

## **Global Perspectives on the Impact of Mass Media on Electronical Processes.(book review)**

**Nesma salim\***

### **ملخص الكتاب باللغة العربية**

كتاب وجهات نظر عالمية حول تأثير وسائل الإعلام على العمليات الإلكترونية للمؤلفة ستيليا اريجوزا هو الأبحاث والمقالات التي تناولت تأثير وسائل الإعلام على المجتمعات الاجتماعية والسياسية في مختلف دول العالم ومنها العالم الاسيوي والافريقي بصفه خاصة. يتكون الكتاب من 8 فصول وكل فصل منهم يتناول فكرة تأثير وسائل الاعلام علي الحياة الاجتماعية والسياسية لكل بلد.

تحتل وسائل الإعلام مواقع بارزة في الحملات الانتخابية حيث تحافظ وسائل الإعلام والسياسة الانتخابية على علاقات متبادلة. ويحتاج الساسة إلى القنوات الإعلامية المختلفة لتوفير المنصات التي يحتاجون إليها للوصول إلى ملايين الناخبين المحتملين الذين قد لا يتصلون بهم أبداً بأنفسهم. يمكن لرسالة حملة واحدة نقلها وسائل الإعلام أن تصل إلى عدد أكبر من الناخبين مقارنة باجتماع حملة واحد بين المتسابق وأعضاء الناخبين خلال حملته الانتخابية. فعلي سبيل المثال يوضح الكتاب اعتماد فيسبوك خلال الحملة الانتخابية للبرلمان الأوروبي لعام 2019 في رومانيا. بيانكا فوكس، جامعة ولفرهامبتون، المملكة المتحدة 1 والبحث بقلم فالنتينا مارينيسكو، جامعة بوخارست، رومانيا.

المقالة الثانية من الكتاب بعنوان تأثير تبلور البث التلفزيوني على الناخبين النيجيريين خلال الانتخابات الرئاسية، بقلم ستيليا أمارا أريغوزوه، جامعة العهد، نيجيريا.

---

\*مدرس الترجمة والأدب بقسم العلاقات العامة والإعلان بكلية الإعلام  
جامعة ٦ أكتوبر

المقال الثالث بعنوان تأثير وسائل التواصل الاجتماعي والأخبار الكاذبة على الحركات الاجتماعية: أمثلة من تونس ومصر، هيدر سي ويب، كلية دبي للطلاب، كليات التقنية العليا، الإمارات العربية المتحدة، منال إمام، كلية دبي للطلاب، كليات التقنية العليا. الإمارات العربية المتحدة.

البحث الرابع يحمل عنوان التحليل السردي لتغطية الانتخابات الرئاسية لعامي 2015 و 2019 في صحف نيجيرية مختارة، بقلم أولواسيون أيبوي أغبيرو،

جامعة إبادان، نيجيريا، وستيفن داميلولا أوديبي، جامعة إبادان، نيجيريا. الورقة الخامسة من الكتاب جاءت بعنوان: وسائل التواصل الاجتماعي وسياسة نيجيريا، بقلم سيلاس أودينزي، جامعة أبوجا، نيجيريا. من المهم الاعتراف بالمساهمات السياسية الكبيرة التي قدمتها وسائل التواصل الاجتماعي في نيجيريا.

الفصل السادس من الكتاب يحمل عنوان "الرسوم الكاريكاتورية السياسية في دولة أفريقية نموذجية: دراسة حالة لصحف بوتسوانا"، بقلم إينو أكبابيو، جامعة ناميبيا، ناميبيا.

أما الفصل السابع فيحمل عنوان وسائل التواصل الاجتماعي ومشاركة المواطنين في الانتخابات ومكاسب الديمقراطية في جمهورية نيجيريا الرابعة، بقلم ديفيد إيمهونوبي، جامعة كونفينت، نيجيريا، وأوجوتشوكو موسى أوريم، جامعة كونفينت، نيجيريا.

الفصل الأخير من الكتاب يحمل عنوان التغطية الصحفية لحملة بوكو حرام الإرهابية في نيجيريا: تحليل محتوى الصحف الوطنية المختارة قبل وبعد الانتخابات العامة لعام 2015، بقلم باباتوندي أونني، جامعة ماونتنتوب،

نيجيريا، وبرايذ لامينا، من منظمة ريديمير. الجامعة، نيجيريا  
تؤثر رسائل وسائل الإعلام على الانتخابات. وهذا ما يفسر سبب قيام السياسيين وأحزابهم السياسية ومؤيديهم وأعدائهم بإثراك المنصات الإعلامية لتمرير أجزاء مختلفة من الرسائل لتتقيد الجمهور، وذلك في المقام الأول على أمل إقناع الناخبين بتفضيلهم. يقدم هذا الكتاب دليلاً على أن إشراك وسائل الإعلام يمكن أن يؤثر على النتائج الانتخابية في بلدان مختلفة

## **review**

The book is a collection of researches and papers dealing with the impact of mass media on social, and political communities in different countries all over the world. The

book consists of 8 chapters. Each chapter is summarized as follows:

Chapter 1 is entitled Social Media and Electoral Processes: An Exploration of Facebook Adoption During the 2019 European Parliament Election Campaign in Romania Bianca Fox, University of Wolverhampton, UK 1 by Valentina Marinescu, University of Bucharest, Romania.

Research papers already in existence go into great detail to explain why people utilize social media during election campaigns. Still, there isn't enough proof to conclude that social media isn't being utilized to supplement more conventional forms of communication. The adoption and non-adoption of Facebook (FB) by Romanian political parties during the 2019 European election campaign is explained in this chapter using the diffusion of innovations theory. The chapter tackles two research questions: how the adoption or non-adoption of Facebook affected the overall election results, and what the distinctions were between Facebook adopters and non-adopters during this campaign in Romania. The content of 885 Facebook posts was examined. This chapter provides evidence that

better electoral outcomes are not always achieved by using Facebook to engage the posts.

The second paper in the book is entitled *Crystallization Effect of Television Broadcasts on Nigerian Voters During a Presidential Election*, by Stella Amara Aririguzoh, Covenant University, Nigeria

Election-related information is frequently provided to viewers via television. There will always be voters who register to vote but then choose not to complete the electoral process, such as casting a ballot. The purpose of this study was to determine whether watching television caused citizens to suffer from the crystallization effect. This influence leads indifferent citizens to make blatant decisions about specific candidates. This study aimed to investigate the impact of crystallization on voters in the Ogun State, Nigeria, Ado Odo/Ota areas during the 2007 Nigerian presidential election. 782 respondents who did not belong to any political party, did not have a preference for any candidate, and had not decided who to vote for were surveyed in order to obtain the necessary data.

As for the third article, it is entitled *Social Media and Fake News Impact on Social Movements: Examples From*

Tunisia and Egypt, Heather C. Webb, Dubai Men's College, Higher Colleges of Technology, UAE, Manal Emam, Dubai Men's College, Higher Colleges of Technology, UAE. With its many benefits, including the ability to disseminate information more quickly than traditional media, social media has emerged as the preferred digital communication platform. Nevertheless, one drawback of social media has been the rise of fake news, which is mostly due to deepfakes and the increased digitalization of information. Because fake news has the extraordinary ability to mobilize multiple news and media outlets at once, it has a wider reach now than traditional disinformation reminiscent of the Cold War. Social movements in Egypt and Tunisia were so severely damaged by fake news and social media that they are frequently referred to as the first social movements influenced by social media. These movements, which mostly arose in opposition to harsh regimes and dismal living standards, came to be known as the Arab Spring.

Another important essay is entitled Narrative Analysis of the Coverage of the 2015 and 2019 Presidential Elections in Selected Nigerian Newspapers, written by Oluwaseun Abioye Agberu, University of Ibadan, Nigeria, and Stephen

Damilola Odebiyi, University of Ibadan, Nigeria. The media is important for the sustenance of democracy. While several studies have examined the role played by the Nigerian media during elections, none has examined issues discussed by the media during elections, in particular the 2015 and 2019 presidential elections. Therefore, the study undertook, through narrative research design, the coverage of the 2015 and 2019 presidential elections in Vanguard Nigeria and Daily Trust newspapers. Findings from the study reveal that Nigerian newspapers preached national unity, warned of economic depression and the need to diversify the economy, questioned the preparedness of the electoral commission to conduct elections, questioned the ability of the presidential aspirants to eradicate corruption, spoke out against pre-election violence and vote-buying, and spoke against the use of divisive rhetoric by politicians. The study recommends that media owners and professionals themselves should safeguard the profession from being a tool in the hands of divisive politicians.

The fifth paper in the book is entitled Social Media and Nigeria's Politics, by Silas Udenze, University of Abuja, Nigeria. It is important to recognize the significant political

contributions that social media has made in Nigeria. The division between elected officials and the electorate has narrowed as a result of the rise in unofficial information sharing on social media. The impact of social media in a democracy such as Nigeria is examined in this chapter. It highlights the significance of social media in politics as well as the problems that come with its uptake in Nigeria. Research on social media and politics that has already been done primarily focuses on determining how social media has tarnished Nigerian politics. There is, however, less evidence of academics providing solid conclusions about how social media affects the presentation of a solid framework landscape. As a result, the chapter offers perspectives on the ways in which social media has influenced Nigerian politics. Existing research on social media and politics tend to focus on finding out how social media has marred Nigeria's politics. However, there is little evidence of scholars' presenting robust findings of the impact of social media on presenting a robust framework landscape. Consequently, the chapter provides insights on how social media has impacted Nigeria's politics. Furthermore, it critically analyzes and dissects the synergy

between social media and politics, democracy, political mobilization, political education, and political advertising.

Chapter 6 of the book is entitled Political Cartoons in a Model African State: A Case Study of Botswana Newspapers, by Eno Akpabio, University of Namibia, Namibia. Cartoonists' stock-in-trade has been to lampoon the excesses and moral foibles of political power holders. Cartoonists have been most unkind to misrule, abuse of power, and authoritarianism. The overarching aim of this study was to find out if cartoonists would be gentle and kind to Botswana political figures seeing that they preside over a state which had been held up as beacon of hope and a model of good governance. Cartoonists employed Eko's transilience to animalize African leaders for satirical purposes deterritorialization to remove them from familiar territories for ethical criticisms. This chapter examines the themes and direction of the cartoons, the study's findings indicate that Botswana newspaper cartoonists largely engage in deterritorialization more than transilience. However, the global trend of irreverence and negative portrayal of politicians persists.



The Seventh chapter is entitled Social Media, Citizens' Participation in Elections, and the Proverbial Dividends of Democracy in Nigeria's Fourth Republic, by David Imhonopi, Covenant University, Nigeria, and Ugochukwu Moses Urim, Covenant University, Nigeria. The objectives of this chapter are to examine social media and citizens' participation in elections in Nigeria's Fourth Republic; appraise social media and delivery of democratic dividends in Nigeria's Fourth Republic; and identify the relationship among social media, citizen participation in elections, and delivery of democratic dividends in Nigeria's Fourth Republic. The study was hinged on the social capital and democratic participant media theories and a review of relevant academic literature. The study finds that while social media facilitated citizen participation during elections in Nigeria's Fourth Republic, actual voter turnout was low. Also, the study shows that in spite of social media use by Nigerian citizens, democracy dividends are yet to be delivered to Nigerian citizens. And lastly, findings reveal that there appears to be a weak relationship between social media and citizens' participation in elections in Nigeria and that social media use by Nigerians

has not delivered the dividends of democracy to the people.

The last chapter of the book is entitled Newspaper Coverage of the Boko Haram Terror Campaign in Nigeria: A Content Analysis of Selected National Newspapers Pre- and Post-2015 General Elections, by Babatunde Oni, Mountain Top University, Nigeria, and Praise Lamina, Redeemer's University, Nigeria

Terrorism is one of the leading security challenges in Nigeria. Since 2009, the terrorist group, Boko Haram, is the major group fueling this problem by carrying out terror attacks mostly in the northeastern part of the country. The period between 2014 and 2015 marked the peak of terrorist attacks by the group. This period coincided with the general elections, which saw a transition from one civilian regime to another. Boko Haram menace was one of the pressing issues that voters wanted to be resolved. How did the media frame this problem? A content analysis of three national daily newspapers was conducted to see the newspapers' pattern of Boko Haram coverage shortly before and after the 2015 general elections. The study found a slight difference in Boko Haram's reporting before

the elections and after. While most of the frames used in newspapers remained unchanged, the frames reflecting hopelessness began to feature more.

The media play active roles in politics with different media channels serving as bridges that link the politicians and citizens together. It is clear that what the media emphasize as important may be seen as such by the public. Hence, it is likely that the media may impact voter decisions during electoral processes and even during the elections. As such, it is imperative that research is collected on the impact of the media and the role it plays in strengthening party loyalty, improving public knowledge on elections, and swaying apathetic citizens to become involved in the electoral process. *Global Perspectives on the Impact of Mass Media on Electoral Processes* provides relevant theoretical frameworks and research findings that evidence the impact of the media in specific elections in different countries around the world. The book supports professionals who want to improve their understanding of the strategic roles that the media play in electoral politics as well as political candidates who may want to know if their heavy expenditures in paying the media to carry their political messages bring in returns on their investment.

Covering topics that include social media, political cartoons, and media influence, this book seeks to provide fresh insights on the media's impact on elections whether at the national, regional, or local levels. It is ideal for politicians, campaign managers, media analysts, government officials, professionals, researchers, students, academicians, and individuals involved in electoral management, political parties, advertising agencies, and marketing companies.

Aririguzoh, Stella, 2021. *Global Perspectives on the Impact of Mass Media on Electoral Processes*, Covenant University, Nigeria