

THE MAINSTREAM MEDIA AND PHILOSOPHICAL DIADEM

Charles Berebon

Department of Philosophy

River State University, Port Harcourt

charles.berebon@ust.edu.ng

Abstract

This study is premised on espousing the link between mainstream media and the philosophy of teaching in shaping happening and human existence. The study is a compendium of the literature surveyed to show the progress of mainstream media from conventional paper and television to the internet while establishing their impact on the lives of people who most times read their articles incidentally. More so, research has shown that unstructured news gets into unwitting readers causing the devastating effect. A philosophy that makes for compatible reasoning and provides a guide for human existence is applied in this article to show its core principle and how it could transform modern society. As such the paper found its voice in the current state of news reporting in the world, current challenges and the hope philosophers pose to journalism, and with the use of specific perspectives, occasions which can be separated through half a century and a huge expanse of technological advances are offered as lenses with which to have a examine our collective obsession of the sensational and how this obsession might also additionally affect our perspective as well as our next picks. Looking in the direction of the increasing number of related future, the demanding situations and monetary implications of our susceptibility to sensational media are explored so that in the end, the readers will have acquired insights on mass media's strength to determine our notions of truth.

Keywords: Mainstream Media, Philosophy, Society, News, Journalism

Introduction

Collins Online Dictionary defines mainstream media as conventional newspapers, television, and different news resources that most people understand and regard as dependable.²⁹ We have seen how the mainstream media uniformly supports the reputable authorities' line on this. The story got little mainstream media coverage.

The public seeks opinion and analysis of complex issues, consequently imparting such opinions and analysis is another crucial characteristic completed by way of

²⁹ Collins Online Dictionary (1979). *Mainstream Media*. Retrieved on 25 March 2022. <https://www.collinsdictionary.com/dictionary/english/mainstream-media>

the media. The evolution of the media has been fraught with issues and troubles. Accusations of mind manipulation, bias, and terrible first-rate had been thrown on the media regularly, but the increase in communications technology permits human beings nowadays to find greater facts more easily than in any previous generation.

The mainstream media refers to conventional newspapers, television and other news sources that most people know about and regard as reliable³⁰. Mass media may be print, radio, tv, or net news. They may be nearby, countrywide, or worldwide. They can be vast or confined in their attention. The selections are superb, for example, all through the innovative struggle, Newspapers united for a common motive. The divisions that came about at some point in the United States' early history created an alternate and moved the nation into the birthday celebration press generation, wherein partisanship and political celebration loyalty dominated the selection of editorial content material. One purpose has a fee. Subscriptions and advertising did not completely cowl printing charges and political events stepped in to assist newspapers that aided their events and their guidelines.

Papers started printing celebration propaganda and messages, even publicly attacking political leaders like George Washington. Despite the antagonism of the click, Washington and several other founders felt that freedom of the clicking become crucial for creating an informed citizen. Indeed, freedom of the click is enshrined in the Bill of Rights within the first change, any other instance of mainstream media interfering with world affairs was witnessed at the start of the twentieth century after they commenced muckraking: the writing and publishing of information insurance that uncovered corrupt business and authorities' practices. Investigative work like Upton Sinclair's serialized novel *The Jungle* caused modifications in the way business employees were handled and local political machines were run. The Pure Food and Drug Act and different legal guidelines in the US were passed to shield purchasers and personnel from dangerous food processing practices. Local and nation authorities' officials who participated in bribery and corruption have become the centerpieces of exposés. a few muckraking journalisms nevertheless appear nowadays, and the faster movement of records through the device might appear to suggest an environment

³⁰ Collins Online Dictionary (1979). *Ibid.*

for yet more investigative paintings and the punch of exposés than within the beyond.

However, at an equal time, fewer newshounds are being employed than there were. The scarcity of journalists and the lack of time to dig for information in a 24-hour, income-oriented news version make investigative tales rare.³¹ Given the endless alternate kinds of information, lots of that are unfastened, newspaper subscriptions have fallen. Advertising and especially labelled advert sales dipped. Many newspapers now preserve both a print and a web presence to compete for readers. The upward thrust of free news blogs, along with the Huffington put up, has made it tough for newspapers to force readers to purchase online subscriptions to get admission to the material they region behind a virtual paywall. A few nearby newspapers, to live visible and profitable, have become to social media, like Facebook and Twitter. Testimonies may be published and retweeted, allowing readers to remark and forward cloth. But, on average, newspapers have tailored, becoming leaner—even though less thorough and investigative—variations of there in advanced selves. This has approved faux news to permeate the internet and find its manner into the minds of youths, the elderly inflicting the incorrect notion in society.³²

To philosophize we should talk philosophically, conversation has been an indispensable part of philosophy. Therefore, we cannot take a look at philosophy without communique; but, to recognize communication we must difficulty it to philosophical inquiry. The importance of philosophy to the media and verbal exchange research cannot be overemphasized. The increasingly interdisciplinary nature of medical inquiry into human conduct has made natural sciences inquisitive about methodologies of social technological know-how.

Studies philosophy in its nature is to help the researcher evaluate the paradigms of studies and the subjects of epistemology and ontology. It is commendable that these parameters in social studies and extension communique research support the researcher to explain the research perceptions, difficult on its beliefs, make clear its assumptions and define what fact is.

³¹ Lars, W., & David, H. W. (2014). *The American Journalist in the Digital Age: Key Findings*. Bloomington. School of Journalism, Indiana University.

³² Lars, W., & David, H. W. (2014). *Ibid*.

To philosophize we should speak philosophically, conversation has been an imperative part of philosophy. Consequently, we cannot study philosophy without communication; yet, to apprehend verbal exchange we should situation it to philosophical inquiry. There is an increasing number of interdisciplinary natures of scientific inquiry into human conduct that has made natural sciences inquisitive about methodologies of social technological know-how. Studies on philosophy in its nature are to help the researcher compare the paradigms of studies and the matters of epistemology and ontology. It is far commendable that those parameters in social studies and extension verbal exchange studies assist the researcher to describe the research perceptions, complicating its ideals, clarifying its assumptions and defining what truth is.³³

Mohammed had stated that; philosophizing consists of (obligatory) philosophical communicate. Communication has been a vital part of philosophy, consequently, we cannot look at philosophy without conversation; yet, to apprehend conversation we should issue it to philosophical inquiry. The relevance of philosophy in media and conversation research cannot be overemphasized. The increasingly interdisciplinary nature of clinical inquiry into human conduct has made herbal sciences interested in methodologies of social technology. Research philosophy in its nature is to assist the researcher to examine the paradigms of research and the matters of epistemology and ontology. Its miles commendable that these parameters in social studies and extension communicate research help the researcher to explain the study's perceptions, difficult on its beliefs, clarify its assumptions and define what fact is.

Social sciences have a rich records relationship back to 1650, a revolutionary product inside natural philosophy and an import from the moral philosophy of the time, it modified the commonplace perception of defining what 'technological know-how' is.³⁴ Social technological know-how as an educational discipline is bothered with the observation of social space, social actors, and the interplay between them. As an educational discipline that offers social space, branches like geography, demography, anthropology, and archaeology are examined, and whilst it deals with social actors, branches like economics, human geography, political science, sociology, and psychology are also tested, but how man describes

³³ Muhammad, A. (2016). The relevance of philosophy in media and communication research. *IOSR Journal of Humanities and Social Sciences*, 21. 10-15. 10.9790/0837-2112021015.

³⁴ Kuper, A., & Kuper, J. (1996). *The Social Science Encyclopedia* (3rd Ed.). Routledge

and interprets sure phenomena inside these branches is a characteristic of communication. Consequently, as a social necessity, communicate or media science will become one of the most important branches of social technological know-how. Mohammed's essay explores a collective challenge for philosophical methodologies inside the social sciences, a challenge to hold the wishes for clinical sagacity, and the objectives of self-determination in social inquiry, importance, and social values, brief of which the social research will remain poor within the information of human phenomena.

Recipients of Mainstream Media

Why need the human phenomenon be understood in mainstream media one may ask? This is because occurrences ordinarily are patterns that result in particular moves. As such constructed styles of media coverage usually decide public reactions to societal happenings. as an example in Kristoffer and Torbjörn von and Media effect we decided that "mass media evolve, media complaint additionally often evolve – and develop in power – throughout times of media change with new varieties of journalism, new media formats, new media markets, new ways of addressing media markets and new media technologies. And media have an impact on is the real force exerted using a media message, ensuing in either an alternate or reinforcement in the target market or character beliefs.³⁵ Media results are measurable results that result from media influence or a media message. Whether or not a media message impacts any of its target market contributors is contingent on many factors, along with audience demographics and psychological traits. These results may be fantastic or poor, abrupt or gradual, short-term or lengthy-lasting, no longer do all results bring about exchange; some media messages toughen present belief. Researchers look at a target market after media exposure for modifications in cognition, notion structures, and attitudes, as well as emotional, physiological and behavioural results" Kristoffer and Torbjörn Von.³⁶

The motive of this paper is to discuss the results of mass media's capability to rapidly spread sensational messages and philosophical reasoning for the proper

³⁵ *Media Effects* (2012). 6050 (2nd ed.). SAGE Publications, Inc. ISBN 9781412964692.

³⁶ Kristoffer, H., & Torbjörn von, K. (2010). "The citizen as media critic in periods of media change". *Observatorio*. 4 (4). Doi:10.15847/obsOBS442010432 (inactive 28 February 2022).

construction of narratives. With the view that the accuracy or reality of the 'sensational message' can change, both evolving clearly inside our collective belief or through greater deliberate approaches, this then affords some eventualities in whichever more flexible notions of truth in destiny may also provide no longer only demanding situations however also opportunities. The use of specific views, however, usually with a bit of lightheartedness, events that are separated through half a century and a massive expanse of technological advances are offered as lenses with which to have a look at our collective obsession with the sensational and how this obsession may additionally affect our angle as nicely as our subsequent choices. Looking towards the more and more linked destiny, the demanding situations and economic implications of our susceptibility to sensational media are explored so that in the cease, the readers will have received insights on mass media's power to flex our notions of truth.

Humans and Information

A nicely-functioning democracy requires unfastened and numerous information media capable of keeping human beings knowledgeable, holding effective actors to account, and allowing public dialogue on public affairs. current research shows that high-quality journalism can boom stages of political understanding, participation, and engagement and can furthermore assist reduce corruption and inspire elected officials to represent their ingredients more successfully. A properly-functioning democracy calls for loose and numerous information media capable of keeping people informed, keeping effective actors to account, and allowing public discussion of public affairs. Existing studies suggest that high-quality journalism can increase tiers of political information, participation, and engagement and might furthermore help lessen corruption and encourage elected officers to represent their ingredients extra effectively.³⁷

"Incidental news: How younger people eat news on Social Media" a guide of HICSS in 2017 determined that "The consumption of information is important to

³⁷ Nielsen, R. K., Fletcher, R., Sehl, A., & Levy, D. A. L. (2016). Analysis of the relation between and impact of public service media and private media. Oxford University. Retrieved on 25 March 2022.

<http://reutersinstitute.politics.ox.ac.uk/sites/default/files/Analysis%20of%20the%20Relation%20Between%20and%20Impact%20of%20Public%20Service%20Media%20and%20Private%20Media.pdf>

participate in social, cultural and political lifestyles... This paper examines the dynamics of news intake on social media thru sixteen open-ended interviews with young users from Argentina. It adopts a textual content-cloth angle to explore the function of technology and users' motivations, moves, and interpretations. The interviews reveal that the best-traditional version in which young customers devour information on social media may be characterized through the notion of "incidental information": most younger users get the information on their cell devices as part of their consistent connection to media structures; they come across the information all the time, in place of seeking out it; but click on them only sporadically and spend little time attractive with the content material. For that reason, the news turns undifferentiated from the rest of the social and leisure statistics.³⁸

In this context, it's miles a time for information media to tack greater carefully to expert standards and ethics, eschew the publishing of unchecked statistics, and take a distance from statistics that can interest a number of the public however which isn't always inside the public interest. In plenty of news media these days, the removal of positions presenting internal truth-checking has to an extent caused the feature now being assumed by using the "5th estate" of bloggers and other outside actors who call out mistakes made by using reporters – though after they are already disseminated. This emergent phenomenon can be welcomed by utilizing news media as reinforcing society's interest in verifiable facts. Newshounds have to deliver the paintings of independent fact-checking organizations to large audiences, but they have to realize that in which outside actors reveal a systemic failure in a given news outlet, this puts a query mark over as a minimum that organization's emblem as a professional source of news. The media must be cautious that external submit-e-book corrections do not come to be a choice to internal tactics of first-class management. Newshounds have to do better and "get it right" inside the first place, or forfeit the possibility of a society having believable media.

In sum, a recreation of capture-up corrections via external watchdogs is not one wherein journalism is a winner. journalists cannot go away to reality-checking

³⁸ *50th Hawaii International Conference on System Sciences (HICSS)* (2017). Hilton Waikoloa Village, Hawaii, USA, January 4-7, 2017. AIS Electronic Library (AISeL). ISBN: 978-0-9981331-0-2

businesses/machines to do the journalistic paintings of verifying questionable claims which might be provided by using sources (no matter whether such claims are said inside the media, or whether they pass journalism and seem immediately on social media). The ability of news practitioners to go past “he stated, she stated” journalism, and to analyze the veracity of claims made using the ones being included needs to be advanced.

Journalism also wishes to proactively detect and discover new cases and kinds of disinformation. That is mission-crucial for the information media, and it represents an alternative to regulatory processes to 'fake news. As an immediate reaction to a burning and unfavourable trouble, it complements and strengthens more medium-time period strategies which include media and facts literacy which empower audiences to differentiate what is information, disinformation, and misinformation. Disinformation is a warm tale, and strong coverage of it's going to fortify journalism's provider to society.

UNESCO, consequently, is a call to action. It's also an encouragement for journalists to engage in societal talk approximately how human beings at large decide on credibility and why some of them share unverified information. As with the news media, for journalism faculties and their students, along with media trainers and their inexperienced persons, this is a major opportunity for sturdy civic engagement with audiences. As an example, 'crowd-sourcing' is vital if the media are to find and document beneath-the-radar disinformation that is spread on social messaging or email (UNESCO, 2018).³⁹ Little has modified in how written information is established, while the newspaper industry modifications dramatically. One of the most entrenched news exercises, the inverted pyramid, keeps persisting in each print and online information.⁴⁰ The inverted pyramid structure genuinely way placing the most fundamental facts within the lead paragraph of the tale and then arranges the closing information, from most

³⁹ United Nations Educational, Scientific and Cultural Organization (UNESCO) (2018). *Journalism, 'Fake News' & Disinformation*. Handbook for Journalism Education and Training. UNESCO Series on Journalism Education.

⁴⁰ Sternadori, M. (2008). Cognitive processing of news as a function of structure: A comparison between inverted pyramid and chronology. *Ph.D Dissertation*. Faculty of the Graduate School, University of Missouri-Columbia.

essential to least crucial, within the following nut graphs.⁴¹ Although there are critics of the inverted pyramid style, it stays a broadly used method for mass media news writing.

A Manner of Approach

For Gans, the important thing technique in news advent is tale idea. Newshounds have the responsibility of thinking up story ideas. To this quit, they're required to "hold up with what is going on in the beats they patrol or in the regions of us of an assigned to their bureaus, and they may be evaluated in part via their capability to signify suitable stories." other staff participants, along with pinnacle editors and producers, also are expected to provide you with tale thoughts, and no journalists are recommended to accomplish that as well, Gans notes. Gans' conceptualization is informative, for it focuses on the era of the concept that lies behind the tale.⁴²

Next is technological tools as said via Obalanlege "...new media technologies ability to transform journalism practice cannot be over-emphasized." This path enables wider media insurance comfortable and in time.⁴³

How then does philosophy connect story inspiration and construct in this modern age, Attia subsequently postulates that; inside the age whilst some segments of the populace doubt the credibility of the legacy press and are consequently vulnerable to the untruths unfold by way of each politician and unscrupulous partisan web sites, reporters will work more difficult to breakdown the existing barrier of civilian distrust to counteract these inventions with genuine reporting. The kind of deeply researched investigative paintings we've seen these days desperately wishes to continue. There may be direction, constantly room for improvement. In the place of information evaluation, for an instance, journalism can benefit from the center of educational philosophers. Since the flip of the 21st century, educational Anglo-American philosophy has been uniquely characterized by both

⁴¹ Scanlan, C. (2008). *Writing from the Top Down: Pros and Cons of the Inverted Pyramid*. Retrieved on 25 March, 2022. www.poynter.org.

⁴² Gans, H.J. (1979). *Deciding what's news*. Random House.

⁴³ Obalanlege, A. (2015). Journalism Practice and New Media in Nigeria: An exploratory analysis of Journalism culture and practice in Nigeria. *New Media and Mass Communication, Vol.41*, 67-78.

technical evaluation and hyper-specialization. PhD holders are skilled to put up scholarly work that shows – at the best level of human capability – conceptual clarity, coherence in writing, the rigour of argumentation, and technical erudition inside the use of state-of-the-art symbolic common sense to determine the validity of arguments.

further to developing technical skills for scholarly evaluation, academic philosophers are expected to have authoritative information of the modern scholarship inside extraordinarily slim sub-fields of study to which they may devote most, if no longer all, in their careers. Due to this cognitively demanding however high-quality education, modern-day philosophers are awesome among academics in that they are best positioned to "draw the lines at which experience ends and nonsense starts evolving. That is executed in two foremost ways in which analytic philosophy could make information analysis, especially opinion journalism, better.

- Philosophers can draw out the philosophical implications of memories in the information, and secondly, through restricting newshounds to unique principles and legitimate arguments, philosophers can improve the work of public advocacy journalists adopt (particularly editorial forums) for the public interest each at home and abroad, this is due to the breadth of topics educational philosophers cover, they're able not most effective to identify philosophical thoughts inside the news that editors would possibly miss but also assist newshounds to do the explanatory paintings of articulating the significance of these thoughts and why they make feel of the sector.
- One way wherein philosophers can help reporters make better sense of the sector is with the aid of clarifying which means, and appropriate utilization of key concepts, which when misused save you interlocutors in a debate from making vast development on an issue. 'Gun control' (as an example) is simply certainly one of many buzzwords currently clouding political discourse and contributing to the stifling of political development. Philosophers can deliver a cease to this confusion via delineating while, and whilst now not, to apply other heavy-loaded – but loosely hired – phrases including racist, sexist, misogynist, and homophobic.
- Further to improve the language that journalists use, philosophers can enhance the arguments that newshounds make. They can save you mistakes in questioning which regularly lead otherwise smart news commentators and their followers to terrible conclusions about what to suppose and a way to reply to a political problem.

- By explaining how the arena is, with the help of the logical tools at their disposal, philosophers can also help columnists prepare various arguments that explain how the world should be. On the worldwide stage, philosophers can, for instance, help foreign coverage experts (lots of them newshounds) think extra carefully about the ethics of war, particularly whether or not to don't forget a rising battle an 'unjust conflict.'
- At the extra neighbourhood stage, philosophers can help newshounds interested in social justice issues, along with the ones regarding the crook justice machine, do a higher process of explaining the moral screw-ups at work in society, as well as construct coherent arguments that more efficiently defend their proposed solutions to those issues⁴⁴

This paper had installed the findings in James' paper which kind to help students' professional desires via inspecting journalistic ethics, "The Virtuous Journalist" by Stephen Klaidman and Tom L. Beauchamp and "dedicated Journalism" (Edmund B. Lambeth), which states that "The Virtuous Journalist" explores concepts of journalistic morality and examines many relevant moral regions, including serving the general public, escaping manipulation and heading off harm.⁴⁵

It is similarly in line with the findings of Ward's "Philosophical Foundations for worldwide Journalism Ethics" which proposes 3 concepts and 3 imperatives because of the philosophical foundations of global journalism ethics. The important declaration is that the globalization of information media requires an intensive rethinking of the concepts and requirements of journalism ethics, via the adoption of a sophisticated mindset. Ward explains how and why ethicists have to assemble international journalism ethics, using a contractual approach; a method adopted from Darwall's, contractual perspective believing ethics as the try to discover and justify concepts that govern actions in fashionable and actions

⁴⁴ Attia, G.A.W. (2017). *How Philosophy Can Make Journalism Better*. Retrieved on 25 March 2022. <https://medium.com/@gawattia/how-philosophy-can-make-journalism-better-92a381ec632>

⁴⁵ James, R.E. (1995). *Defining Philosophical Constructs of Ethical Journalism in a Market Economy*. Paper presented at the Annual Joint Meeting of the Popular Culture Association in the South/American Culture Association in South Richmond, VA, October 5-7.

inside professions and fields of enterprise.⁴⁶ Moral deliberation is the motive in social exercise, the development of truthful moral frameworks to guide decisions via reasonable dialogue amongst all involved parties. Ethical principles are humanly constructed restraints on social conduct. What is “right,” “compulsory,” or “incorrect” in any domain of society is decided using standards that define an inexpensive cooperative framework. A motion is right or incorrect “if the act accords with, or violates ideas that are or would be, the object of a suitable agreement between equals” Darwall.⁴⁷

The predominant "claims" asserted are the claims of credibility, justifiable results, and humanity. The claim of humanity is advanced similarly through the method of three imperatives: to act as an international agent, to serve world citizens, and to decorate non-parochial understandings. The thing concludes with the aid of considering a few implications of a sophisticated attitude for the practice of journalism, considered one of such global journalism ethics implies a firm patriotism. Worldwide journalism will stroll among naïve idealism and cynicism. Ethicists ought to show leadership and articulate new concepts.

As summed in Miscevic.⁴⁸ patriotism, love for or devotion to at least one’s State, as the dictionary definition has it, is a popular subject matter in the literature on political ideas and philosophy. One purpose for its recognition is probably the preponderance of conceptions that see it as slight, in the assessment of nationalism. As George Orwell wrote in his 1945 book *Notes on Nationalism*, “patriotism is of its natural protective, each militarily and culturally. Nationalism, alternatively, is inseparable from the desire for energy.” the alternative contrast, the only among attachment to one’s country (patriotism) versus attachment to at least one’s human beings and its traditions (nationalism), has additionally performed a role. Collectively, they're often taken because of the defining features of patriotism. Of path, the real use of the term in political discourse is much less regimented than the one fashionable in theoretical writings. Inside the United States, “patriotism” is frequently used for attitude(s) that could within the theoretical literature be described as “nationalistic”.

⁴⁶ Ward, S.J. (2005). Philosophical Foundations for Global Journalism Ethics. *Journal of Mass Media Ethics*, 20(1), 3–21.

⁴⁷ Darwall, S. (Ed.). (2003). *Contractarianism/contractualism*. Oxford Blackwell.

⁴⁸ Miscevic, N. (2019). *Patriotism*. DOI: 10.1093/OBO/9780195396577-0398

AKU: AN AFRICAN JOURNAL OF CONTEMPORARY RESEARCH

ISSN: 26814-0761 (Print) 2814-0753 (e). Vol. 3 No. 1. 2022

A Publication of the Association for the Promotion of African Studies

The contrast is strengthened with the aid of the want for theoreticians to have an idea period that might be used for mild attachment to at least one's country. the other trouble, proper around the nook, so to talk, is that love for a rustic is not simply loved of a piece of land; typically, it includes an attachment to the community of its population, and this introduces "kingdom" into the thought of patriotism.

REFERENCES

- 50th Hawaii International Conference on System Sciences (HICSS) (2017). Hilton Waikoloa Village, Hawaii, USA, January 4-7, 2017. AIS Electronic Library (AISeL). ISBN: 978-0-9981331-0-2
- Attia, G.A.W. (2017). *How Philosophy Can Make Journalism Better*. Retrieved on 25 March 2022. <https://medium.com/@gawattia/how-philosophy-can-make-journalism-better-92a381ec632>
- Collins Online Dictionary (1979). *Mainstream Media*. Retrieved on 25 March 2022. <https://www.collinsdictionary.com/dictionary/english/mainstream-media>
- Darwall, S. (Ed.). (2003). *Contractarianism/contractualism*. Oxford Blackwell.
- Gans, H.J. (1979). *Deciding what's news*. Random House.
- Kristoffer, H., & Torbjörn von, K. (2010). "The citizen as a media critic in periods of media change". *Observatorio*. 4 (4). Doi:10.15847/obsOBS442010432 (inactive 28 February 2022).
- Kuper, A., & Kuper, J. (1996). *The Social Science Encyclopedia* (3rd Ed.). Routledge
- James, R.E. (1995). *Defining Philosophical Constructs of Ethical Journalism in a Market Economy*. Paper presented at the Annual Joint Meeting of the Popular Culture Association in the South/American Culture Association in South Richmond, VA, October 5-7.
- Lars, W., & David, H. W. (2014). *The American Journalist in the Digital Age: Key Findings*. Bloomington. School of Journalism, Indiana University.
- Media Effects* (2012). 6050 (2nd ed.). SAGE Publications, Inc. ISBN 9781412964692.
- Miscevic, N. (2019). *Patriotism*. DOI: 10.1093/OBO/9780195396577-0398
- Muhammad, A. (2016). The relevance of philosophy in media and communication research. *IOSR Journal of Humanities and Social Sciences*, 21. 10-15. 10.9790/0837-2112021015.

- Nielsen, R. K., Fletcher, R., Sehl, A., & Levy, D. A. L. (2016). Analysis of the relation between and impact of public service media and private media. Oxford University. Retrieved on 25 March 2022. <http://reutersinstitute.politics.ox.ac.uk/sites/default/files/Analysis%20of%20the%20Relation%20Between%20and%20Impact%20of%20Public%20Service%20Media%20and%20Private%20Media.pdf>
- Obalanlege, A. (2015). Journalism Practice and New Media in Nigeria: An exploratory analysis of Journalism culture and practice in Nigeria. *New Media and Mass Communication*, Vol.41, 67-78.
- Scanlan, C. (2008). *Writing from the Top Down Pros and Cons of the Inverted Pyramid*. Retrieved on 25 March 2022. www.poynter.org.
- Sternadori, M. (2008). Cognitive processing of news as a function of structure: A comparison between inverted pyramid and chronology. *PhD Dissertation*. Faculty of the Graduate School, University of Missouri-Columbia.
- United Nations Educational, Scientific and Cultural Organization (UNESCO) (2018). *Journalism, 'Fake News & Disinformation*. Handbook for Journalism Education and Training. UNESCO Series on Journalism Education.
- Ward, S.J. (2005). Philosophical Foundations for Global Journalism Ethics. *Journal of Mass Media Ethics*, 20(1), 3-21