indicates that out **92** respondents sampled to reveal the level of knowledge of the respondents about National Assembly, **19** respondents representing **20.7%** of the entire respondents feel National Assembly is a Legislative House, **21** respondents representing **22.8%** of the entire respondents think it is people's representatives, **30** respondents representing **32.6%** of the entire respondents agreed that National Assembly is a Law Making Assembly while **22** respondents, representing **23.9%** of the entire respondents go with "all of the above". From the review, it shows that majority of the respondents are aware that National Assembly is a **Law Making Assembly**.

Table 4.2.7: Roles of National Assembly

RESPONSES	FREQUENCY	PERCENTAGE (%)
Representation	4	4.4
Law making	27	29.3
Oversight of the other arms of government	6	6.5
Solving problem (s) for constituents	2	2.2
All of the Above	53	57.6
Total	**92**	**100**

Source: Field Survey, 2019

Table **4.2.7** above denotes the knowledge of the respondents on the roles of National Assembly. Out of **92** respondents sampled, **4** respondents representing **4.4%** of the entire respondents believed National Assembly performs representation role, **27** respondents representing **29.3%** of the entire respondents felt National Assembly makes laws, **6** respondents representing **6.5%** of the entire respondents think it carries oversight of the other arms of government, **2** respondents representing **2.2 %** of the entire respondents feel National Assembly solves problem(s) for constituents, while **53** respondents representing **57.6%** of the entire respondents agreed with **"All of the above"**. From the review it is apparent that majority of the respondents agreed with **all the roles of National Assembly**.

Table 4.2.8: Awareness of National Assembly Legislative Activities

RESPONSES	FREQUENCY	PERCENTAGE (%)
Senate Plenary	6	6.5
Senate in Committees	9	9.7
Senate at Public/Investigative Hearings	3	3.3
Senate on Oversights	3	3.3
Senate on Confirmation Hearings	-	-
Senate at Joint Sittings	-	-
Senate at Executive Sessions	-	-
All of the above	71	77.2
Total	**92**	**100**

Source: Field Survey, 2019

Table **4.2.8**overleaf reveals the awareness of respondents on the National Assembly legislative activities. **6** respondents representing **6.5%** of the entire respondents are aware of the Senate in Plenary Sessions, **9** respondents representing **9.7%** of the entire respondents are cognisant with Senate in Committees, **3** respondents representing **3.3%** of the entire respondents are aware of Senate at Public/Investigative Hearings, **3** respondents representing **3.3%** of the entire respondents are aware of Senate on Oversights, while the remaining **71** respondents representing

77.2% of the entire respondents are familiar with all the Senate Legislative activities. The study reveals that majority of the respondents sampled are aware of the **Senate daily activities**.

Table 4.2.9: Duties of Senate Committee on Media and Public Affairs

RESPONSES	FREQUENCY	PERCENTAGE (%)
Publicity	65	70.7
Image Laundering	23	25
No Idea	4	4.3
Total	**92**	**100**

Source: Field Survey, 2019

As presented in table **4.2.9** above, analysis of the duties of Senate Committee on Media and Public Affairs with **65** respondents representing **70.7%** of the entire respondents feeling that publicity is the duty of the Committee, **23** respondents representing **25%** of the entire respondents see Image Laundering as the duty of the Committee while **4** respondents representing **4.3%** of the entire respondents **have no idea** of what the duties of the Senate Media and Public Affairs Committee entails.

Table 4.2.10: Relationship between Senate Committee on Media & Public Affairs and Outside Media

RESPONSES	FREQUENCY	PERCENTAGE (%)
Excellent	13	14.1
Very good	31	33.7
Good	30	32.6
Fair	13	14.1
Poor	5	5.5
Total	**92**	**100**

Source: Field Survey, 2019

In rating the relationship between the Media and Public Affairs Committee and the outside media, table **4.2.10** above reveals that **13** respondents representing **14.1%** of the entire respondents rate the relationship **excellent**, **31** respondents representing **33.7%** of the entire respondents rate it as **very good**, **30** respondents representing **32.6%** of the entire respondents rate the relationship **good**, **13** respondents representing **14.1%** of the entire respondents rate it being **fair** while the remaining **5** respondents representing **5.5%** of the entire respondents rate the relationship between the Committee and outside media as **poor**. The study shows that majority of the respondents **agreed** that the Committee had a **very good** relationship with the outside media in their joint operating information dissemination assignment to the public.

Table 4.2.11: Senate Committee on Media & Public Affairs Publicizing the 8th Senate Legislative Newsbreak to the Public

RESPONSES	FREQUENCY	PERCENTAGE (%)
Yes	61	66.3
No	21	22.8
I don't know	10	10.9
Total	**92**	**100**

Source: Field Survey, 2019

As shown in the above table, **61** respondents representing **66.3%** of the entire respondents agreed that the Senate Committee on Media and Public Affairs publicized the **8th** Senate legislative newsbreak to the public, **21** respondents representing **22.8%** do not agree while **10** respondents representing **10.9%** do not have idea of the Committee publicizing the **8th** Senate Legislative newsbreak to the public.

Table 4.2.12: Way(s) of communicating the Senate Legislative activities to the public other than Television and Radio:

RESPONSES	FREQUENCY	PERCENTAGE
Through phone calls	-	-
Through letters	1	1.1
Through public rallies	11	11.9
Online	39	42.4
SMS	3	3.3
Through constituency offices	19	20.7
All of the above	19	20.7
Total	**92**	**100**

Source: Field Survey, 2019

Table **4.2.12** above reveals different channels through which the Senate Legislative activities can be communicated to the public other than Television and Radio. Majority of the respondents with **42.4%** of the entire respondents agreed that online media should be equally used to convey legislative activities of the Senate to the public, **19** respondents representing **20.7%** of the entire respondents go with Constituency offices, **11** respondents representing **11.9%** of the entire respondents voted for public rallies, **3** respondents representing **3.3%** of the entire respondents

elt SMS can convey the legislative activities better, while **19** respondents representing **20.7%** of the entire respondents agreed with "**All of the above options**".

Table 4.2.13: Preferably should the Chairman of Media and Public Affairs Committee be a Professional Media/Public Affairs Practitioner?

RESPONSES	FREQUENCY	PERCENTAGE (%)
Yes	74	80.4
No	6	6.5
I don't know	12	13.0
Total	**92**	**100**

Source: Field Survey, 2019

Table **4.2.13** above reveals that **74** respondents representing **80.4%** of the entire respondents submitted that the Chairman of the Committee should preferably be a professional media person, **6** respondents representing **6.5%** of the entire respondents do not agree while the remaining **12** respondents representing **13%** of the entire respondents do not know if the Chairman should preferably be a professional media person or not. From the above review, majority of the respondents affirmed that the Chairman of the Committee should preferably be a professional media/public affairs practioner, who will bring professionalism and expert skills into the job.

4.3 DISCUSSION AND FINDINGS

The analysis shows whether the actual findings from the answers obtained from the questionnaire are in sync with the views presumed in the stated hypothesis or not. This equally provided the rationale for the researcher to make conclusive statement with respect to the subject of research.

Firstly, the level of respondents sampled was good to justify the study as out of **100** population of study, **92** respondents were effectively sampled.

Three Research Questions guided this study; these questions were framed in the research instrument (questionnaire) therefore the study's findings are presented below:

The first research question stated thus: **How efficient was the Senate Committee on Media and Public Affairs on legislative service delivery within the 8th National Assembly (Senate)?** Responses from **tables 4.2.8-4.2.10** provided answers to this research question. Majority of the respondents sampled, agreed that they know much about the Senate legislative activities and that is through the legislative mandate of the Senate Committee on Media and Public Affairs. Also, they are in the affirmative that the Committee's duty majorly is **publicity** and when asked to rate the relationship between the outside media and the Committee; majority of the respondents rated the Committee **very good**. With all these, the Senate Committee on Media and Public Affairs was effective on the legislative delivery of the **8th** Senate activities and this connects with Seitel (2001), as he described publicity as more credible than advertising. Therefore, Seitel states that to attract positive publicity, establishing a good working relationship with the media, despite the media's more aggressive and hostile tone, is essential.

However, the second research question stated that: **How has the Senate Committee on Media and Public Affairs contributed in bridging the gap between the legislature and the public?** Responses from **table 4.2.11** answered this question as **61** respondents representing **66.3%** of the entire respondents agreed that the Senate Committee on Media and Public Affairs publicized the **8th** Senate legislative newsbreak to the public, therefore bridging the gap between the legislature and the public. It is based on this that Saliu (2006), opines that more than ever before, the mass media have become more important to sustainable democracy because of their increasing power of reaching as well as the dependence on them for the needed information and guidance .

Lastly the third research question stated thus: **What were the challenges of the Senate Committee on Media and Public Affairs on legislative service delivery of the 8th National Assembly (Senate)?** From the responses in **table 4.2.11**, **21** respondents representing **22.8%** do not agree that the Committee publicized the **8th** Senate legislative activities with reasons like; the Committee was not transparent; it lacked competent Senator heading the Committee; need for the National Assembly website to be updated; poor funding; lack of bi-annual publication and absence of social media handle to project the image of the Senate.

From this study, it is deductible that the activities of the **8th Senate Committee on Media** and Public Affairs had a great effect on an Enhanced Legislative Service Delivery of the National Assembly (8th Senate).

The findings also agreed with the Agenda setting theory used for this study which according to Folarin (2000:75), '**Agenda Setting Theory does not ascribe to the media the power to determine what we actually think, but it does ascribe to them the power to determine what**

we are thinking about'. Base on the above, the Media with the Senate Committee on Media and Public affairs was able to inform the public on the 8th Senate Legislative activities effectively.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

This study's focus is to ascertain the Effects of Activities of the 8th Senate Committee on Media and Public Affairs on Legislative Service Delivery. Based on the data collected from the questionnaires in bringing this to light,the research was able to look at the challenges of media reportage during the 8th Senate and how they affect the performance of the Committee in achieving its mandate. It also revealed the reportorial assignment of the 8th Senate by the media and the independence of the reports of the Senate Press corps and other outside media covering the Senate legislative newsbreak and how they helped in disseminating adequate and correct information to the public on Senate Legislative news flow. In viewing public relations through a capabilities lens, it is believed the public relations profession will be more empowered in its understanding of the abilities and expertise required to becoming further integrated and valued in an organization's structure, leading to more senior management positions. To this end, Nwodu (2006) states **"summary should be a brief of all that was done in study….., a tie up of what was done in the study"**.

.

5.2 Conclusion

The conclusion drawn from the findings of this study is that activities of the **8th Senate Committee on Media** and Public Affairs had great effects on Legislative Service Delivery of the National Assembly (8th Senate). In addition, some respondents felt the Senate Committee on Media and Public Affairs failed in its role to adequately project the image of the Senate to the public and as such, the Committee should more often than not have competent and professional media personalities as the Chairmen on the saddle.This as they submitted, would help bring to bear skillful discharge of the assignment and also ensure the use of social media in maintaining strong publicity for the Senate.

The study also shows that most respondents agreed that the Committee's major challenge is funding which will enable them train their staff regularly, and put in place proper measures to project the mandates of the Committee.

From the study, Public Relations Officers in government ministries generally deliver on their duties despite some constraints. It is therefore imperative to encourage and facilitate conducive working environment for them to perform even better in order to continue to build a positive image of government and publicize government development agenda and policies among the citizenry.

Legislative Committees perform a broad range of functions and offer a legislative body the potential of increased efficiency and expertise. Committees allow legislatures to closely scrutinize draft bills and oversee government programs, and equally provide opportunities for the public to participate in the legislative processes though indirectly. While the number, type, size and functions of Committees varied considerably from one legislature to another, Committees

are an increasingly important organizational component of effective legislatures. Legislative Committees - especially in newly emerging democracies - enable legislatures to engage actively in a nation's governance.

The media which is seen as the "fourth estate of the realm" should not shy away from its constitutional responsibilities of making government accountable to the people. It should always strengthen this role by effectively drawing the attention of the publics to issues that affect their well-being especially as it borders on reporting legislative newsbreak as and when due to the public.

Thus, this study upholds the basic tenets of the Agenda setting theory.

5.3 Recommendations

Based on the research and analysis from this dissertation, the researcher comes out with the following:

That the Chairman of the Senate Committee on Media and Public Affairs should more often than not, be a professional media man as it will enhance professionalism in delivery, create sustainability, effective communication and equip him with the knowledge of the ethics of the job. Being a professional will give him a skillful link that connects the Senate and the public with the competence and proficiency in the discharge of the assignment;

Constant direct interface with the In-house (Senate Press Corps) and the outside media should be professionally facilitated always;

A decision making mechanism by the Senate Committee on Media and Public Affairs should be put in place for prompt action;

The Committee should equally embrace the use of online media in relaying the Senate legislative activities to the public in addition to other effective means of communication;

Continuous training of the Committee staff and journalists reporting the Senate (Senate Press Corps) should be part of the priority legislative agenda of the Media Committee for an enhanced professionalism towards skillful discharge of their duties both as Committee support staff and the journalists covering the legislature;

Full operation of National Assembly Television service should commence;

As legislation through the Committee is the bedrock of successful democratic practice, all hands must be on deck to ensure that facilities that will enhance effective and efficient functioning of the legislative Committees both at the National Assembly and State Houses of Assembly must be seen put in place at all times;

Governance is accountability to the people, therefore it is a **sine qua non** for legislative information newsbreak to be made available to the governed as and when due through clear, freely flowing channels and skillful handling by the professional media personnel.

The research dissertation carried out by a participant observer, that is the researcher being the Clerk of the Media Committee for over a decade has been able to open up the space for further scholars in developing theories and practices towards an enhanced legislative service delivery of not only the Media Committee, but the entire Committees of the National Assembly which are the engine rooms of any legislature in effective and efficient discharge on its mandate.

Bibliography

Books

Akintayo, J.O.A. (1999).*Legislation in Democratic, governance in Nigeria* : Ibadan. Humanities Research Centre

Betty, K. (2002).*Misspell World Students Companion*: Scotland, Geddes and Grosset

Bennett, Lance & Manheim, Robert (2001). '*The Big Spin. Communication and the Transformation of Pluralist Democracy'*; in Bennett &Entman (ed.) Mediated Politics. Communication in the Future of Democracy.Cambridge University Press.

Black, S. (1976). *Practical Public Relations* (4th ed.). New Delhi: Universal Book Stalls

Blumler, Jay (1990). '*Elections, the Media ant the Modern Publicity Process*', in Ferguson (ed.) Public Communication, The New Imperatives. London: Sage.

Blumler, Jay &Gurevitch, Michael (1995).*The Crisis of Public Communication*. London: Routledge.

Broom, Glen M. (2009).*Cutlip and Center's Effective Public Relations*. Upper Saddle River, NJ: Prentice Hall.

Cook, Timothy (1989).*Making Laws and Making News*; Media Strategies in the US House of Representatives. Washington DC: The Brooking Institute.

Cottle, Simon (2003).*Introduction, in Cottle (ed.) News, Public Relations and Power*. London: Sage

Cohen, J. and Young, J. (1973).*The Manufacture of News*. London. Constable.

Constitution of the Federal Republic of Nigeria (1999) as Amended

Cutlip, S.M., Center, A.H., & Broom, GM. (2000).*Effective Public Relations* (8th ed.) Prentice Hall: New Jersey

Cutlip, S. et al (1994).*Effective Public Relations* (7th ed.). New York: Prentice Hall, Inc.

D'Angelo, P. &Kuypers, J.A. (2010).*Doing news framing analysis*: *Empirical and theoretical perspectives*. New York: Routledge.

Davis, Aeron (2002).*Public Relations Democracy*: Public Relations, Politics and the Mass Media in Britain. Manchester University Press

Dinan, W., & Miller, D. (2007).*Thinker, faker, spinner, spy*: Corporate PR and the assault on democracy. Pluto Press.

Federal Republic of Nigeria Senate Standing Orders (2015) as Amended

Flint, J. E. (1960).*Sir George Goldie and the making of Nigeria*. London, Oxford University Press.

Folarin, B. (2005).*Theories of Mass Communication*: An Introductory Text, Bakinfol Publication, Nigeria.

Gandy, Oscar H. (1982). *Beyond Agenda Setting*: Information Subsidies and Public Policy.

Norwood, NJ: Ablex Publishers.

Gans, Herbert (1979).*Deciding What's News*. New York: Pantheon

Gandy, Oscar (1992).*Public Relations and Public Policy*, in Toth& Heath (ed.) Rhetorical and
Critical Approaches to Public Relations. Hillsdale, J.J.: Lawrence Erlbaum.

Graf, W. D (1988).*The Nigerian State*, London, James Currey.

Grunig, Larissa A., Grunig, James E. and William P. Ehling. 1992. *What is an effective
organization?* In: James E. Grunig (ed.), Excellence in Public Relations and
Communications Management, 65–90. Hillsdale, NJ: Lawrence Erlbaum

Grunig, J. E. (Ed.). (2013). *Furnishing the edifice*. Excellence in public relations and
communication management. Routledge.

Hallahan, Kirk. (2011). *Political public relations and strategic framing*. In: JesperStrömbäck
andSpiro Kiousis (eds.), Political Public Relations: Principles and Applications, 177–214.
New York: Routledge.

Heath, R. L. (2010). *Preface.In Heath, R.L. (Ed)*.The SAGE handbook of public relations.Sage.

Kim, J. N., & Ni, L. (2010).*Seeing the forest through the trees*.The SAGE handbook of public
relations, 35-57.

Larsson, Larsåke (1998).*Nyheter i samspel /News in co-operation/*. Gothenburg: Göteborg
University.

L'Etang, J. (2013a). *Sports public relations*.SAGE.

Lieber, Paul S. and Guy J. Golan.(2011). *Political public relations, news management, and
agenda indexing*. In: JesperStrömbäck and Spiro Kiousis (eds.), Political Public
Relations: Principles and Applications, 54–75. New York: Routledge.

Manning, Paul (2001).*News and News Sources. A Critical Introduction*. London: Sage.

Mahajan, V. B. (2012). *Political Theory (Principles Of Political Science) 4th* edition New
Delhi, L-chad and company Ltd pp 449-450.

McCombs, M. Reynolds, A. (2002). *News Influence on Our Pictures of the World.* In: Bryant J.
Zillmann D (eds) Media Effects: Advances in Theory and Research, 2nd edition.
Lawrence.

McKinnon, Lori M., John C. Tedesco and Tracy Lauder. 2001. *Political power through public
relations*. In: Robert L. Heath (ed.), Handbook of Public Relations, 557–563. Thousand
Oaks, CA: Sage.

McLeod, Douglas M., Gerald M. Kosicki and Jack M. McLeod.(2002). *Resurveying the
boundaries of political communication effects*. In: Jennings Bryant and DolfZillmann
(eds.), Media Effects: Advances in Theory and Research, 215–268. Mahwah, NJ:
Erlbaum.

McQuail, D. (2005). *Mass Communication Theory.*London: Stage Publications.

McNair, Brian (2000).*Journalism and Democracy*. London: Routledge.

McQuail, Denis; Graber, Doris & Norris, Pippa (1998).*Conclusions. Challenges for Public Policy*, in Graber, McQuail& Norris (ed.) The Politics of News, The News of Politics. Washington: Congressional Quarterly.

Mersham, GM., Rensberg, R.S. & Skinner, J.C. (1995).*Public Relations, Development and Social Investment*: A Southern African Perspective. Pretoria: Van Schiak Publishers.

Moy, P.&Pfau, M. (2000).*With malice toward all?The media and public confidence in democratic institutions*. Westport, CT: Prager Publishers.

Nwabueze, B. 0.(1994). *Nigeria 93 the Political Crisis and Solutions*.Ibadan, Spectrum Books Ltd 169- 177.

Nwaubani, O. O. (2000).*Citizenship Education and Nigerian Culture* Lagos , T-Excel Publishers, 89.

Nwodu , L.(2006). *Research in Communication and other Behavioural Science*: principles, methods and issues, Enugu:RhyceKerex Publisher

Ojo EO (1999). "*The Role of the Press in Transitional and Democratic Setting*", Herald on Sunday, (28 February) Ilorin, Nigeria.

Obianyo, N.E. (2011). *Between representative democracy and exploitative democracy*: analysis of the legislator and political corruption in Nigeria. 1999-2010. In S.A Ezeudu, E.E. Ezemu, J.O. Onuoha& S.C. Nwizu (eds) Nigeria at fifty; issues challenge and age nda vol 2 Enugu. Time & enterprises p 267.

Oyediran, 0.(1998). *Introduction to Political Science*. Ibadan, Oyediran Consult International, 30.

Onyisi, F.C. (2012). *Science and Arts of politics*; A compendium .Nimo, Rex Charles and Patrick limited p 231.

Rowe, D., & Hutchins, B. (Eds.).(2014). *Globalization and online audiences*.Routledge hand book of sport and new media. Routledge.

Spicer, C. (1997).*Organizational Public Relations*: A political perspective. New Jersey:Lawrence Erlbaum Associates.

Steyn, B. (2012). *Strategic management roles of the corporate communication function*. Dissertation, University of Pretoria.

Tan.A. (1985).*Mass Communication Theories and Research* (2nd ed). New York: John Wiley & Sons.47

Tedesco, John C. (2011). *Political Public Relations and Agenda Building*. In: JesperStrömbäck and Spiro Kiousis (eds.), Political Public Relations: Principles and Applications, 75–94. New York: Routledge.

Verney, D. V. (1969). *Structure of Government*. In J. Blondel (ed), Comparative Government: A reader. London, Macmillan

Wilcox, D., & Cameron, G. T. (2012*). Public relations: Strategies and tactics*. (10th Ed) New York: Longman

Wilcox, Dennis L. and Glen T. Cameron.(2007). *Public Relations Strategies and Tactics*. Harlow: Pearson Education.

Journal

Adedeji, K.O. (2011). Media reportage and public perception of the Nigerian National Assembly: University of Ilorin, Ilorin.

Alfonsi, C. (2012). The Strategic Revolution in Sports Public Relations.*Sport Business International,* (183), 86

Banjo, A. (2013). Leadership Crisis in the Parliament of Nigeria: The Case of the Senate in the Fourth Republic. *Journal of African Studies and Development*, 5(6), 135-144.

Berger, B. K. (1999). The Halcion affair: Public Relations and the Construction of Ideological World view.*Journal of Public Relations Research*, 11(3), 185-203.

Bronn, P. (2010). Communication managers as strategists? Can they make the grade?,*Journal of Communication Management*, 5(4), 313–326.

Broom, G. M., & Smith, G. D. (1978). Toward an Understanding of Public Relations Roles: *An Empirical Test of Five Role Models' Impact on Clients*.

Cobb, Roger, Jennie-Keith Ross and Marc H. Ross.(1976). Agenda building as a comparative political process. *American Political Science Review* 70(1): 126–138.

Curtin, P. A. (2012). Public relations and philosophy: Parsing paradigms. *Public Relations Inquiry*

Collins, P. A., Abelson, J., Pyman, H., &Lavis, J. N. (2006). Are we expecting too much from the print media? An analysis of newspaper coverage of the 2002 Canadian health care reform debate.*Social Science & Medicine*, 63(1), 89-102.

Davidson, S. (2014). Everywhere and Nowhere: Theorising and Researching Public Affairs and Lobbying within Public Relations Scholarship.*Public Relations Review*. doi:10.1016/j.pubrev.2014.02.023.

Desanto, B. and Moss, D. (2005). "Rediscovering what PR managers do: Rethinking the measurement of managerial behaviour in the public relations context", *Journal of Communication Management*, 9(2), 179–196.

Dimitrova, D. V., &Strömbäck, J. (2005). Mission accomplished? Framing of the Iraq war in the elite newspapers in Sweden and the United States. *Gazette*, 67(5), 399-417.

Dozier, D. M. (1992). The organizational roles of communications and public relations practitioners. *Excellence in public relations and communication management*, 327-355.

Edwards, L. (2012). Defining the 'object 'of public relations research: A new starting point. *Public Relations Inquiry*, 1(1), 7-30.

Fitch, K., &L'Etang, J. (2017).Other voices? The state of public relations history and historiography: Questions, challenges and limitations of 'national' histories and historiographies. *Public Relations Inquiry*, 6(1), 115-136. doi:10.1177/2046147X16687796

Gregory, A. (1999). Systems Theories and Public Relations Practice.*Journal of Communication Management*.Vol 4(3)

Greenberg, J. (2014). The "problem" of public relations.Medias capes: *New patterns in Canadian communication*.(P. 283 -307) Fourth Ed. Neilson.

Greenwood, C. A. (2010). Evolutionary theory: The missing link for conceptualizing Public Relations.*Journal of Public Relations Research*, 22(4), 456-476.

Gregory, A. (2012). 'Reviewing Public Relations Research and Scholarship in the 21st century. *Public Relations Review*, 38: 1–4

Gregory, A. and Fawkes, J. (2017) Intervening in Public Relations, Competence and Capability

Kiousis, Spiro and JesperStrömbäck.(2010). The White House and public relations: Examining the linkages between presidential communications and public opinion. *Public Relations Review* 36: 7–14

L'Etang, J. (2013b). Public relations: a discipline in transformation. *Sociology Compass*, 7(10), 799-817.

Lewis, B. K., & Nichols, C. (2012). Social media and strategic communication: A two-year study of attitudes and perceptions about social media among college students. *Public Relations Journal*, 6(4). Retrieved from http://www.prsa.org/Intelligence/PRJournal/

McCombs, M. E. and Mauro, J. B. (1977). Predicting Newspaper Readership From Content Characteristics, *Journalism Quarterly* 54, spring.

McCombs and Shaw, (1974). The Agenda Setting Function of the press, *Public Opinion Quarterly* 36.

McCombs, Maxwell E. and Donald L. Shaw. 1972. The agenda-setting function of mass media. *Public Opinion Quarterly* 36: 176–187.

Meng, J., Berger B.K, Gower K.K. &Heyman, W.C. (2012). "A test of excellent leadership in public relations: Key qualities, valuable sources, and distinctive leadership perceptions", *Journal of Public Relations Research*, 24(1), 18–36

Moss, D., Warnaby, G. & Newman, A.J. (2000). Public relations practitioner role enactment at the senior management level within UK companies. *Journal of Public Relations Research*, 12(4):277-307

Murray, K. and White, J. (2005), *"CEOs'* Views on Reputation Management",*Journal of Communication Management*, Vol. 9 No. 4, pp. 348-358.

Philo, G. (2008). Active audiences and the construction of public knowledge. *Journalism Studies*, 9(4), 535-544. doi:10.1080/14616700802114217

Raupp, J. &Hoffjann, O. (2012). "Understanding strategy in communication management", *Journal of Communication Management*, 16(2), 146–161.

Reber, B.H. and Berger B.K. (2006). "Finding influence: Examining the role of influence in public relations practice", *Journal of Communication Management*, 10(3), 235–249

Roper, J. (2005). Symmetrical communication: excellent public relations or a strategy for hegemony? *Journal of Public Relations Research*, 17(1), 69-86.

Ruihley, B. J., Pratt, A. N., & Carpenter, T. (2016). The role of public relations in college athletics. *Journal of Applied Sport Management*, 8(1). Retrieved from http://js.sagamorepub.com/jasm

Smith, B. G., & Place, K. R. (2013). Integrating power? Evaluating public relations influence in an integrated communication structure. *Journal of Public Relations Research*, 25(2), 168-187.

Verhoeven, P. &Zerfass, A. (2010). "Reflective communication management in organizations", *TijdschriftVoorCommunicatiewetenschap*, 38(2), 156–171.

Vasquez, G. M., & Taylor, M. (2000). Public relations: An emerging social science enters the new millennium. *Communication Yearbook, 24*, 319–342.

Verhoeven, P. (2014). Communications officers and the C-suite: A study of Financial Times Global 500 companies.*Public Relations Review*, 40(3), 606-608.

Vieira, E. T., & Grantham, S. (2014). Defining public relations roles in the USA using cluster analysis. *Public Relations Review*, 40(1), 60-68

Reber, B.H. and Berger B.K. (2006). "Finding influence: Examining the role of influence in public relations practice", *Journal of Communication Management*, 10(3), 235–249.

Russell, K. M., &Lamme, M. O. (2016). Theorizing public relations history: The roles of strategic intent and human agency. *Public Relations Review*, 42(5), 741-747. doi:10.1016.2016.04.002

Werder, K.P. &Holtzhausen, D. (2009). "An analysis of the influence of public relations department leadership style on public relations strategy use and effectiveness", *Journal of Public Relations Research*, 21(4), 404–427

Yagade, Aileen and David M. Dozier. 1990. The media agenda-setting effect of concrete versus abstract issues. *Journalism Quarterly* 67: 3–10.

Zoch, Lynn M. and Juan-Carlos Molleda. 2006. Building a theoretical model of media relations using framing, information subsidies and agenda building. In: Carl H. Botan and Vincent Hazleton (eds.), *Public Relations Theory* 2, 279–309. Mahwah, NJ: Lawrence Erlbaum.

Internet

Afrobarometer*Surveys*. Retrieved from: http://www.afrobarometer.org/.ownloaded Downloaded on August 30, 2019.

Hanson, R. (2009), *Mass Communication:* Living in a Media World (Washington, DC: CQ Press.Pg. 92. Accessed on 15 August, 2019 from; http://2012books.lardbucket.org/books/understanding-media-and-culture-an-introduction-to-mass-communication/section_05_02.html.