ANALYSIS OF MEDIA POLICIES IN NIGERIA AND GHANA

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Abstract

This paper underscores the importance of national communication policy in any nation. It examines the national mass communication policies in Nigeria and Ghana looking at the issue of ownership, content and funding and how it can be used to achieve development objectives of the Nations. It argues that national communication policies should be implemented to the letter especially in Nigeria. The paper recommends that a national communication policy should be formulated in accordance with the development priorities of the country.

KEY WORDS: Communication Policy, Media Policy, Development, Media, Nigeria, Ghana

INTRODUCTION

Gadzekpo (1997 p. 34) asserts that there is a correlation between communication and development needs. Citing Schramm (1964) he posits that there is a link between adequate flow of information and social change and development. In most African and developing countries, the importance of communication cannot be detached from independence in that the media was used as a tool of liberation from colonial masters. To harness the different media outlets in any country, there is need for a policy to guide the operations so that they can work towards a common goal. This underscores the importance of a national communication policy.

The basic purpose of a national communication policy according to Nnaemeka (1989 p.3) is using the mass media to achieve accelerated growth and transformation of the society, in different spheres and at different levels of national life. He further states that a deliberate and coherent mass communication policy is important for the media to play a distinguished role in the establishment and furtherance of a desirable new social order in post-Colonial Nigeria.

Anagnostou, Smith and Psychogiopoulou (2010) citing Des Freedman’s formulation of media policy refers to it as the “formal as well as informal strategies, underpinned by specific interests, values and goals that shape the emergence of mechanisms designed to structure the direction of and behaviour in particularly media environments”.

According to Lee (1976 p.33) UNESCO defines communication policy as “sets of principles and norms established to guide the behaviour of communication systems.”

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Boafo (1986 p.37) expounds that “a national communication policy enunciates the goals, objectives and functions of communication systems and aims at dovetailing these with the overall socio-economic, political and cultural development goals of the society.” Arbatani, Labafi and Khajeheian (2012) define media policy as “compiling the major and strategic policies toward media, in consideration to media climate and public situation, so that offers a clear direction for media management activities to reach the missions and the goals, and offers a framework which media operational programs design and act within”.

**Rationale**
Nigeria and Ghana are West African countries colonized by the British. The countries among some other African countries have a relatively free media and have also gone through military and civilian regimes before getting to where it is now and both countries have a vibrant media environment.

**MEDIA POLICY IN NIGERIA**
Nigeria is a country situated on the west coast of Africa. It was colonised by the British and gained independence on October 1, 1960. The major languages spoken in Nigeria besides English are Igbo, Hausa and Yoruba. The history of Nigeria cannot be separated from the history of the media in Nigeria. It was through the media that incisive reports were written to chart a course for independence.

The first newspaper in Nigeria was *Iwe Irohin* established in 1859 at Abeokuta by Henry Townsend and the Church Missionary Society of Nigeria. The paper gave rise to other publications and the growth and development of the media in Nigeria. The media in Nigeria comprise print and broadcast media. The first broadcast station in Nigeria was the Western Nigeria Television (WNTV) by Chief Obafemi Awolowo. The station though with a political undertone was established to cater for the education needs of the people. It gave rise to other broadcast stations in the East and Northern part of Nigeria. These stations acted as a voice to the proprietors which were the regional governors. Years later, the national broadcaster was set up, the Nigeria Television Authority (NTA). To avoid monopoly, there was deregulation of the broadcast industry by the then Military governor, Ibrahim Badamosi Babangida. This gave rise to the establishment of private stations (radio and television).

The National communication policy in Nigeria came up as a result of the seminar that was organised at ASCON, Badagry in 1987. At the meeting which was attended by media scholars and other stakeholders, recommendations were drawn which became the document known as the Nigeria National Mass Communication Policy. Though there have been meetings to come up with a policy and even subsequent reviews, but there is no single document that has been codified and officially called the National Mass Communication Policy in Nigeria.

The foundation of the Nigeria national communication policy is the Constitution, (at that time 1979); however the 1979 Constitution was reviewed in 1999 and this is the basis for the national communication policy in Nigeria.
The objectives of the national mass communication policy as enunciated in the document drawn from the 1987 seminar are as follows:

1. To identify critical or central organs, mechanism or institutions of our society that are involved in the development of Nigeria’s communications system, both internally and externally.
2. To provide guidelines for the mobilizations and development of those institutionalized mechanisms in (i) above to achieve national objectives and aspirations.
3. To mobilize all structures in society in a chain system relationship for the propagation of national goals and objectives.
4. To evolve a rational and systemic parking of all communication media and resources for the achievement of national goals.
5. To establish operational boundary for the media industry.
6. To promote and consolidate the national interest.
7. To ensure better management of communication resources to facilitate development and nation building.
8. To harness our immeasurable cultural wealth to develop an authentic Nigerian culture, to cultivate a deep sense of patriotism in our people and to propagate world-wide distinctive national identity.
9. To further, at home and abroad those cardinal principles upon which our nation and constitutions are founded and which protect and enhance Nigeria’s national interests and security in the international system.
10. To encourage creativity and promote indigenously rooted innovation for the collective good rather than for individual self-expression.

According to the Report of the Core Working Group on the Review of the National Mass Communication Policy in November, 2004 these major objectives among other things evolved:

i. To support national development initiatives and programmes, and to positively affect the quality of life of the peoples of Nigeria through facilitating systematic and effective use and coordination of mass communication strategies and activities;
ii. To promote participation in national dialogue on development issues by all citizens, consistent with the emerging democratic culture and national constitutional provisions;
iii. To enhance access to information and communication infrastructures and new technologies, especially in rural communities;
iv. To preserve national cultural identity, promote the national cultural patrimony and enhance the development of cultural and artistic capabilities and institutions for public communication;
v. To ensure the timely, orderly and effective growth of information and communication institutions and professions through standards-setting, capacity-building and human resources development and management; and
vi. To promote productive community, national, regional and international interchange.

The Nigeria national mass communication policy is divided into sections- print media, electronic media, political institutional development, integration of traditional and modern communication media, culture and cultural institutions, film industry, external communication structures, communication technology, communication training and research, and communication laws and regulatory agencies. This work will focus on the media of mass communication that is print and broadcast media.

**Print media**
The print media are to see news as a social product with utilitarian value. According to the review committee in 2004, some of its objectives are to reflect the centrality of development efforts, to protect the basic interests of society and to promote the exchange of ideas and information through accurate and balanced reporting as well as informed and objective comments. It is also to promote Afro-centric perspective by reflecting national and African concerns, aspirations, values and cultural traditions in their coverage and content.

On ownership, they adopt the constitutional principle of plurality of ownership and control. This means that the monopoly and concentration of media resources and infrastructures in the hands of a rich few should be prevented as this can pose a threat to the existence of a free and pluralistic press.

On funding, it is worthy of note that some organisations are going down because of inadequate finance to stay afloat and the decline in advertising. However, the review document in 2004 states that “the print media industry shall be provided with incentives such as single digit import and excise duties on equipment, newsprint, ink and other production inputs of the industry as well as a waiver of the Value Added Tax (VAT) on the cover prices of newspapers, magazines and other periodicals.”

On content, the print media is charged with the responsibility of focusing on the development process in the country. They should also be a vehicle of mobilization in support of policies and programmes aimed at improving the standard of living of Nigerians and raising the level of their consciousness and protection and defence of the national interest (http://nigeriacommunityradio.org/mascompolicy_pg5.php).

**Electronic media**
The electronic media comprise radio, television, and film. This is adjudged the most effective means because of its far-reaching nature and in the case of TV and film because of its visual nature. Some of its objectives according to the 2004 review document are:

i. It is to be made accessible and affordable to all Nigerians

ii. It is to be used for the preservation and promotion of the nation’s culture and values;

iii. To promote professional ethics;
iv. To enhance national capacity for producing high-quality indigenous broadcast programmes;
v. To encourage an environment conducive to growth, profit and service delivery;
vi. To promote the development of public and private broadcasting;
vii. To promote and project Nigeria’s domestic and foreign policies internationally, with a view to attracting goodwill, development and inflow of investment in the country.

Other objectives according to http://nigeriacommunityradio.org/mascompolicy_pg5.php are:

a) To disseminate information to enhance the welfare of the people in all aspects of life – health, economy, culture and the promotion of other values of national excellence;
b) To provide professional and comprehensive coverage of Nigerian culture in support of cultural development and growth through constructive result oriented research, the result of which shall be publicized for the benefit of the people;
c) To provide efficient broadcasting service to the entire people of the Federal Republic of Nigeria based on national objectives and aspirations;
d) To ensure that its programmes shall be a vehicle for mobilizing the rural population for national development and improving the quality of their lives;
e) To ensure positive contributions to the promotion of national unity and national integration by making sure that there is balanced presentation of views from all parts of the country;
f) To ensure that the regular presentation and delivery of accurate information to the people shall be a cardinal policy objective of the electronic media;
g) To provide opportunity for healthy discussion of important national issues designed to enlighten and mobilize the public;
h) To provide regular channels of communication between the government and the people;
i) To always promote the virtues of national consciousness and the emergence of a just humane and self-reliant society;
j) To emphasize at all times excellence, moral and ethical standard of programme services that will meet the tastes, needs and be acceptable to the substantial groups of viewing and listening public;
k) To ensure that the development in the field shall be in line with our national interest and shall be an ongoing concern;
l) To place greater emphasis on the broadcast of news and programmes in indigenous Nigerian languages so as to ensure direct relevance to local communities;
m) To ensure the right of all professional media practitioners over editorial and programme content in the media shall be guaranteed;
n) To develop well defined editorial and programme content policies in their news and programme production. Such policies shall seek to create a Nigerian ethos;
o) To ensure that programmes for children and youths are used for inculcating in
them indigenous values, the spirit of hard work, patriotism and nationalism and for
encouraging them to appreciate and embrace the moral values of the nation; and

p) To structure the broadcast of its educational programmes and curriculum schedule
on the provisions of the national policy on education.

Based on both documents, Ownership of the broadcast media shall be based on the
constitution. When the first draft of the policy was made, it should be noted that it was
based on the 1979 Constitution and there were no private stations in operation then.
However on ownership, plurality is advised and the stations should not all be
concentrated in the urban areas alone to the detriment of the rural dwellers which
constitute a larger chunk of the population.

On content of the broadcast media, they are to ensure the comprehensive coverage of
Nigerian culture and serve as a tool for mobilizing the rural populace to national
development. According to the 2004 review document, all radio and television stations
shall allocate at least 20 per cent of their programmes to rural activities while
community-based media shall allocate 80 per cent to their immediate localities; also the
content of their broadcast should accommodate the country’s cultural diversity in order to
promote national unity and cohesion. In view of this, the National Broadcasting
Commission, the regulatory agency of the broadcast media stipulated 60% of local
content to 40% foreign content for all radio and TV broadcasts. One objective of the
broadcast media is the broadcast of news and programmes in indigenous language; this is
paramount so the programme can be of relevance to the local communities.

On funding, the Nigerian Television Authority (NTA) as the government-owned station
cannot be called the public broadcaster in that it takes advertisement and this
should be the reserve of commercial stations. Some people will argue that the NTA is a choice for
advertisers because of its wider reach across the nation.

However, the 2004 review document states that Public Service stations shall not be
involved in commercial broadcasting and shall be funded from sources such as set license
fees, grants and other industry charges. The private stations are to derive their funding
from commercial activities.

The film industry on the other hand has the following objectives according to
http://nigeriacommunityradio.org/mascompolicy_pg5.php:

(a) To establish a virile profit-oriented film industry;
(b) To serve as a vital instrument for national integration, unity and international
    image building;
(c) To protect our rich cultural heritage;
(d) To serve as a tool for national cohesion;
(e) To expand Nigeria’s sphere of influence through export of our cultural values;
(f) To serve as a vehicle for public enlightenment, education and entertainment;
(g) To encourage the production and exportation of Nigerian films in view of the
    potential of film as earner of foreign exchange.
Other objectives of the film industry according to the 2004 review document are as follows:

i. To promote Nigerian culture as the basis of creative expression and relevance in media, arts and sciences;

ii. To reinforce the positive aspects of our cultural heritage and discourage all negative values;

iii. To serve as means of developing arts, culture film/video as platforms and instruments of national integration, international image-building, the enhancement of Nigeria’s leadership role in Africa and its commitment to the advancement of democracy;

iv. To serve as a source of education, leisure, entertainment and a means of advancing the peculiarities of our nationhood while contributing to human thoughts and civilisation as well as cultural transformation;

v. To encourage the establishment of a virile, self-sustaining, profit-oriented film/video industry driven by the private sector;

vi. To encourage the production and exportation of local films and video;

vii. To protect, project, and propagate Nigeria’s rich cultural heritage and values through cultural exhibitions and film/video.

viii. To educate, enlighten, mobilise and sensitise the people through film/video, by propagating national values which promote patriotism, national pride, solidarity, aspirations and consciousness; and

ix. To facilitate the advancement of national unity, social co-existence, education, science and technology and the peaceful resolution of social problems and conflicts.

In sum, the film industry is to make films that would showcase the vast culture of the Nigerian people. Besides radio and television, motion pictures are a good way to reach out to the international community; through the movies, the rich cultural heritage can be showcased and that is a good way to let people know what the country stands for. This comes to mean that movies must be produced to reflect us positively and show our vast culture. Through music also, Nigerian entertainment industry has reached out to different parts of the world promoting our music and also film.

Advertising and Public relations
The policy stipulates that advertising and public relations play a major role in economic, social and political development of nations. There are some guidelines laid down for advertising according to the 2004 Review of the communication policy.
All advertisements shall:

i. Be truthful, honest, decent, legal and culturally acceptable as stipulated by the Code of Advertising Practice;

ii. Contain no misleading statements about the products or services advertised;

iii. Reflect the country’s cultural heritage and values;

iv. Be produced by well-trained professionals, preferably Nigerians;
Advertised or controlled by statutes which recognise the supremacy of APCON according to Act 55 of 1988 in this regard.

Public Relations on the other hand shall be:

i. Effectively utilised to create a positive perception of the tangible benefits derivable from the sustenance of democracy;

ii. Utilised for the effective promotion of Nigeria to the world;

iii. Used to facilitate government’s communication with its stakeholders in order to involve them in its decision-making process

iv. Employed in creating awareness of government’s vision and mission;

v. Utilized by government in the prevention and management of crises; and

vi. Used for periodic conduct of perception audit by government to keep track of potentially explosive issues and how they can be managed before they degenerate into crises.

Advertising and public relations are the marketing communications genre of communication. From the above stated, it means that any advertisement aired should be such as shows the product or service truthfully without misleading the members of the audience. And for public relations, it should be used to manage the image of the country and for proper handling of issues.

MEDIA POLICY IN GHANA

Ghana is also a country on the west coast of Africa. It was colonized by the British and gained independence in 1957. It was the first African sub-Saharan country to be independent of its colonial master. The official language is English and there are other native languages. The four major languages spoken by the Ghanaians are Twi, Fanti, Ga and Ewe.

In Ghana, communication was embraced as a way of changing society. Broadcasting was to be a public service dedicated to the enlightenment and instruction of the people. The model was taken from the British Broadcasting Service (BBC) which was the pioneer of public service broadcasting. Ghana public broadcaster, Ghana Broadcasting Corporation was the only broadcaster in Ghana till 1995.

The need for a communication policy in Ghana became imperative to regulate the fast growing broadcast industry after the establishment of commercial stations (http://chapterone.freewebspace.com/whats_new.html). According to Gadzekpo (1997), the liberalization of the airwaves was part of the recommendations of the National Seminar on communication and information policy, held in July 1992. It was an important breakthrough for the development of new communication policies in Ghana.

The national media policy was developed for all communications media- print, broadcast, wire services, advertising and public relations etc.

In Africa, Ghana is a front-runner in the development of a National Communications Policy (http://ncsinet.ncsi.iisc.ernet.in/cyberspace/law/general/ghan/show_article.html). Gadzekpo (1997) asserts that the central focus of the Ghanaian media policy is “the use
of mass media for "social change, economic growth and cultural preservation and development", and the "deregulation, decentralisation and democratisation of the media." As stated in the policy, the media was regarded as a public trust in that it was to cater to public interest. The media especially broadcast is to run public affairs programmes that would showcase the cultural aspirations of the country. The policy also advocated freedom and independence of the media especially from the government.

According to the Ghana National Media Policy published by the National Media Commission, the formulation of the policy is guided on some principles - media as a public trust, freedom and independence of media, media pluralism, universal access, especially of disadvantaged, cultural impoverishment, the marginalization of local languages, education and development, technological competence, human resources, institutional capacity, and public accountability.

Gadzekpo (1997) posits that communication policy in Ghana is guided by Article 12 of the Constitution which stipulates the freedom of the media, and which seeks to insulate the State-owned media from governmental interference. Article 21 also guarantees freedom of speech and expression for all as well as freedom of information. The freedom of information stipulation, however, appears to contradict instruments such as the Official Secrets Oath, which prevent public officials from divulging information to journalists.

The media policy in Ghana is subdivided into three categories - Public media, Commercial media and Community media.

The Print media

The print media in Ghana comprise newspapers, magazine for mass readership and those transmitted electronically.

Some of the guidelines of the print media are to:

i. Encourage and support the development of the printed media in such a way that it sustains the dynamic growth of a diversity of publications that together represent the aspirations and meet the needs of all sectors of the population.

ii. To grow a reading public by addressing the information and non-formal education needs of the majority of Ghanaians and to grow a wide variety of indigenous newspapers and magazines by providing an enabling environment for local entrepreneurship.

iii. For the promotion of functional literacy and of enriching formal education.

The Broadcast media

This constitutes radio and television. Radio and TV stations shall among other things:

a. Devote a specific percentage of air time to public affairs programmes including national and local news and community information.

b. Ensure that programme content reflects and advances Ghanaian cultural aspirations and values.

c. Promote the use of Ghanaian languages by broadcasting in at least those spoken in a station’s coverage area for a defined percentage of air time.

d. Enhance Ghanaian culture through the use of imagery, symbolism and language that promotes national and African cultural heritage, self-identity and self-esteem.
e. Produce programmes that protect children’s rights and support their sound psychological and social development.

f. Produce programmes that exhibit high moral values and standards, and consciously propagate the value that crime does not pay and must be punished.

g. Show a high sensibility to the dignity and respect of womanhood and defend and protect women’s rights and interests.

h. Show respect for the physically challenged.

Ownership of the media in Ghana is spread to discourage monopolies and serve the interest of pluralism. The majority of shares of the public media shall be owned by the government and part shares shall be owned by individual public corporations with state and private organisations. Also for a commercial media company, 51% of shares shall be held by an indigenous Ghanaian citizen. The community media shall be owned and operated by the community members and all members of the community shall have access to the media.

On media content, the government forbids rebroadcast of foreign programmes on fm stations. They also advocate for more local content to foreign content; there should be 50% of local content on radio and 30% of local content on TV and there should be the use of at least one local language in the broadcasts (http://chapterone.freewebspace.com/whats_new.html).

The public broadcaster’s content shall comprise 80% local programming of total airtime. For regular TV channels, 60% and at least 50% of local programmes shall be aired during prime time. Free-to-air commercial radio and television stations shall devote 50% and 30% respectively of their total airtime to local content including music. Minimum local content shall rise 75% and 50% respectively for free-to-air commercial radio and TV stations. for community stations, 80% of programmes shall originate from the station and target audiences, the remaining 20% shall comprise materials of national interest like a relay of the state broadcasters news. Also at least 70% of programmes shall be in local language or the language of the target audience.

On funding of the public broadcaster, the policy allows for the levying of television license. There shall be a special levy on media consumption; the provision of incentives and concessions, such as rebates, tax holidays and the lifting of import duty. For public and community media, there are special or exclusive tax exemptions on equipment, technical assistance from public sources or tax deductible donations from private sources, staff support scheme, paid announcements to public institutions etc.

On freedom of the press, the Ghanaian media is free but the freedom is not absolute in that it could be taken for granted. In a bid to checkmate the freedom, the National Media Commission was set up. Some of its functions are to freedom and independence of the media, maintain high journalistic standards and investigate complaints made by and against journalists. Though funded by the government, it operates independently by provision of the Constitution. (http://chapterone.freewebspace.com/whats_new.html).
Advertising and Public Relations
The Ghana media policy states that advertising shall assist the ordinary citizen to make informed choices based on local values. Some other guidelines for advertising in Ghana are:

- It shall insist on standards that promote high aesthetic and ethical values. An important element shall be the observance of the principle of truth in advertising.
- It shall protect the public against practices that endanger health, morality and cultural values and sensibilities.
- It shall take cognizance of the vulnerability of children and promote the dignity of women, as well as of people who may be disabled in various ways.
- It shall encourage diversity of points in advertising.
- It shall also encourage the growth of the industry by encouraging local production of culturally appropriate advertisements using local talent.
- A national advertising board shall also oversee the development of the industry and monitor the standards and review complaints.

For public relations, the National Media Commission is to provide oversight authority for issues dealing with professionalism in public relations. It is to provide regulatory mechanism for the public to identify and distinguish between the professionally qualified practitioner who can help resolve problems and the non-professional. Just like the Nigerian media policy, the Ghana media policy also advocates that advertising messages be truthful to enable citizens make informed decisions and should avoid misleading people with deceptive messages.

Comparison between Nigeria and Ghana Media Policy
The Nigerian media policy talks about the print media as a whole and the broadcast media as a whole unlike the Ghanaian media policy that breaks it down into public media, commercial media and community media.

Nigeria does not have a single document that can be called the “National Communication Policy”, the country has bits and pieces and the most notable and most cited attempt at the formulation of a national communication policy was at the national seminar that took place at Badagry in 1987 where scholars convened to discuss the need for a national communication policy. The other areas of comparison will be on media ownership, funding and content.

Ownership
On ownership, the media policy of both nations kicks against monopoly and encourages plurality of media ownership. This means that the countries do not subscribe to the concentration of media organisations in the hands of a few powerful people. However, the media policy of Ghana specifies the need for community media as opposed to Nigeria. Though there have been agitations for community media in Nigeria and the...
emergence of a few; this also needs to be specified in the media policy. Nigeria communication policy does not address the emergence of community broadcasters. It made mention of it but did not make it elaborate. It should consider that some of these urban based media cannot get to the rural dwellers which constitute the majority of the population. According to http://www.imesoimeso.org/policy/memorandum.pdf, the community radio system is transforming rural development, giving meaning to participatory governance, and helping to foster local accountability in Africa. There are today about 1000 community radios spread across the continent, Of this number, about 500 of them are members of World Association of Community Radio Broadcasters (AMARC). Niger Republic, Nigeria’s northern neighbour, has 56 community radios, Mali has 72, Senegal has 12, Burkina Faso has 27, Guinea Bissau has 11 and Ghana has 15. Till date there is none in Nigeria, and with Guinea, the two countries are the only ones within the ECOWAS corridor, without community radios, and without a clear legislative mechanism to support its growth and development.

This shows that there is need for the Nigerian communication policy to stress the need for community based media.

Funding
According to the Ghana media policy, funding of the media in Ghana especially the public media is through grants, levies and license fees. The Nigeria media policy also states that the public media will be funded through license fees, grants and other industry charges; though the government through the Ministry of Information and Communications funds the public media. However, funding in Nigeria is inadequate. According to http://www.imesoimeso.org/policy/memorandum.pdf, one major critique of the report of the Nigeria communication policy is “the failure to address the funding of even the public broadcaster within the general framework of tackling the pervasive problem of sustainability, growth and development of programming, engineering and presentation in broadcasting.

Media content
Both nations encourage the adequate broadcast of local programmes and the broadcast of programmes in indigenous languages. Ghana media policy goes further to state the use of at least one local language of the major languages in broadcasting. The Nigerian Television Authority (NTA) broadcasts in English but the other NTA stations located in the states sometimes broadcast in indigenous languages.
While the Nigeria policy cum the National Broadcasting Commission code states a particular percentage for local to foreign programmes 60/40, the Ghana media policy outlines different percentages for the different categories of the media.

One major area of difference between the media in Nigeria and the media in Ghana is that in Nigeria, there is no single document tagged “National Communication Policy” though different scholars have spoken on its importance to achieving the development objectives of the nation. However there are other laws guiding media practice in Nigeria like the National Broadcasting Commission Code (NBC), Broadcasting Organization of Nigeria (BON), Nigeria Press Council (NPC), and Newspaper Proprietors Association of Nigeria (NPAN), Advertising Practitioners’ Council of Nigeria (APCON), National Films and Video Censors Board (NFVCB), and also the National Communications Commission (NCC).

**Conclusion and Recommendations**
The two countries- Ghana and Nigeria- from the analysis above allows for public and private ownership of the media and the Ghana media policy allows for community ownership. The media in both countries are free but there is self-censorship by the practitioners. The two countries policy also state that the content of the media should be a mix of local and foreign programmes and both policies advise the use of indigenous languages.

A national communication policy should be formulated to meet the needs and aspirations of the country and it is not just enough to have a communication policy but it must be implemented to achieve its purpose.

The paper recommends therefore that in Nigeria, an official national communication policy should be formulated and duly approved by the government; it should also be implemented to avoid having words only on paper. As observed and noted that the framework of the communication policies of the two countries stem from the Constitution, it is imperative that the policies should not be at variance with other policies and should promote and support the objectives of the country.

**References**


