

# Analysis of Newspaper Frame of Arts and Culture and Its Implications on Economic Growth

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## Abstract

*Nigeria is currently going through economic hardship and has a dire need to diversify its sources of revenue including arts and culture by attracting investors and tourists through the media. But the extent to which the print media frame arts and culture in their news report to attract investors still leaves much to be desired. The aim of the study is to discover media frames that could attract investors' patronage so as to promote economic growth. The study employed content analysis to examine three national dailies for three months using quantitative and qualitative approaches. The population of study was editions published in 270 days, while the sample size comprised 63 editions. A pilot study was carried out on 20% of the population by two trained coders. To ensure reliability and validity, an inter-coder agreement of 0.8 was derived using Holsti's formula. Study was anchored on framing theory and findings revealed that the newspapers framed arts and culture constructively to a very limited extent implying a negative impact on economic growth. It recommended that media should employ the four frames postulated by the study to improve media practice.*

**Key words: Arts and Culture, Economy, Frame, Media, UNESCO.**

## Introduction

There is a growing international interest on the potentials of the cultural and creative industry to drive sustainable development and create job opportunities (Snowball, 2016). In the Asia pacific region, the Jodhpur Initiatives Programme aimed at strengthening the cultural industry sector as a strategy for poverty reduction and community regeneration was launched in collaboration with UNESCO (UNESCO, 2007: 38). This strategy is invaluable in the attempt to alleviate poverty especially in a developing country like Nigeria. Indeed, the need to explore and harness the economic benefits of arts and culture to boost the economy and curb hardship among media scholars has become increasingly pertinent otherwise, newspapers will continue to report arts and culture with little or no impact on the economy. Culture is "that complex whole which includes knowledge, belief, art, morals, laws, custom and any other capabilities and habits acquired by man as a member of society" (Taylor in Okpoko and Okpoko, 2002: 37).

For our purposes, culture is seen as "activities that are related to art, music, literature, and so on" (Longman Dictionaries, 1995: 334). Examples of the cultural industry are film, books, libraries, museums, tourism, heritage sites,

broadcasting, performing arts (theatre, dance, festivals), fashion, visual arts (painting), publishing (books, magazines, journals), music, multimedia advertising, zoos, wine and food, amusement parks and so on.

Nigeria is faced with economic hardship which started over a couple of years ago, but got worse presently, yet she possesses enormous human and material resources. There is need for the nation to diversify its economy to other sectors other than oil. One of such sectors is arts and culture; the nation needs a viable and sustainable educational programme and the strengthening of the arts at the institutional level and in practice (Omuaru and Nyah, 2014). To achieve this, the media should be able to integrate the cultural industry in economic strategies to ensure that it harnesses its economic potential (UNESCO, 2009). Arts attract healthy advertising revenues and stories on arts and culture often deliver the kind of depth, nuances and perspectives that are missing from television (Szanto, Levy and Tyndall, 2004). To buy goods and services, the people's minds are first of all prepared via the mass media to accept these goods or services or to accept a particular behaviour or lifestyle as the superior one (Udeze, 2005). Therefore, the media should position the concepts of arts and culture to appeal to investors to patronise the sector, it is something no newspaper can afford to ignore (Szanto, Levy and Tyndall, 2004) and this can be achieved through framing.

Framing is how news media coverage can shape opinions by using specific framework to help their readers to understand the situation (Cissel, 2012). Many scholars have written articles on how arts and culture contribute to economic development. They have analysed how some newspapers report arts and culture; unfortunately such analyses were limited to the space allotted, the placement or position and the prominence given to the subject by the newspapers. Although this effort has its own merits, it is constrained by its failure to provide the framework that could be used in practical terms to promote arts and culture to attract investors' patronage. Consequently, we do not know the extent that the newspapers framed arts and culture to attract investors' and tourists' patronage in order to promote economic growth.

This paper examined the following: (1) The extent to which the newspapers framed the concepts of arts and culture to create visibility, (2) How the newspapers framed the subject in each article (people, objects and places) to appeal to investors and tourists, (3) How the newspapers framed the economic values of arts and culture so as to build investors' confidence, and (4) How the newspapers framed government policies to protect investments and provide security to attract patronage. The study identified frame patterns that hopefully provide the media practitioners a more

constructive and practical way to report arts and culture or any type of information to attract patronage. It will also be valuable to policy makers as it explores the areas new policies are to be made such as policies that will improve infrastructures, protect investors' investments and provide security for tourists. Furthermore, the mass communication students will understand how to use frame theory to produce desired media effect on whatever it is applied to. The study will pave way for more research on frames that could boost economic growth.

### **Arts and Culture in Africa, Nigeria and America**

The arts and cultural industry is increasingly becoming an important component of the modern economy and knowledge-based society due to its impact on development (UNESCO, 2012). Many countries in Africa have recognised the potentials of the cultural industry which are believed to be a factor for poverty alleviation and building the cultural identity of African communities (Snowball, 2016). The UNESCO mission of integrating cultural tourism in the general plans for national development (Okpoko and Okpoko, 2002) is germane in this respect. The Dakar Plan and Action in 1992 reviewed different sectors of the cultural industry that were important for Africa including audio-visual, mass media, publishing, handcrafts, architecture, fashion, gastronomy, copyright and piracy (Snowball, 2016).

In Nigeria, the Federal Ministry of Information and Culture was established with a core mandate to promote culture and tourism as a foreign exchange earner, income distributor, major employer of labour, a catalyst for rural development/poverty reduction and to foster peace (The Federal Ministry of Culture, Tourism and National Orientation website, 2013). The ministry seeks to take practical steps to harness the nation's cultural and tourism potentials to ensure that tourism contributes a minimum of 4% of the GDP at any time (The Federal Ministry of Culture, Tourism and National Orientation website, 2013). The arts and culture industry had been neglected in previous years, the average Nigerian has lived with the erroneous impression that the arts and culture industry has nothing substantial to offer in terms of revenue, but that perception is beginning to change (Nzeshi and Onwe, 2016). A research conducted in the developed countries in the 1990s showed that cultural and creative industries generate a high growth rate of Gross Domestic Product (GDP). Potentially, they have the characteristics to generate growth for the entire economy (UNESCO, 2012). The arts are becoming an unprecedented part of life in America whether encountered in the church, workplace, on a stage, in a museum or school (Szanto, Levy and Tyndall, 2004).

### **Frames used in Analysing Arts and Culture**

Research conducted on some newspapers for a period of five years in America revealed that none of the newspapers studied increased the amount of space devoted to editorial news, criticism, arts and entertainment (Szanto, Levy and Tyndall, 2004). Rather majority of the newspapers run fewer articles on arts and culture (Szanto, Levy and Tyndall, 2004). Only one paper expanded its arts and culture news-hole (Szanto, Levy and Tyndall, 2004). This was attributed to the fact that newspapers are losing their hard news franchise to electronic sources (Szanto, Levy and Tyndall, 2004). Newspapers are shrinking everywhere and articles are shorter now than they were five years ago. Almost every newspaper cut the average length of its arts stories. Seven out of 15 newspapers studied have cut their stories shorter by 20% but the fact remains that most papers dedicate less newsprint to arts (Szanto, Levy and Tyndall, 2004). This study analysed arts and culture on the spaces given to it in newspapers and the implication of shrinking arts and culture in the news-hole is that visibility would be reduced.

In the analysis carried out on the state of media coverage of arts, culture and equity in New York City, Opportunity Agenda (2015) discovered trends in narrative, frames and messages relating to arts and cultural equity in news reporting, features, articles and editorials. The following key findings were made; great attention was given to detailing and quantifying art and culture's monetary impact through increases in tourism and revenue while less attention was given to other benefits of art and cultural activity (Opportunity Agenda, 2015). Discussion of the city's smaller institutions, places, spaces, and integrated systems that provide support for the creation and consumption of art and culture are largely left out (Opportunity Agenda, 2015). Arts advocacy gave focus on local community improvement through economic gains such as job creation and increased revenue for local small businesses. There tends to be a focus on the role of government in financing the arts that largely leaves aside the key issue of the provision of cultural services (Opportunity Agenda, 2015). These findings are instructive enough as they showed the impact of arts and culture on the economy, job creation and businesses. However, the study did not show how the media used frames to promote arts and culture to attract and sustain patronage that leads to more positive impact on the economy. According to the study by Centre for Arts and Cultural Policy Studies, Princeton University (2016), arts-and-culture content occupied an average of 13,676 column inches (over the period of one month) in the 15 metropolitan daily newspapers studied in October 1998. In October 2003, with 17 metropolitan dailies studied, the average space allocated to arts-and-culture dropped by 23% to 10,527 column inches.

Study emphasised on spaces allotted to articles on arts and culture but did not show how persuasive the contents were to attract investors.

A study entitled: 'Promoting Tourism in West Africa through Newspaper Constructionism, Framing and Salience of some newspapers in Nigeria', revealed that the coverage of tourist sites in West Africa by the newspapers reviewed was significantly very small (Okon, 2015). It was also found that the inability of the newspapers to constructively package tourist sites in West Africa is among the reasons why the sub-region is still not where it should be in the tourism business (Okon, 2015). It was therefore recommended that the Nigerian press should adopt a regional approach to tourism development by focusing content on tourism, while encouraging content that serves to uphold cross border tourism (Okon, 2015). But to focus content on tourism is not enough because content must attract patronage too.

Findings also revealed that tourism in West Africa did not enjoy a fair coverage, both in terms of editorial and advertorial in the newspapers (Okon, 2015). The coverage given to the subject matter by the newspapers studied was devoid of constructionism; it did not make a deliberate attempt to build appeals with a view to encouraging a boost in the industry (Okon, 2015). More so, the newspapers did not present tourism in West Africa within a context that accorded a favourable frame to the subject matter (Okon, 2015). As for salience, the subject matter did not make the front/back page, editorial page or centre spread (Okon, 2015). Therefore, readers' attention could not easily be drawn to it (Okon, 2015). The study further revealed that the newspapers did not encourage government's support for the tourism industry through the initiation and implementation of favourable policies (Okon, 2015). The above study analysed content in terms of the news type, frames that appeal to boost the industry and favourable government policies, but did not show specific frames that could be used to appeal to investors' patronage.

A cursory look at the above reveals that both Nigerian and foreign scholars analysed the newspapers using the same old methods like position of the articles, columns or space allotted to the articles, how prominent a particular article was made and so on. Unfortunately, none of the papers showed particular practicable frames the media could use to make a constructive report to attract patronage in order to promote the economy. This is the gap that this study filled.

The study believes that it is the media's responsibility to frame arts and culture in a favourable manner to attract investors as postulated by the framing theory. Framing theory is seen as an offshoot of agenda setting. It refers to 'the way information is presented' McQuail (2010: 380). According to Erving Goffman, framing is used to explain how the mass media promote

a particular issue through selection, emphasis, exclusion, and elaboration (Scheufele & Iyengar, 2010).

### **Method of Study**

In order to explore the extent to which the newspapers framed arts and culture to attract investors and tourists to promote economic growth, content analysis was used to describe trends in communication content, relate known sources to the messages they produce and to check communication content against standard (Prasad 2008). The standards are parameters used in mass communication research like space allotted to articles and some framing variables such as human interest frame, economic frame, attribution of responsibility frame and policy frame. The rationale is that the variables are self explanatory and could be operationalised. These frames were broken down into categories and data analysed quantitatively and qualitatively. The categories are: space allotted (full, half or less than half page); human interest frame such as the concepts of the arts and culture, and the subjects of the article (people, objects and places). Economic value of arts and culture was mentioned under economic frame. Under the attribution of responsibility frame, problems were identified, and responsibility attributed to people; while in policy frame, we employed policy made by the government.

Data were presented in tables and percentages and scale of percentages were used to rank data. Scales refer to ways variables and/or numbers are defined and categorised. The four scales of measurement commonly used are nominal, ordinal, interval, and ratio (Cohen, Manion and Morrison, 2009). To maintain consistency and order, variables that fall between 0 - 29 percent were regarded as being framed 'to a very limited extent'; 30 - 49 percent were framed 'to a limited extent'; 50 - 69 percent were framed 'to a large extent'; while variables from 70 - 100 percent were framed 'to a very large extent'.

Population of the study was derived at two levels; at the first level, *The Nation* newspaper, *The Punch* newspaper and *Daily Trust* newspapers were purposively selected for their wide coverage and internet visibility. At the second level, population was drawn from all the days in the three months for the three dailies (90 x 3) to make a total of 270 days. January to March, 2014 were analysed because Nigeria was preparing to celebrate her centenary the same year, which was meant to attract foreign tourists and investors. Also, the former President of Nigeria, Goodluck Ebele Jonathan had made efforts to harness the culture industry to grow the economy.

We used one constructed week for three months and 21 editions were selected from each daily newspaper to make a total of 63 editions for the

sample size. The technique used was that in the month of January, all the dates that fell on Monday were written in a piece of paper folded and placed in a ballot box. Dates were thereafter randomly drawn without replacement for the three newspapers. The same was done for Tuesday up to Sunday in the months of January, February and March. Consequently, 63 editions were randomly selected.

It is noted that "a study is reliable when repeated measurement of the same material results in similar decisions or conclusions" (Wimmer and Dominick, 2006, p.166). Two coders were trained and 20% (22 articles) of the data were coded. The training and coding took two hours 21 minutes. Holsti's formula was used to calculate inter-coder reliability and result was 0.8 which showed agreement among the coders and reliability of the instrument.

$$\text{Reliability} = \frac{2M}{N1+N2} = \frac{2(19)}{22+22} = \frac{38}{44} = 0.8$$

Where M represents the number of coding decisions (items) the two coders agreed on, while N1 and N2 are the total number of items coded by the two coders.

Validity reduces bias. "It is the degree to which an instrument actually measures what it sets out to measure," (Wimmer and Dominick, 2006, p.170). The instrument was face validated because the categories and units of analysis were exhaustive, adequately and satisfactorily defined with maximum detail to delineate the boundaries, reduce ambiguity and bias.

## Data Presentation

**Table 1: Space allotted to each article in *The Nation*, *Daily Trust* and *The Punch***

Space allotted to each article	<i>The Nation</i>	%	<i>Daily Trust</i>	%	<i>The Punch</i>	%
1 full page and above	20	29.8	17	89.4	-	-
Half page	7	10.4	2	10.5	-	-
Below half page	40	59.7	-	-	27	100
Total	67	100	19	100	27	100

Out of the 19 articles published in the *Daily Trust*, 89.4% were allotted 1 full page and above while below half a page were allotted to 10.5% of the article. On the other hand, 100% of the articles in *The Punch* were allotted below half

page, but 29.8%, 10.4% and 59.7% were published in full page, half and below half page, respectively in *The Nation* newspaper.

**Table 2: Concepts of the Arts and Culture Published**

Concepts of arts & culture published	<i>The Nation</i>	%	<i>Daily Trust</i>	%	<i>The Punch</i>	%
Film and cinemas	32	47.7	2	10.5	3	11.1
Museum	1	1.4	-	-	-	-
Tourism	7	10.4	2	10.5	1	3.7
Publishing (books, magazine and journals)	3	4.4	2	10.5	1	3.7
Heritage site	-	-	-	-	-	-
Food and wine	-	-	1	5.2	4	14.8
Broadcasting (radio and television)	-	-	1	5.2	2	7.4
Performing art (dance, festival and theater)	4	5.9	2	10.5	1	3.7
Fashion	4	5.9	2	10.5	5	18.5
Visual arts (painting)	5	7.4	-	-	1	3.7
Crafts (textile and sculpture)	1	1.4	4	21.0	-	18.5
Music	9	13.4	3	15.7	8	3.7
Amusement park	-	-	-	-	-	-
Multimedia advertising	-	-	-	-	1	29.6
Zoo	1	1.4	-	-	-	-
Total number of articles	67	100	19	100	27	3.7
Total number of concepts 15	10 (66.6)	-	9(60%)	-	10 (66.6)	100

Out of the 15 concepts of arts and culture, *The Nation* published 10 concepts (66.6%), *Daily Trust* newspaper published 9 concepts (60%) and *The Punch* published 10 concepts (66.6%).

**Table 3: Human Interest Frame**

**How the subject of the article (people, places and objects) was described**

Description of subjects (people, places and objects)	<i>The Nation</i>	%	<i>Daily Trust</i>	%	<i>The Punch</i>	%
People (personal interview of people)	41	61.1	8	42.1	12	44.4
Places (described the beauty in those places)	11	16.4	6	31.5	11	40.7

Objects (described food, showed fashion and textile)	15	22.3	5	26	4	14.8
Total	67	100	19	100	27	100

In *The Nation*, 61.1%, 16.4% and 22.3% of articles talked about people, places and objects respectively. In *Daily Trust*, 42.1% of the articles were about people, 31.5% about places and 26% were about objects. *The Punch* newspaper devoted 44.4% of the articles on people, 40.7% on places and 14.8% on objects.

**Table 4: Economic frame, attribution of responsibility frame, and policy frame**

Categories 7,8,9 and 10	<i>The Nation</i>	%	<i>Daily Trust</i>	%	<i>The Punch</i>	%
Economic value mentioned to boost confidence	5	7.4	4	21	4	14.8
Problem/challenges identified	4	5.9	6	31.5	1	3.7
Whose responsibility to solve problem	3	4.4	4	21	2	7.8
Policy made to protect investment	0	0	1	5.2	2	7.8

*The Nation* framed economic value in 7.4% of the articles, identified problems in 5.9% and attributed responsibilities in 4.4% of the articles. *The Daily Trust* mentioned 21% of economic value of arts and culture in the articles, 31.5% of the articles identified problems to be solved, attributed responsibility to the government and private sector in 21% of the articles and mentioned government policies required in 5.2% of the articles. In *The Punch* news paper, the economic value, problems identified, attribution of responsibility and government policy were published in 14.8%, 3.7%, 7.8% and 7.8% respectively.

## Discussion

The newspapers under study covered the concepts of arts and culture to a large extent. This creates a window for the world to see the various things Nigeria has to offer and which could boost the economy if patronised by investors and tourists. Such a practice is in the right direction as it makes visible all the concepts of arts and culture.

The concepts were well covered to create visibility. However, how they were described and the space allotted to them may not attract investors' patronage. This supports Okon's findings that the inability of the

newspapers to constructively package tourist sites in West Africa is among the reasons why the sub-region is still not where it should be in the tourism business. The study discovered that people (celebrities) were mostly interviewed on their personal lives instead of their products. This may not appeal to customers' patronage. Nevertheless, places and objects were well described in a manner that could attract patronage locally and internationally, which will impact the economy positively. Unfortunately, they were described in few articles which may not create enough visibility to attract patronage.

*Daily Trust* newspapers covered the industry mostly in full pages (89.4%), colour and in dedicated columns giving it a very good visibility that attracts investors to read the articles. But *The Nation* and *The Punch* covered most of their articles in less than half page (59.7% and 100% respectively) in colour and dedicated columns and therefore were not given much visibility, which will definitely reduce their readership. The result agrees with Szanto, Levy and Tyndall's findings that most newspapers dedicate less newsprint to arts and culture.

The problems facing the industry were identified while responsibility was attributed to the government, private sectors and individuals to help boost the industry. But they were all framed to a very limited extent in the three newspapers. It implies low visibility that might not attract the needed support from the government and others to improve on the industry. The poor state of the industry may result to low patronage that will culminate in a negative impact on the economy.

Though the subjects in the articles were well described, they may not influence investors to patronise the sector since the information on the economic values which should showcase what investors stand to gain if they invest in the sector were framed only to a very limited extent (7.4%, 21% and 14.8%). Very little attention was given to the accruable monetary benefits of arts and culture through tourism and other concepts that will increase investors' confidence. There was no advocacy that focused on improving infrastructures in the communities to attract tourists and create job opportunities. Unlike the newspapers in New York that pay great attention to detailing and quantifying art and culture's monetary impact through increases in tourism and revenue.

Study believes that despite the economic values, the institution of good policies that protect investments and provide security will most likely influence tourists and investors to visit and invest in the sector. Unfortunately, policies were framed to a very limited extent in the three newspapers. One of the two articles published during the period under review stated that the government should develop cultural policies while the

other suggested that government should actively implement policies made. This is good but does not provide enough information that would encourage investors and tourists to invest in the industry. Also, not stating the areas that have policies implications and how to sustain them by the newspapers will not give policy makers a clue on the exact areas policies could be made to attract patronage. These are the same challenges Okon discovered in his research in 2015 which indicates that little or nothing has been done to alleviate the challenges in arts and culture industry in Nigeria in the past few years.

## Conclusion

The newspapers framed arts and culture to attract patronage to a very limited extent. The framing variables used in the objectives and explained further in tables three and four helped to describe explicitly and measure specific areas the industry needs to improve upon. This shows that the framing theory could help in constructive reporting. Though the various concepts of arts and culture were published to create visibility, nevertheless, the description of the subjects (people, objects and places), the economic values and policies made were poorly framed and therefore may not attract patronage. This implies that the media are oblivious of the values of some frame patterns in constructive news report. Failure of the media to shift focus from their current reporting style to a constructive frame might result to a continuous setback in the industry. This is the gap the study tried to fill.

## Recommendations

- The media should integrate frame variables into permanent work programmes to attract patronage and to enhance economic growth.
- Media institutions should organise training periodically for their staff to inculcate skills on how to write constructive news report using framing theory.
- The departments of Mass Communication should include constructive reporting using the sub frame variables in some of their courses.

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