

ETHICAL ANALYSIS OF MASS MEDIA PROFESSION FOR GLOBAL CHALLENGES IN HIGHER EDUCATION: THE NIGERIAN EXPERIENCE

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Abstract

Communication in Asemah (2011:313) is viewed as a phenomenon that can best be explained by the impact it causes. According to Orewere (2006) human beings do not like to live alone. They like love and desire to live in a place where there are other human beings; they interact with one another in order to satisfy their wants needs and goals. This interaction is initiated, promoted and achieved through communication. Here the emphasis is that, human beings must exchange ideas, feelings and notions. These ideas could be expressed through face-to-face communication, traditional media, mass-media and through other means. While there are several types of modern communication media like telephone, radio, television, dateline, printed media etc. this paper paid due attention to understanding of what post and telegraph is, the different categories of post and telegraph, their advantages in society, and the problems with their services in Nigeria. Thus, in Nigeria today, majority of the labour force are the products of formal education. While the codes of ethics exhibit, rights, duties, and obligations of the members of a profession and a professional society. In this vein, the paper examined the concept of communication, profession, professionalism in communication, communication patters, modern media, post and telegraph, conceptual clarification of post and telegraph as modern media of communication, portal service, the roles of postal and telegraph as modern media of communication, the obstacles of post and telegraph as modern media communication, advantage of communication, the ethical quality of labour in Nigeria. The ethical analysis of attitudes and skills, the ethical qualities of a good worker, the ethical codes in communication. Finally, the limitation of ethical codes in communication, conclusion and recommendations were made.

Mass-media has made us much better informed about the world than any previous age. According to Hamilton (197:163) books, radio, and television reach all but the most isolated communities. As in the deepest jungles people have been

introduced to the wonders of the transistor radio. The telephone is not far behind. Gramophone records circulate as a kind of global currency, carrying the imprint of the world's top entertainers. Technology, through all these media and others, removes the old constraints to communication that hindered the growth of earlier communication. Today, it multiplies the contacts between people by increasing both the distance over which they can communicate like the telephone and the number of people with whom they can be in simultaneous contact like broadcasting.

Thus, the paper examine the concept of communication, profession, professionalism in communication, communication patterns, modern media; post and telegraph, conceptual clarification of post and telegraph as modern media of communication, postal service, the roles of postal and telegraph as modern media of communication, the obstacles of post and telegraph as modern media of communication, advantages of communication, the ethical quality of labour in Nigeria, the ethical analysis of attitudes and skills, the ethical qualities of a good workers, the ethical codes in communication and conclusion.

I. Overview of communication.

Communication plays a significant role in development. It brings about positive attitudinal change in the people. According to Asemah(2011:313) communication is a process that involves sharing of ideas between two or more individuals through previously agreed symbols, codes or languages. While Orewere (2007) as quoted by Asemah (2011:313) viewed communication as the sending of understandable messages, receiving and also understanding the messages for the purpose of an immediate or delayed action or reaction, both on the part of the receiver and the sender. Thus, for communication to be effective, it must be based on agreed symbols and codes. As effective communication is described as the type of communication or message, that elicits positive response from the audience without much stress. In this vein, it stimulates their thoughts and inadvertently generates discussions, debates, sharing of new ideas, agreement etc. Thus, the final result is new attitude or a modified attitude.

In this light, communication serves as basic element of interaction and information sharing in life. Thus, communication creates pool of ideas, strengthens the feelings of togetherness, through the exchange of messages and translates thoughts into actions.

II. Professionalism in communication.

There is no one single set of criteria or factors for categorising an occupation as a profession, in the same mould as law, medicine and the priest-hood which are the traditional professions. In principle these old professions all subscribe to the need for:

- High education
- Specialised skill,

- Prescribed standard for admission of new entrants, and
- A code of ethics.

According to O'Brien (1976) as cited by Rodney (2007:289) distilled three principal meanings of the term professionalism as seen by Anglophone broadcast journalists;

- Initiative with responsibility in relationship to government;
- The maintenance of standards;
- The need to motivate and animate staff; increase morale and enhance stability.

Speculations generated from debates on professionalism in journalism have put forward various ideas about what the mass media are or should be. According to Ugboajah (1985) as quoted by Rodney (2007:289) these ideas are that, professionalism in journalism is:

- an implied contract that the newspaper shall serve the public interest; defend the interest of the public against a corrupt and incompetent public officials, censure the government, be honest, just, courageous and clean, and while growing have a conscience and good manner;
- media will depend upon public acceptance of their programmes in competition with all other forms of entertainment and information and can best serve the public through the free play of competition and with minimum government regulation;
- media constitute a nation's greatest unifying force in peace and war and are therefore entitled to the standing and privileges of other free institutions.

The factors of any profession are its professed public service or the protection of its members. The latter function is fulfilled through training and acquisition of skills and regulation of entrants into the profession.

In Nigeria, control and regulation of professional journalism in the media is done both internally and externally. In the former, regulation is by professional journalism associations such as the Nigerian Press Organisation (NPO), and the parent organisation of newspapers, the Newspaper Proprietors Association of Nigeria (NPAN), the Nigerian Guild of Editors (NGE), and the Nigerian Union of Journalists (NUJ). The NPO has established code of professional conduct for its members. Controls are also applied in the newsrooms which determine what to publish and how and when to publish it. External control comes in the form of government regulation and forced cooperation through imposition of press councils such as the Nigeria Press Council (NPC), and National Broadcasting Commission (NBC) and control through policy, the National Mass Communication Policy.

Associations of journalists devote most of their time and resources to helping to improve the profession to serve the public interest better. UNESCO (1959), as cited in Gibol (2007:290) groups the activities of professional journalism associations into three categories;

- Those that promote freedom of information
- Those that promote improvement of facilities for professional training, and
- Those that are concerned with the establishment of professional standards.

Profession as a Concept

A. Profession as defined by Naagarazan (2006:29) is any occupation/job/vocation that requires advanced expertise (skills and knowledge), self-regulation and concerted service to the public good. It brings a high status, socially and economically. Naagarazan (2006:29) states the characteristics of a profession as follows:

1. **Advanced expertise:** Many professions require sophisticated skills that do-how and theoretical knowledge which the know-how and why. Formal education, training, continuing education, updating are needed.

2. **Self-regulation:** Here, professional societies play important role in setting standards for admission to profession, drafting codes of ethics, enforcing standards of conduct, and representing the profession before the public and the government.

3. **Public good:** In this sphere, the occupation provides some important public good, (communication) by concerted effort to maintain ethical standards. Like a physician promotes health, a lawyer protects the legal rights, an engineer provides a product or a project for use by the public towards their health, welfare, and safety. Teaching is also claimed as a profession as it helps shaping and training the minds of learner, young as well as old.

Some argue that jobs such as carpenter, barbers, porters, and drivers are to be recognized as professions. A thorough analysis of the activities expected of these jobs is to be made and checked with explanation of the requirements of a profession before deciding it as profession. Like, having been engaged for driving one's vehicle is not a profession. An ace driver who is engaged by a travel agency to drive different types of cars for tourists extends courtesy to the customers, requires education, expertise (a valid driving license), and respect to the public. His job may be termed as a profession. A mercenary is not a professional as he acts against public good.

B. Professional in Naagarazan (2006:29) view relates to a person or any work that a person does on profession, and which requires expertise (skills and knowledge), self-regulation and results in public good. The term professional means a 'person' as well as a 'status'.

C. **Professionalism:** To Naagarazan (2006:29) is the status of a professional which implies certain attitudes or typical qualities that are expected of a professional.

According to Macintyre, professionalism is defined as the services related to achieving the public good, in addition to the practices of the knowledge of moral ideas.

In this vein the criteria for achieving and sustaining professional status or professionalism are:

1. **Advanced expertise:** The expertise includes sophisticated skills and theoretical knowledge in exercising judgment. This means a professional should analyse the problem in specific known area, in an objective manner.
2. **Self-regulation:** One should analyse the problem independent of self-interest and direct to a decision towards the best interest of the clients/customers. An autonomous judgment (unbiased and on merits only) is expected. In such situations, the codes of conduct of professional societies are followed as guidance.
3. **Public good:** One should not be a mere paid employee of an individual or a teaching college or manufacturing organization, to execute whatever the employer wants one to do. The job should be recognised by the public. The concerted efforts in the job should be towards promotion of the welfare, safety, and health of the public.

Some Different Characteristics of Profession and Non-professional Occupations

The characteristics of the 'profession' as distinct from 'non-professional occupation' are listed as follows:

1. Extensive Training

Entry into the profession requires an extensive period of training of intellectual (competence) and moral (integrity) character. The theoretical base is obtained through formal education, usually in an academic institution. It may be a Bachelor degree from a college or university or an advanced degree conferred by professional schools.

2. Knowledge and Skills

Knowledge and skills (competence) are necessary for the well-being of the society. Knowledge of physicians protects us from disease and restores health. The lawyer's knowledge is useful when we are sued of a crime, or if our business is to be merged or closed or when we buy a property. The Chartered Accountant's knowledge is important for the success of recording financial transactions or when we file the income return.

3. Monopoly

The monopoly control is achieved in two ways:

- (a) the profession convinces the community that only those who have graduated from the professional school should be allowed to hold the professional title. The profession also gains control over professional schools by establishing accreditation standards.
- (b) By persuading the community to have a licensing system for those who want to enter the profession. If practicing without license, they are liable to pay penalties.

4. Autonomy in Workplace

Professionals engaged in private practice have considerable freedom in choosing their clients or patients. Even the professionals working in large organizations exercise a large degree of impartiality, creativity and discretion (care with decision and communication) in carrying their responsibilities. Besides this, professionals are empowered with certain rights to establish their autonomy.

III. Approaches to development communication

Development communication takes at its starting point, according to Asemah (2011: 319) both felt needs at community or local level and the action needs as identified by planners. The operational strategy for meeting these two sets of needs follows four stages of activities. They are:

- a. Identifying and analysing the innovations sought by community and those that development agents want to introduce to whom, when and with what material means.
- b. Social process stage: The trust of activities is towards determining how existing social, cultural, psychological and indigenous communication factors as well as government organisational factors will help or hinder the adoption of new practices among the groups of people concerned.
- c. In the third stage, efforts are geared towards identifying existing media and how they relate to the people.
- d. Finally, after repeating this analysis for geographically or sectionally elected projects, locally tailored communication programmes are drawn up and implemented in stages with the real action pattern. To put the above stages into operation, the following approaches have been identified.

IV. Communication patterns modern media: post and telegraph

Post and telegraph are important modern media of communication in every society. In most developing countries, post and telegraph are the commonest types of modern

communication that exists. This is because they are the cheapest and most widely distributed of the existing communication systems.

Conceptual Clarification of Post and Telegraph as Modern Media of Communication

Post and telegraph are modern channels of communication which involve the collection and distribution of information, ideas and attitudes from members of a social group to others through mail, cablegram, telegram and registered parcels. (National Teachers' Institute, Nigerian Certificate in Education Course book on SOS 443; 2000:187)

Postal Services

Postal services in Nigeria were first established in Lagos in 1851. According to NTI, NCE, SOS 443, (2000:188), they were later extended to other parts of the country when the Southern and Northern protectorates were amalgamated in 1914. From 1960, expansion has been rapid as a result of increasing literacy and economic activities. The increasing demand of the services of post offices has led to the creation of an autonomous postal department known as the Nigerian Postal Services (NIPOST).

Post offices receive, carry and deliver mails to their destinations, but such mails must be correctly stamped and addressed. Land, water and air transport systems all assist the post offices in the distribution of mails. This has greatly improved the traditional channels of communication in Nigeria.

The services of Post Offices are carried out in different categories of postal establishment. Like there are sub-post offices which do not perform all of the functions carried out in post offices, postal agencies carry out limited functions, such as sale of stamps, acceptance of cablegrams, acceptance and delivery of registered parcels; and mobile post offices move from one locality to another to carry out postal services.

Although each country determines its postal system and fixes rates, some international understanding was required. There is a body as the Universal Postal Union, that looks at the cooperation between nations on postal matters. For example, if you write a letter to someone in Britain, Algeria, Italy and others, and you do not wish the person to use his own money to reply to your letter, you should purchase one or two of the international reply coupons and enclose them in your letter. When the person receives them, he will take them to the post office, hand them over to the counter clerk who will give him stamps to the value of the coupon. Then the person can now use those stamps to reply to your letter. In effect this promotes international correspondence and cooperation.

Telegraph

Telegraph services started in the 1930s and were patronised mainly by the government and some commercial firms for many years. Telegraph services are a system of sending messages through cables by electric signals. These messages are either written or voice messages over long distances.

The telegraph was the first method used to send messages with the aid of electricity. Today, machines called teleprinters are used to send most telegraph messages. The teleprinter has a key board like a regular typewriter. The operator types the message on the teleprinter. The printing device at the receiving end automatically types the message on paper.

The Role of Postal and Telegraph as Modern Media of Communication

Man communicates with each other by signs and speech, but when separated by a distance, greater than sound or vision, they can send written messages. The origin of the postal system could be traced to the time when people became better organized.

In Nigeria, post and telegraphic services were created during the colonial period to serve the interest of the European colonial masters. After independence, post and telegraph services have contributed greatly to the general development of the Nigerian society. For example:

- Post and telegraph provide stamps, money orders, postal orders and coupons that facilitates easy transfer and exchange of large sums of money.
- Post and telegraph services accept cablegrams and telegrams, here servicing as urgent measures in the distribution of information and ideas.
- They handle savings account for customers, thus reducing the chances of valuable property getting removed by thieves.
- The establishment of post offices in different parts of the country provides job opportunities for citizens.
- They help in expanding market opportunities by spreading information about new products and their prices.
- Mobile post offices reduce communication problems between rural and urban dwellers.
- Post and telegraph give people knowledge about places and people that they have not visited before.
- The spreading of information and ideas through post and telegraph in the society removes false impressions and promotes cooperation among members
- Post and telegraph yield some revenue for government.(NTI, NCE, SOS 443, (2000:188-189)

The Obstacles of Post and Telegraph as Modern Media of Communication

Post and telegraph, just like any other channel of communication, have their own peculiar problems as follows:

1. The vehicles that are used for mobile postal services sometimes break-down while trying to provide communication services. This may arise as a result of bad roads, lack of proper maintenance of the vehicles or mere deliberate action to win ore overnight allowances by the drivers.
2. While some postal agencies that carry out limited functions open for about three to four days a week, this may delay the collection or despatch of information that need urgent attention.
3. When mails are not correctly stamped and addressed, they may get lost on the way.
4. While other post offices have been established at points, that are far from large settlements, this creates the problem of distance, particularly for people who do not have private means of transport.

In line with these obstacles, here are some suggestions:

1. Post and telegraphic officials must remember that a good name is better possessing wealth with a bad name. This truth should guide them as they receive and pass information and property from one person(s) to another.
2. Those at management level of post and telegraphic services should develop “maintenance culture” toward the vehicles in its possession. While there should be regular checking of vehicles, especially those that are involved in the services performed by mobile post offices.
3. While the post offices and postal agencies should open throughout the days of the week to facilitate regular communication services.
4. Thus at the post offices are to serve the people who need them, such post offices should be established where there are large settlements. This step will provide the much needed revenue that postal services are supposed to generate for government.

V. Advantages of communication

The media has the function of identifying and exposing citizens to development challenges facing them in their immediate localities. In this vein, according to Orji (2014:155) there are certain examples like, the need for hospitals, health centers, schools, roads, water, security, markets, etc.

The broadcast media identifies the community representatives directly responsible for fixing the identified development challenges. The radio or television mentions names of elected or appointed local, state or federal representatives whose attention should be drawn to the issues. These include ministers, member of the

National Assembly and others and they are usually invited to offer explanations and insights on the issues.

The broadcast media develops programmes that build the confidence of the ordinary citizen at the grassroots to demand for good governance as a matter of right and responsibility. The radio and television use grassroots programmes and news to educate the people on the true relationship between public officers and the citizens that they should be seen as servants of the people, not masters.

The media provides a familiar platform for the ordinary citizen and their representatives to share information on development priorities relevant to the people. This is through creation of talk or chit-chat programmes.

The media serves as a vehicle for social mobilization, education and enlightenment on development policies and programmes. Like, such developmental issues as HIV/AIDS campaign, immunization, voter education, birth control, girl-child education, etc., are better promoted using radio and television. The others are the Aso Radio call centre service deliberately set up for civic education on development programmes.

The media is responsible for the promotion of self-help approach to development. The concept of self-help developed when it became clear to most communities in Nigeria and indeed the West African sub-region that the era when government was jack of all trade and master of all was gone. Self-help development therefore became a response to the inability of government to fund all development projects as a result of competing demands on the dwindling resources (Orji 2004:156).

From the media reports so far, we appear to attribute the issues of development such as access to education, health, food, housing, jobs, and basic social amenities to the root causes of the insurgency. Development experts would agree that the argument appear valid. Thus, the media, especially radio and television, has an important role to play at this time. The role of the media to draw national and international attention to the reform of political and governance institutions as key to national development. The media also needs to embrace all opportunities for capacity building with regards to development issues (Orti 2014:161).

The media has the responsibility of setting an agenda for social change. One way of achieving this is thorough informed research, familiarity with development priorities based on need assessment, information and analysis. In-depth research on the issues would help the media set an agenda based on knowledge. It saves both the government and the people from a syndrome in the development sector referred to as “planning without facts” (Orji 2014:162).

The Ethical Quality of Labour in Nigeria

The quality of labour in a nation to a large extent determines its level of productivity. The quality of labour, however depends on the relevance of the education offered.

The term 'education' is variously defined by different people. However there is some consensus that it is a means through which the young ones in any society are prepared to live properly as adult members of the society. This implies that through education the young ones are equipped with the needed knowledge, attitudes, values and skills which are necessary for proper living in the society.

There are two broad types of education namely the informal and the formal. Among the agencies of informal education of the youth is the home. Formal education is given by the school and other organized institutions.

Western type of education started in Nigeria in 1842. Until independence in 1960 there were very few schools and only one university. By 1986, we could boast of 23 Universities and 73 Colleges of Education. Today, we have over 102 Universities and 150 Colleges of Education. It is natural to expect that with our tremendous strides in the establishment of schools, there will be equal improvement in the quality of education given.

Though this cannot be proved, it is clear that there has not been equal improvement in the productivity of the worker, who is the product of our education system. In Nigeria today, workers go to work late and they do not care whether they work or not. Yet as soon as it is closing time, many workers put down their tools and leave. Ethically, these lazy workers are the ones who cry out if they are not paid at the end of the month. Most of our workers refuse to develop their skills in the work they do. They do not like to reason in order to acquire new skills for the work they do. Many of us lack the moral consciousness that we should work hard so that our organizations can be productive. We do not care whether our companies or schools are productive or not. Yet we know that we depend on the money we get from these companies or institutions for personal and family survival.

Ethical Analysis of Attitudes and Skills

In the light of the wrong attitudes and the poor skills that the worker shows in his place of work, one begins to wonder about the kind of education we give in our formal institutions. Some people wrongly think that our indigenous education does not train us to develop intellectual skills. It is wrong for we know that our elders are very wise. Traditional education places emphasis on acquisition of vocational skills. The formal education is taking over the functions of indigenous education in Nigeria, we need to find out what is actually wrong with our formal system of education.

The objective of education in Nigeria is to develop a united, strong and self-reliant nation. Such a nation can only be built by individuals with acceptable character, intellectual and vocational skills who are willing, ready and capable of

innovating. It is certain that education takes a very high percentage of the budget of both the Federal and State Governments in Nigeria. Thus, it will be a disservice to the nation if we produce a work force that lacks both the skills and the desire to be productive.

Thus, we should use facts as vehicles through which we can get the youth to acquire the right social attitudes and skills which will make possible the egalitarian society we want to build. The economy of the nation depends on how productive the workers are. The workers cannot be productive if the school fails to develop the right intellectual and manipulative skills as well as the right attitudes in the nation's potential work-force (NTI, NCE, SOS 443, 2000:190).

The Ethical Qualities of a Good Worker

Teachers should aim not only at providing literacy but also the right attitudes and skills for the world of work. As most of our teachers have not given much thought to the qualities expected of the working population. In Naagarazan (2006:41)'s view, we have to spell out these qualities, they are as follows:

1. Efficiency
2. Honesty and loyalty
3. Attendance and punctuality at work
4. Positive attitude to work
5. Willingness to train and improve.

The extent of efficiency a worker shows in his work depends on the vigilance and care that he puts into anything he does. It helps to reduce the amount of time we have in producing a piece of work thereby making it possible for one to produce more. Efficiency comes with training. Being conscious of this factor both government parastatals and private companies which are employers of labour provide opportunities for their workers to train either before employment or under the in-service scheme. It is very important that any person desiring for a particular work tries to avail himself or herself of such opportunities so as not to reduce the efficiency of the sector.

Honesty implies both saying the truth and acting correctly according to laid down procedures. While loyalty demands both truthfulness and faithfulness. Whereas it is very important that every workers should be hard-working, a disloyal person is not of much use in any system.

It is essential that workers attend work and are punctual. In Nigeria today, there are many people who find one excuse or the other to be absent from work. There are also many who are constantly late for work and they do not see anything wrong with that. And loss of time reduces the capacity of productivity. Thus, we slow down progress by being absent from work or going late to work.

Interest plays a major role in the development of positive attitude to work. It is significant that any worker develops interest in his work so as to minimize mistakes, displeasure and its attendant poor result.

Any progressive worker should desire to improve upon his skills by developing new insights into the work he is doing. Though employers of labour usually provide a number of training courses and improvement schemes, some workers do not take these seriously. It is one thing to attend such courses and another thing actually developing new insights through such courses for use in the work you do. Mere attendance at such courses cannot improve efficiency and productivity. It is sad to note that many of us do not make deliberate efforts to improve our skills whilst at work. And also some of us do not want to expose those under us to the skills we have acquired. Thus, whenever we are not around there is bound to be a fall in production. This is not good enough.

Skill acquisition is done both at school and at work. The former is expected to initiate and develop in the worker these qualities whilst at school so that he may build upon them. The school does this through the methods we use in imparting the requisite knowledge. The teacher should therefore be conscious of this so that he does not neglect the affective and the psychomotor domains of knowledge.

The Ethical Codes in Communication

Ethical codes in communication according to Naagarazan (2006:49-50) are the codes that are exhibited in the following essential roles::

1. Inspiration and guidance. The codes express the collective commitment of the profession to ethical conduct and public good and thus inspire the individuals. They identify primary responsibilities and provide statements and guidelines on interpretations for the professionals and the professional societies.
2. Support to engineers. The codes give positive support to professionals for taking stands on moral issues further they serve as potential legal support to discharge professional obligations.
3. Deterrence (discourage to act immorally) and discipline (regulate to act morally). The codes serve as the basis for investigating unethical actions. The professional societies sometimes revoke membership or suspend/expel the members, when proved to have acted unethical. This sanction along with loss of respect from the colleagues and the society are bound to act as deterrent.
4. Education and mutual understanding. Codes are used to prompt discussion and reflection on moral issues. They develop a shared understanding by the professionals, public, and the government on the moral responsibilities of the engineers. The Board of Review of the professional societies encourages moral discussion for educational purposes.
5. Create good public image. The codes present positive image of the committed profession to the public. This helps the workers to serve the public

effectively. The workers promote more of self regulation and lessen the government regulations. This is bound to raise the reputation of the profession and the organization, in establishing the trust of the public.

6. Protect the status quo. Workers create minimum level of ethical conduct and promotes agreement within the profession. Primary obligation namely the safety, health, and welfare of the public, declared by the codes serves and protects the public.

7. Promotes business interests. The codes offer inspiration to the entrepreneurs, establish shared standards, healthy competition, and maximize profit to investors, employees, and consumers.

The Limitations of Ethical Codes of Communication

The codes are not remedy for all evils. In Naagarazan (2006:50) view, they have several limitations, namely:

1. General and vague wordings. Many statements are general in nature and hence unable to solve all problems.

2. Not applicable to all situations. Codes are not sacred, and need not be accepted without criticism. Tolerance for criticisms of the codes themselves should be allowed.

3. Often have internal conflicts. Many times, the priorities are clearly spelt out, e.g., codes forbid public remarks critical of colleague journalists, but they actually discovered a major bribery, which might have caused a huge loss to the exchequer.

4. They cannot be treated as final moral authority for professional conduct. Codes have flaws by commission and omission. There are still some grey areas underlined by codes. They cannot be equated to laws. After all, even laws have loopholes and they invoke creativity in the legal practitioners.

5. Only a few enrol as members in professional society and non-members cannot be compelled.

6. Even as members of the professional society, many are unaware of the codes.

7. Different societies have different codes. The codes cannot be uniform or same! Unifying the codes may not necessarily solve the problems prevailing various professions, but attempts are still made towards this unified codes.

8. Codes are said to be coercive. They are sometimes claimed to be threatening and forceful.

Conclusion

In Hamilton (1973:167)'s view, today technology has so improved communication that we are able to keep up to date with events on the other side of the globe, and even in the solar system and beyond. Everyone, it seems wishes to communicate with others, to see and hear what they are doing. Thus, information systems may help present the relevant data on which to base a decision, but ultimately the decision on how to use technology with its great flood of information is ours.

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