

News Agenda Setting and Climate Change in Nigeria: An Appraisal

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Abstract

In recent years, media scholars, governments and other stakeholders alike both locally and internationally continue to debate on climate change. However, in Nigeria the coverage of climate change continues to receive little attention. Consequently, vast majority of Nigerians no little or nothing about climate change due to lack of media awareness and engagement. This paper provides expository perspective on the relationships between news media and climate change in Nigeria. Also, we presented a comparative appraisal of climate change discussion around the world and Nigerian perspective vis-vis media coverage. A review of relevant literatures, theories and empirical studies reveals that there was robust debate on climate globally, however, in Nigeria the issue is receiving lesser attention among media scholars and media reporters. The study conclude that climate change is an issue of concern only among environmental experts in Nigeria. Few studies indicated that Nigeria media are aware of climate change but is not major issue in the news industry.

Keywords: *News agenda setting, Climate change, Global media*

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Background to the Study

Climate change is one of the sustainable development goals pursued by the world, it is one of the issues that dominate global agenda. As rightly argued, 'the climate change debate, in and of itself, constitutes an institution that produces a multiplicity of scientific, political, popular and moral positionalities and contingencies across time and space' (Christensen, Nilsson, and Wormb, 2013, p. 6). Also, it stimulates scientific, academic and media discussion across the planet. Christensen (2013, p. 27) states that, 'the ways in which questions of climate change and ecosystems research are taken up within the scientific community and policy circles are marked by a variety of approaches.' The media coverage of global warming and climate change continues to set agenda for public discourse and presented the opportunity for stakeholders to stakeout their positions in myriad of ways. 'For the general public, mass media, particularly television and daily newspapers, constitute major sources of information about scientific issues including climate-related questions, although the significance of online sources has increased considerably (p. 27). For instance, Lazo, Morss, & Demuth's study (as cited in Anderson, 2017) said "A quarter of the population in the United States checks the Internet at least once a day for weather information" And also added "Of those who are already Internet users, weather news leads the topics they will read about online" (Purcell, Rainie, Mitchell, Rosenstiel, & Olmstead, 2010 in Anderson, 2017, p. 5). From above assessment, it is evidently clear that traditional and new media report issue of climate change in developed countries.

Although, climate change is at the forefront of the global media, however, its discourse in Nigeria is relatively low. The Nigeria media and other stakeholders alike failed to provide effective platform for the discourse of climate change. Highlighting the effect of climate change, Guardian (2017) editorialise that 'the attention currently being paid to the negative effects of climate change on social, economic and environmental survival of the world is absolutely justified. In many countries, hurricanes, sandy storms, earthquakes and other disruptive occurrences have threatened lives and survival of both people and resources.' It is important to note that, "Nigeria's climate is also likely to see growing shifts in temperature, rainfall, storms, and sea levels throughout the twenty-first century. These climatic challenges, if unaddressed, could throw already stressed resources such as land and water into even shorter supply" (Sayne, 2011). This will amount to catastrophic in Nigeria, as the nation is already plagued with numerous crisis of sorts to tackle. Scholars argue that the political will to combat climate change is not there. Nigeria is yet to present constructive agenda on climate change both at regional and international levels despite the alarming effect of changing climate on lives and livelihoods across the 6 geo-political zones of Nigeria (Nigeria Conservative Foundation). Despite this situation, Nigerian media is not treating climate as 'new event'. The reason is there is not awareness campaign and call to action on climate change. Tagbo (2010) observe that, regular and accurate communication about climate change is the first step towards developing coping mechanisms in Africa.

It is within this background that this paper examined the relationship between climate change and its media coverage in Nigeria. This is critical to understanding of role of the media community, public and policy makers toward addressing climate change issue in Nigeria.

Conceptual Clarifications

News Agenda Setting

The press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about (Bernard Cohen, 1963, p. 13 cited Dearing and Roger, 1996, p. 1). The assumption is that media dictate to its audience what is prominent and what is not, through given prominent to event it consider news worthy. The audience relied on the media to know things around them. In fact, new media is the presence, because recent studies claim that 250 million are active Facebook users, over 346 million regularly read blogs and 184 million are bloggers themselves; Twitter has more than 14 million registered users, and YouTube has more than 100 million viewers a month (Zarella, 2010). This means that the success of any social change or movement depends on how media presented it to the public. This is true as, “new media can shape the public agenda and influence public opinion and elites by drawing attention to movements' issues, claims, and supporters” (p. 840).

Climate Change

IPCC (2007) as cited in Akpodiogaga and Odjugo (2010) describes climate change, “as a change in the state of the climate that can be identified (e. g, by using statistical tests) by changes in the means and/ or the variability of its properties, and that persists for an extended period typically decades or longer.” This suggests that climate change is as a result of some forces and usually stay over a period. “Climate changes can be initiated by external factors forcing the climate system. These climate forcing include natural factors such as changes in energy flux from the Sun, variations in the Earth's orbit, and volcanic eruptions, as well as human activities, such as production of greenhouse gases and aerosols and modification of the land surface” (National Research Council, 2003, p. 1.).

Though, Climate change is a global phenomenon “it is a global crisis now and for the foreseeable future” (Africafiles, 2016). One of the global concerns is anthropogenic climate change which is increasingly becoming a global problem (IPCC, 2007, p. 10ff; Dryzek et al, 2011 cited in Schmidta, Ivanovaa, and Schäferb, 2013). It is caused by various human activities around the world, like transportation, electricity consumption and livestock breeding. The greenhouse gases produced by these activities, no matter if in Texas or in Beijing, contribute to an increase in average temperatures on all continents and to global changes in climatic conditions that have impacts on both the natural and social world (IPCC, 2007, p. 10ff; Dryzek et al, 2011 cited in Schmidta, Ivanovaa, and Schäferb). It is widely agreed is causing a great damage on the planet, it is capable of “trigger sea levels and extreme weather conditions, spread disease, destroy agricultural systems, threaten the lives and livelihoods of millions and render the earth uninhabitable” Jacquie, David, Nancy and Xifra's study cited in Debashi and Priya (2017).

Similarly, Sayne (2011) argue that, “poor responses to resource shortages could have serious negative secondary effects, including more sickness and hunger, fewer jobs, and poor economic growth, which in turn could open the door to more violence.” Researchers have continued to conduct different studies on climate, the finding of a recent study by Jamail

(2019) in Nature Magazine last October indicated that 'over the last quarter-century, the oceans have absorbed 60 per cent more heat annually than estimated in a 2014 IPCC report.' Likewise, the study discovered that 'the globe's oceans have already absorbed 93 per cent of all the heat humans have added to the atmosphere; that the climate system's sensitivity to greenhouse gases is far higher than previously thought; and that planetary warming is far more advanced than had previously been grasped'.

Also, Africa is impacted disproportionately, and this situation will only deteriorate without immediate and comprehensive solutions (Africa Files, 2016). In addition, the Africa Files, says 'the average temperature rise in Africa is estimated to double the global average over the next 70 years. This alone will; have catastrophic consequences for the people of Africa, impacting negatively on crops, biodiversity, water availability, land degradation and health' Africa Files (2016). The climate change is caused by many human activities. Prominent among them is deforestation. Nunez (2019) say as the world seeks to slow the pace of climate change, preserve wildlife, and support billions people, trees inevitably hold a major part of the answer. The mass destruction of trees-deforestation-continues, sacrificing the long-term benefits of standing trees for short-term gain. Unfortunately, Africa according to the Intergovernmental Panel on Climatic Change (IPCC) say, "Africa is already feeling the effect of climatic change and will experience more changes in the years ahead; yet, the continent has limited ability to adapt" (IPCC, 2007 cited in Onuoha and Ezirim, 2010).

Literature Review

Climate Change in Nigeria

According to Nigeria Conservative Foundation (NCF) describe climate change, as a change in global weather patterns, and regarded it as the biggest environmental issue of our time. It states that, 'climate change is global in its causes, but its consequences are far more reaching in developing countries particularly Nigeria whose biodiversity and ecosystems are already faced with other threats like habitat degradation, ecology-economics mismatch and escalating population growth.' Its impact is of concerned to Nigeria. Sayne (2011) say, 'Nigeria's climate is also likely to see growing shifts in temperature, rainfall, storms, and sea levels throughout the twenty-first century. These climatic challenges, if unaddressed, could throw already stressed resources such as land and water into even shorter supply.' Already many parts of the country are landlocked and deforestation activities are watershed. For instance, the North-East Nigeria is having low rainfall and high temperature. There were reported cases of flooding across the country in recent years. Unfortunately, NCF observe that, 'climate change is the most important human-induced environmental challenge that could exacerbate biodiversity loss caused by habitat destruction, invasive alien species and the like.' Already many parts of Nigeria are feeling the impact of climate change. But report by Africa Talks Climate Change (2009) suggest that many people in Nigeria no little or nothing about climate change. It says 'despite articulating local challenges and recognising differences in nature, weather, and the surrounding environment, people rarely link such changes to the global phenomenon of climate change. Not only does climate change terminology not resonate with people, they also generally do not have a clear and accurate understanding of climate change concepts.' This is sad development, because expert have already raised fears in

the Northern Nigeria of high rate of deforestation, desert encroachment and desertification. This according to Sayne (2011:3-4) say 'the combination of more heat plus less rain raises the specter of widespread desertification, especially in northern Nigeria. According to some estimates, fully two-thirds of Bauchi, Borno, Gombe, Jigawa, Kano, Kaduna, Katsina, Kebbi, Sokoto, Yobe, and Zamfara states could turn desert or semidesert in the twenty-first century.' But the question is how many people care about climate change in this part of Nigeria? Particularly, with high rate of poverty and insecurity in the aforementioned areas, the situation will continue to deteriorate unless something drastic is done to control the situation. Also, the impact of gas flaring in oil-rich Niger-Delta is of greater concern. It is contributing to global warming and climate change over the years. In the Niger Delta environment, large areas of the mangrove ecosystem have been destroyed. The mangrove was once a source of both fuel woods for the indigenous people and a habitat for the area's biodiversity but is now unable to survive the oil toxicity of its habitat (Nwilo and Badejo 2007 in Wilcox, Ewoh, and Okoli, 2012). Also, of concern is the environmental degradation in Ogoni land as a result of oil exploration is causing the nation a lot. "According to UNEP reports full environmental restoration of Ogoni land will take an estimated time of 25 to 30 years and would need N150 billion. This will be possible through a combination of modern technology to clean up contaminated land and water ways, backed up by practical action at the regulatory, operational and monitoring levels, the report suggested" Ikuomola 2011, p. 4 cited in Okoro and Nnaji, 2012). The consequence of climate change as a result of severe weather in Nigeria, will lead to mass exodus especially in the north to cooler areas (Sanye, 2011).

Climate Change and Global Perspectives

Although there is not assailable conclusion on climate change debate, however, the campaign in the media is polarising the world, as pro and anti-climate campaigners are both struggling to set and control the agenda in the media environment. This is what Philander (2008) refers as 'first dilemma' which is generated a lot of emotions across the world. Philander say the proponent of global warming believe that it is underway and is already causing environmental disasters (p. 16). Criticising the role of skeptics in this debate, the believers argued that, 'unholy squad of fossil fuel industries, mass media, conservative think-tanks primarily in the US, and a handful of contrarian scientists have come together to thwart any kind of meaningful action on climate change' (Munshi and Kurian, 2017). Also, Urry (2011) in Munshi and Kurian (2017:408) say, global corporations explored public relations techniques to in building coalitions, manipulating public opinion, and lobbying politicians and form coalition around world against climate change. This was further elaborated in philander (2008) that say, 'the extremists who find regulations abhorrent assert that there is no evidence of global warming. And of important and greater concern is the media coverage and awareness created by media on climate change. In addition, 'the deliberate obfuscation of truth on global warming and sometimes outright omission of media coverage on climate disruption is like the media's role in covering the US occupation and invasion of Iraq' (Jamail, 2019). Though, Journalism demands a high level of public trust: ethically, journalists are expected to report the truth, while also upholding editorial independence when dealing with sources. Stressing this, Davis (2002:28) observes that, 'professionalism, 'newsworthiness and audience demand, mean that journalists maintain a fierce independence from sources and continue to fend off attempts to influence their output'.

Global Media and Climate Change

Global media continue to set news agenda on climate change, and this gave reason why it dominates global agenda in international fora. Although not everyone believe that global media are really setting the agenda on climate, however, “the ways in which the media position climate change and its impacts have great significance. In the US context, for instance, skepticism towards a changing global climate is toned down if the label climate change is used rather than global warming, especially among Republicans” Schuldt, Konrath and Schwarz, (2011) in Christensen, Nilson and Wormbs (2013). Schmidt, Ivanova, and Schäfer (2013) opine that, 'just as the language about global warming matters, so do the ways in which global warming and its consequences are displayed through images, pictures, illustrations, maps, animations and so forth. The images surrounding the text are embedded contexts that constitute the basis upon which our understanding and interpretation is built.' Accordingly, “the news media are the central “interpretative system” of modern societies” (Peters and Heinrichs, 2005, p. 2 in Schmidt, Ivanova, and Schäfer 2013)), and 'thus crucial for the societal uptake of climate change and climate politics. Firstly, they are central agents for awareness rising and information (p. 2). These views were put forward by Christensen (2013) that say in a mediatized social environment, national and international news outlets and other popular information sources are central actors. They influence not only public debate, but also how politicians, representatives of the business community and other power-brokers position themselves. Explaining the role of media in climate debate, Christensen, Nilsson and Wormb (2013-9) say, that as regards mediatization and the role of the media in the climate-change debate, a dialectical understanding of the media as having significant *social influence* while at the same time being *socially shaped* remains essential. Media norms of impartiality –providing coverage of pros and cons – often distorts the representative picture of scientific conflict or consensus.

Although, Christensen (2013) post that, the increased political and media profile of climate change over the past decade has helped revise earlier discourses and abstract imaginaries of global warming, greenhouse effect and ozone depletion into more concrete social concerns associated with the changing Arctic and planetary future. As global climate change lies beyond the life-world and biographical horizons of most people (Moser, 2010; Neverla and Schäfer, 2012 in Schmidt, Ivanova, and Schäfer 2013)), knowledge about it is mainly disseminated via public communication. Due to their high circulation and general audience, mass media are pivotal in this latter regard (p. 2). But, most of the mainstream media consistently choose to ignore this either by complete omission or by downplaying the crisis. In the United States, for example, the media watchdog group Fairness and Accuracy in Reporting (FAIR) revealed in June 2017 that in all the first dozen major interviews with Donald Trump, not once was he asked about human-caused climate change. And this wasn't just mainstream television ignoring the issue. The outlets complicit in the omission include The New Your Times, the Associated Press, and Reuters, among the usual suspects of the Far-Right Fox News and Breitbart (Jamail, 2019).

Exploring another perspective on media coverage of climate change, Anderson (2017) say 'scholars recognize that climate change is an abstract topic for most, and public opinion about it forms more readily in the presence of making it psychologically closer to the individual.

Information filtered through social media may be one of these personalizing and concretizing experiences that bring climate change closer to individuals.' And taking social media as a promotional and advocacy tool, it can be used, 'to facilitate exchanges between consumers and organisations' Tuten and Solomon (2013). That why it is not surprising seeing many online sites on climate change doing advocacy things on climate change. Most of these site is created for public engagement. Despite this, researchers say, evidence shows that Twitter users discussing climate change tend to exist within like-minded communities, with activists and skeptics of climate change remaining polarized (Williams, McMurray, Kurz, & Hugo Lambert, 2015 cited in Anderson, 2017). Although, it is natural to see such polarisation within the media community because issue of climate change has far divided the world and this will continue for a very long period of time until the reality or otherwise of climate change is proven beyond reasonable doubt.

Nigeria Media Coverage of Climate Change

One of the roles of media is to create awareness and hold individuals and accountable. According to Waisbord (2000) accountability in journalism means, 'asks who is responsible for transgressions that are deemed to affect the public good. It assumes the need for a minimal degree of openness of the political process to the public and that powerful interests should be subjected to the rule of law. In the context of climate change in Nigeria, the media not only failed in creating desire awareness but failed in holding defaulters accountable. For instance, "the American public and the rest of the world were captivated during the BP oil spill in the Gulf of Mexico. According to estimates, nearly five million barrels of oil gushed from BP's well into the Gulf of Mexico" (Achenbach and Fahrent hold 2010; Robertson 2010; Froomkin 2010 in Wilcox, Ewoh, and Okoli, 2012). Sadly, in Nigeria the story is not the same as several environmental issues are not given attention by the media. In other climes there is deliberate effort to sustain the relationship between media and public opinions on climate change. The scholars say, "for instance, Indian media portray a nationalistic attitude toward climate change with the idea that compliance with carbon emissions reductions will limit India's growth, and this frame plays into the larger public discourse on the topic" (Billett, 2010 in Anderson, 2017). Another study in Japan suggest "a positive relationship between amount of coverage of climate change and public concern for it, and this was particularly the case in the short-term when it was a front-page story" (Sampei & Aoyagi-Usui, 2009 in Anderson, 2017). It is this development that continue to intensify coverage of climate change in other part of the world.

Also, it is on the light of this that Guardian, (2012) editorialise that, the attention currently being paid to the negative effects of climate change on social, economic and environmental survival of the world is absolutely justified. In many countries, hurricanes, sandy storms, earthquakes and other disruptive occurrences have threatened lives and survival of both people and resources (Guardian, 2012). One of the failures of Nigeria media in reporting climate change issue is the level of oil spills and gas flaring in Niger-Delta region that are going on unnoticed. The operations of several oil companies in this area are not climate-friendly. The ecosystem is put in danger as a result of their activities. This prompted this question, 'Will the oil companies ever be held accountable or responsible for these rampant spills and attendant pollution which have caused mass destruction of the mangroves, sea, land and

human lives?' (Wilcox, Ewoh, and Okoli, 2012). On the contrary in India as observed in Vasanti (2009) in Kakonge (2012) "for example, observes that coverage of the environment in the Indian media has increased in terms both scope and number of stories, with newspapers occasionally running these stories on the front pages or giving them more prominence in inside pages. Furthermore, some Indian magazines, such as *Down to Earth*, have also been presenting thought-provoking articles and reviews on the environment." Although, giving reason for low coverage of environmental crisis in Nigeria.

Okoro and Nnaji (2012) On the question of types of environmental pollution prevalent in the Niger Delta as covered by the Newspapers studied: *Guardian, Vanguard, Daily Sun and Thisday* published stories mostly on oil spillage. For instance, out of 25 stories on the subject matter 24 or 96% of the stories were on oil spillage while only 1 of 4% of the stories published was on gas flaring. There was not even a single story on improper waste disposal and artisanal refining. This suggest a disconnect between the rate of environmental crisis and media coverage. The gas flaring is one human activity that cause climate change, unfortunately is not given attention in Nigerian media. The advocacy and government intervention in this area is relatively low due to high level of corruption in the country.

Empirically, few studies attempted to provide a link between media and climate change coverage in Nigeria. For instance, a study conducted by Okoro and Nnaji (2012) provided exploratory analysis of press coverage of environmental pollution in the Niger Delta. The study adopted analysis instrument to know the degree of coverages of climate change in 4 Nigerian dailies, namely: *The Guardian, Vanguard, Daily Sun and Thisday*. The findings revealed that Nigerian press covers environmental pollution in the Niger Delta, though the subject matter did not receive much coverage. Also, on the issue of frequency of reportage given on environmental pollution in the Niger Delta, Okoro and Nnaji studies revealed that 'despite the growing rate of global concern for the environment, Nigerian press are yet to give adequate coverage to environmental pollution in the Niger Delta region.' There is also a disparity on the frequency of the coverage among the 4 national dailies on the subject matter. 'While *Vanguard* recorded 12 or 48% stories in 9 months, it will take *Guardian* 36 months, *Sun and Thisday* and 27 months each to achieve *Vanguard's* height going by their present rate of reportage on environmental pollution in the Niger Delta. This is an indication that some media organizations treat the issue of environmental pollution with levity.' (p. 44). The implication of this feeding is that Nigerian media for unclear reason are not given climate change prominence in terms of news coverage.

Also, a study revealed that, "7% of Americans share information about global warming on Facebook or Twitter, and 6% of Americans have posted a comment online in response to a news story or blog about global warming" (Leiserowitz, Maibach, Roser-Renouf, & Feinberg, 2013 in Aderson 2017). This suggest that climate change is receiving a wider attention in the social media. There is significant relationship between social media content creators and content users. The could be a result of audience concerned toward climate change.

Theoretical Framework: Agenda Setting Theory

The beginning of agenda setting theory can be traced as far as 1922, when Walter Lippmann expresses his concern on the vital role that mass media can do in influencing the setting of certain image on the public's mind (Lippmann, 1922, in Zain, 2017). But recent studies claim that Bernard Cohen is attributed with reframing Lippmann's ideas into what is referred as agenda-setting. "The press is significantly more than a purveyor of information and opinion." (Cohen, 1963 in Baran and Davis, 2010). In this context, Cohen's believe that media, "may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about. And it follows from this that the world looks different to different people, depending not only on their personal interests, but also on the map that is drawn for them by the writers, editors, and publishers of the papers they read" (p. 294). This goes to say media audience relied on the interpretative framework put forward by the newsmen. The reason in this respect is that media determine the prominence of event to the its audience. "In choosing and displaying news, editors, news room staff, and broadcasters play an important part in shaping political reality. Readers learn not only about a given issue, but how much importance to attach to that issue from the amount of information in a news story and its position. . . . The mass media may well determine the important issues, that is, the media may set the agenda of the campaign" (Maxwell, McCombs and Shaw 1972 in Baran and Davis, 2010, p. 294). This has been confirmed by several media studies. Though, contrary to Cohen's view, subsequent studies indicate that the mass media can influence the audience's thinking. Directly or indirectly contribute to the forming of the audiences' opinions (Wanta, Golan & Lee: 2004; McCombs & Shaw: 1972; McCombs & Shaw: 1997 in Zain, 2017, p. 6). Wilcox, Ewoh and Okoli (2012) elucidate further that 'while the media do not tell viewers how to make decision, they nevertheless influence them by focusing on specific issues while ignoring others.'

In the context of this study, Nigerian media have the capacity to give climate change prominence in its news rader. As purveyor of news, they have the capacity to communicate issue of salience on climate change, consequently, will help in shaping the narrative in the public domain. Media agenda setting is critical to public discourse, because the political elites and policy makers relied on public debate to formulate public policies. In discussing the important of agenda setting in democratic society, Zahariadis (2016) says 'agenda illuminates potential gaps between government and the public in democratic and non-democratic societies alike. For example, the deplorable state of the environment in Eastern Europe after the fall of the Berlin Wall revealed lack of citizen voice and complete government apathy to the quality of life of ordinary citizens. Attention to environmental concerns since the 1970s in Germany demonstrates relative improvement in government attention to citizens' concerns.' So, Nigeria media will do a lot good to the country, if they properly set agenda on climate change. In Western societies such debate is critical to their governments plans and responses to climate change.

The limitation of agenda setting according to Baran and Davis study's lies on that it is rooted in mass society theory and too situationally specific to news and political campaigns. (Baran and Davis, 2010). There is a continuing debate between scholars who are proponents to

Cohen's opinion (1988) with the opponents of such view. The debate circles around the core questions of media influence, namely, how directly and to what degree the media set the public agenda. Some of the recent studies propose that personal variables can mitigate the effects of media agenda setting on individual or audience (Matsaganis & Payne: 2005; Gross & Aday: 2003; McCombs & Shaw: 1997 cited in Zain 2014).

Way Forward

To effectively cover climate change, there is a need for social responsibility and accountability from Nigeria media. The must-see reporting climate change as a social obligation and must be entrenched in their editorial policy. Both local and national media should treat environment as daily or permanent beat for news coverage in Nigeria. Since issues are important based on the prominence it got from the media. Also, emphasis should be placed on environmental pollution in the Niger Delta through frequent reportage and interpretations. Okoro and Nnaji (2012). The Nigeria media must treat climate change as global crisis in which they share responsibility to address within and outside the country. Such effort will increase public debate and raise awareness. Christopher Lasch studies cited in Waisbord (2000) contend that, press today has abdicated its role of a proper forum for public debate by subscribing to the notion that information alone is the proper product of the media. In Lasch's words: "what democracy requires is public debate, not information," and "unless information is generated by sustained public debate, most of it will be irrelevant at best, misleading and manipulative at worst." That is Tagbo (2010) affirm that, 'the media can play a crucial role in disseminating useful climate information to effectively guide public debate and understanding about the weather and climate change. 'Therefore, to create awareness on climate change, there should be a deliberate effort from the media to set agenda on climate change for public discourse. While, passing information alone will not enrich public knowledge on it.

The advocacy groups on climate change in Nigeria should increase their presence in social media community and regularly share content on climate change. They should also create interactive platform to discuss issues related to climate change. Nigeria journalists must engage more with proactive journalism through regular direct coverage of news beat on climate change, and practise more investigative journalism to expose climate change related corruption in Nigeria, particularly Niger-Delta area that is notoriously contaminated by the activities of oil companies. This is crucial to raising their credibility and the public's confidence in the news industry.

Conclusion

A review on media agenda setting and climate change in Nigeria showed a disconnect between the two variables. The study conclude that climate change is an issue of concern only among environmental experts in Nigeria. Few studies indicated that Nigeria media are aware of climate change, but it is not yet a major issue in Nigeria news industry. According to Nigeria Conservative Foundation (NCF) affirmed that, climate change poses development setback to Nigeria. With increasing global warming impact, wet areas are experiencing intermittent flooding and dry areas getting drier. Consequently, ecosystems and biodiversity which underpin biological productivity and socio-economic development, through the provision of

many goods and services to people and the manufacturing sector will eventually be degraded if urgent steps are not taken. Therefore, it is evidently clear that Nigeria is experiencing climate change, however, public debate is fundamentally lacking because of media failure to report or cover it as a national emergency.

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