
EVALUATION OF SOCIAL STUDIES AND ELECTRONIC
MEDIA IN THE FIGHT AGAINST CORRUPTION AND
MATERIALISM IN NIGERIA

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Abstract

This study examines the agents of socialization with a view to addressing the menace of corruption and materialism in Nigeria. The study seeks to evaluate the expected roles of Social Studies and that of electronic media on the maintenance of societal core values. The study adopted secondary source data. Junior secondary school one to three Social Studies curriculum and agenda of the electronic media were used as tools of evaluation. The study reveals that despite the numerous issues incorporated in mass media as its means of sensitizing the public through scheduled programs and radio drama, sponsored and relayed from time to time to give mentation, negative attitude to corruption and materializes still persist. From the evaluation process, the researchers try to find out the important roles of social studies in the fight against this menace, no credible attention, has ever been given to materialism and its damages. The study thereby concluded

that both mass media and social studies are still on their toes waging serious wars to educate the public with a deep consciousness that corruption emanates from the heavy desire of material things.

Keywords: *Corruption, Materialism, Mass Media, Social Studies.*

Introduction

Every nation of the world drives towards the main goal of being among the developed and giants countries that influences the economy of the world. Africa society for an instance is identified and known for one lacuna or the other in its tread towards development. The greatest enemy of development is spare headed by the high level of corruption at devise levels; political, economy, social corruption and so on. Whenever corruption takes place in most cases, some people (most especially the public) pay the price of any material acquired by the actor of such immoral act.

Corruption is when a position of trust is being exploited to realize private gains beyond what the position holder is entitled to. Olurode and Anifowose (2007) asserts that corruption is an illegal act, which involves inducement or/and undue influence of people either in the public setting or the private sphere to act contrary to the extant rules and regulations which normally guide a particular process. From this definition, they see corruption broadly beyond the government. It must be noted that in the 'journey' to the development of any nation, both governmental and non-governmental organizations are expected to be on their toes.

They went further to identify corruption in its varieties;

Corruption manifests in various ways. These include: soliciting and accepting bribe before the discharge of lawful duties; nepotism, appropriation and privatization of state properties for private ends, abuse of official position, miscarriage of justice, undervaluation of governments assets meant for disposal, lower taxes, sexual harassment in the tertiary institutions, electoral bribery, inflation of

*government contracts, examination malpractices, etc.
(Olurode & Anifowose, 2007 P. 69)*

From the varieties of corruption indicated above, it can be said that there is no nation with all these variations that will make it to the 'promised land of development'. Development involves efficient educational system, fair judgment, respect to all forms of fundamental human right which involves the choice of candidate in an election and as well as freedom of speech without fear. Any attempt where these are not in the mind of every individual in a society, there comes a problem in the way to development.

It is, therefore, not an understatement to assume that corruption is already part and parcel of the Africa culture. Anytime an act of corruption takes place in Africa, even if the beginning is tough, the accused if 'strong' enough to pull him/her-self out becomes a celebrated icon. An instance of this is not far-fetched within the shore of Nigeria when an impeached former governor of Bayelsa State, Chief Diepreye Alamieyeseigha convicted for money laundry and corrupt enrichment was given a presidential pardon by former President Goodluck Jonathan. He was given a glamorous welcome at his arrival back to Bayelsa State which marvels most concerned Nigerians, especially with his effusive speech as described by Ladepo (2017).

There are numerous factors responsible for the high level of corruption in our society. Among them all is a materialistic state of mind. According to Benjamin and Nkechinyere (2014), materialism constitutes one of the major roots of all vices such as kidnapping, armed robbery, terrorism, bribery and corruption in Nigerian society. Materialism is not said to be unjust or inappropriate in the context of this study, rather seen as an indicator of injustice or underdevelopment when it is acquired at the expense of others. Hobbes as cited by Samuel (1966) pointed out that there could be right to material wealth only if it was acquired according to the stipulations of the law. Therefore, materialistic nature is not an evil in itself but in its end.

Nigeria is a country where materialism is appreciated and more valued. Whoever that possesses high material things stand the chance

of being honoured and recognized in all sectors of the society including churches. Nigerian culture encourages material desires in men, an instance of this can be found in eastern part of the country where the exorbitant amount of money will be required from a man before he can claim ripe for marriage. Nigeria censored body, though, seems to be waking up gradually from their slumber in addressing the kind of music and movies being released for Nigerians to hear and see. Examples of some mind provoking song which encourages money being made anyways include “kin sha ti lowo, wire wire, kin sha to lowo” meaning, money must be made even if it involves not sleeping and making it through internet fraud, and other illegitimate means.

Any society that celebrates the appearances of materialism unavoidably sows the seeds of corruption which grows from generation to generations. Benjamin and Nkechinyere (2014) stated Nigeria has become materialistic to the extent that religious communities are not an exception. In Nigeria today, family survival depends largely on the amount of materials wealth at the disposal of parents....Consequently, most Nigerians in the presents century are working hard to grab the National cake, by all means, Christians and Muslims alike (P.22)

From the observation, the burning desire of material things is enough to increase the level of corruption. Invariably, the act of corruption and materialism has turned to societal norms in the country, which in most cases makes everyone involved a ‘hero’. The unwanted and the wanted ‘plants’ of culture have therefore gotten mixed together. In such, agents of socialization are expected to re-orientate the adults and socialize the upcoming generations properly. The agents of socialization include family, school, peer groups, mass media and religion. Each of the aforementioned agents is expected to be on her toes fighting against every bit of corruption for the sustainability of societal values and culture. Despite the existence of these agents, there still seems to be a high number of chronicles which explains the prevalent level of corruption in Nigeria. Therefore, the main thrust of this study is to take a look into the activities of some agents of socialization and check if they are playing their roles in addressing the act of corruption and the dying desires of man to

have all they want. Hence, the study seeks to evaluate the social studies school curriculum in the fight against corruption and materialism, as well as the program schedule of electronic media in Nigeria.

Corruption may be seen to be eating up the development of Africa daily, and it is thereof blinking. Many lives are gone because of an act of building a low recommended structure or constructing a low rated road. Agha (2012) noted, the allotments from treasury are eroded by the corruption of project administration at every level. All these and many more acts had and is taking away many peoples life and destiny because of the selfish desire of an individual or a group of people that syphon the resources of the society in order to enrich their pocket, have a mansion, and own a big company even outside the country.

Concerned scholars such as Benjamin and Nkechinyere (2014), Edinyang and Usang (2012) and organized bodies like Transparency International (2014) at one time or the other worked immensely in the area of corruption and materialism either separately or together as a *pari-passu* concepts. In the course of their studies, many focused mainly on the causes and its effects, some concentrated on the roles or damages caused by the religious body, some assessed Social Studies roles. This study is therefore interested in taking up agents who are expected to make necessary corrections by evaluating their roles and functions if well placed in achieving a sane and acceptable society. This study therefore seeks to evaluate social studies and electronic media agenda and pin-point areas of their lapses where needed.

Objectives of the Study

This study is expected to

- i} explain the relationship between Social Studies and electronic media in tackling corruption and materialism in Nigeria.
- ii} assess the Social Studies curriculum and the electronic media agenda in tackling corruption and materialism in Nigeria
- iii} suggest appropriate measures that will help identify and address the lingering intent and desires for corruption and materialism in Nigeria.

Research Questions

The following research questions guide the research work

- i} What are the relationship that exists between Social Studies and electronic media in tackling corruption and materialism in Nigeria?
- ii} To what extent do Social Studies curriculum and the electronic media agenda tackled corruption and materialism in Nigeria?
- iii} what are the appropriate measures that can be put in place to address the lingering and desires corruption and materialism in Nigeria?

Methodology

This study made use of secondary source data. The data were retrieved from social studies curriculum and the programmes settings on the electronic media. Social studies and electronic media were considered for this study based on their capacity and expected roles in the process of socialization. Social studies is one basic subject from primary school level saddled with the responsibility of inculcating the societal culture and value into the pupils from elementary/basic one to six, even till basic 9 in secondary schools (JSS 3). On the other hand, electronic media was considered as one of the major agents of socialization that has a wide range capacity to meet the old and the young, the poor and the rich.

The researchers made use of Junior Secondary School 1-3 curricular in order to dissect the level of exposure expected to be given to the students at each levels of education in Nigeria educational system. The study made use of a national private radio station, Raypower, using Osun state frequency as a case study (95.50fm). This Radio station was considered based on its availability in almost several home, both in the rural and urban environments: Other secondary source of data such as textbooks, journals, magazines, newspapers and internet sources were used by the authors. Content analysis was adopted to analyze the data for the study.

Evaluation of Social Studies Secondary School Curriculum in the Fight against Corruption and Materialism

Education starts from birth to grave, so also socialization process through varieties of events. Briggs (1930:85) defined education as a long-term investment by the state to make itself a better place in which to make a living. From such definition, education goes a long way to determine what comes from the citizens. Whatever education produces can only be measured by what it has inputted in them. One of the major instruments of education to secure a safe society is social studies.

According to Makinde (1979), Social Studies is a problem-solving programme and is expected to help solve their societal problems. Makinde in his definition sees social studies as a subject injected into the educational system with a goal and expected output as it was referred to as a problem solving 'programme'. This study share the same view with Makinde (1979) definition of social studies as a program and concluded that in order to have a sane and well-preserved society through social studies in terms of culture, values, norms and so on, there needs to be an effective content (curriculum) embedded in the subject.

The goal of Nigerian education for social studies is the acquisition of appropriate skills, abilities and competencies both mental and physical as equipment for the individual to live and contribute to the development of the society (by fighting social vices such as corruption). The aim of establishing Social Studies in the post-primary institutions is, therefore, to develop in the student an appreciation of his cultural heritage and a desire to preserve it and not to destroy it with social vices. (Edinyang & Usang, 2012). Edinyang and Usang went further to opine that,

Social Studies as a value-free and value-laden subject has the capacity to build sound morals and integrity in all facets of the society, it serves as an aid to changing the value, system of the people, and as a means of re-appraising undue obsession to materialism and primitive wealth accumulation which is the mania that is somehow

responsible for corrupt practices in the society which invariably thwart national transformation (P.100)

It can, therefore, be said that Social Studies has a major role to play in the fight against any attribute of materialism and corruption in Nigeria. The study, therefore, took it upon itself to evaluate Social Studies' capacity to the present high occurrences of materialism and corruption in Nigeria.

Curriculum context is the strategic way of achieving the aims and objectives of any given subject in the four walls of the classroom. Like any subjects in Nigeria from primary to a higher degree, Social Studies maintained a valuable stand among them towards the preservation of Nigeria culture and values. Social Studies carry some aims and objectives at both the Basic Education and Junior Secondary levels as stated by Nigerian Educational Research and Development Council (2007) which are expected to orientate and re-orientate the students as they are being injected into the larger society. The objectives are expected to enable pupils and students to achieve the following:

- a) develop the ability to adapt to his or her changing environment;
- b) become responsible and disciplined individuals capable and willing to contribute to the development of their societies;
- c) inculcate the right types of values;
- d) develop a sense of comprehension towards other people, their diverse cultures, history and those fundamental things that make them human;
- e) develop the capacity to recognize the many dimensions of being human in different cultural and social contexts;
- f) develop a sense of solidarity and sharing based on a sense of security in one's own identity.

Looking into the aforementioned objectives, it is right to adjudge social studies as a preserver of culture and values. In the process of inculcating the right types of values, students are expected to know what is right from what is not.

The summary of content in the curriculum for Junior Secondary Classes shall be taking into consideration in the process of this evaluation.

Table 1: Junior Secondary One Curriculum Content

S/N	THEMES	TOPICS
1	Introduction to Social Studies	<ul style="list-style-type: none"> • Meaning and Scope of social studies • Nature of social studies • Objectives of social studies • Importance of social studies
2	People and their Environment	<ul style="list-style-type: none"> a. Meaning and types of environment eg physical and social environment • Features of physical and social environment and their influences • Environmental problems and solutions a. Social Environment meaning and types of social environment e.g Primary (family) and secondary social groups • Causes, effects and steps in conflict resolution b. Safety in the Environment • Need for safety and measures for safety
3	Socialization: Its Agents and Processes	<ul style="list-style-type: none"> • Meaning, significance and process of socialization. • Agents of socialization • Effects of socialization
4	Culture	<ul style="list-style-type: none"> • Meaning and components of culture • Features of culture • Uniqueness of Nigerian culture • Cultural similarities and differences in Nigeria people
5	Social Issues and Problems Contemporary social issues and problems	<ul style="list-style-type: none"> • Meaning and identification of contemporary social issues in Nigeria. • Causes, effects and solution e.g. HIV/AIDS. Meaning of HIV/AIDS, causes of HIV/AIDS, problems of HIV/AIDS, care for the HIV/AIDS infected and affected. Prevention of HIV/AIDS
6	National Unity Integration	<ul style="list-style-type: none"> • Meaning of National unity and integration • Needs for National unity and integration • Symbols of Nigerian Unity e.g National Anthem, the Pledge, Currency and the Constitution etc. • Measures for promoting National Unity.

Source: Nigerian Educational Research and Development Council (2007)

The fight against corruption can be indicated in theme number 2 '*People and their Environment*', social environment to be precise. The social environment is the norms and value of the society which influence the mind of anyone who grows up in such society. Such norms and values needs to be well preserved in order not to let such society get injected with bad influences which would invariably affect the new generations.

The curriculum continues the fight in theme number 3 '*Socialization*' which is the hub of the subject-Social studies-itself. If this topic is well taught, it will definitely get the students more prepared to be a friend to all agents of socialization for better exposure and at the same time caution them of the damages in all. In such teachings, the mind of the students must be prepared to learn how to filter every word they get from any source of socializing agents.

The first topic of themes 5, "*meaning and identification of contemporary social issues in Nigeria*" is sufficient enough to guide the discretion of the teacher in order to present before the students' damages of any present social issues at the period of the teaching. With such, it can be assumed that any self-developed teacher would not consider it twice before he or she deems it fit to educate the students on the damages caused by corruption in the physical and social environment in the country, and further create a solution by re-orientating the students where necessary.

Table 2: Junior Secondary Two Curriculum Content

S/N	THEMES	TOPICS
1	Introduction to Social Studies	<ul style="list-style-type: none"> • Meaning and Scope of social studies • Nature of social studies • Objectives of social studies • Importance of social studies
2	People and their Environment	<ul style="list-style-type: none"> a. Meaning and types of environment eg physical and social environment • Features of physical and social environment and their influences • Environmental problems and solutions a. Social Environment meaning and types of social environment e.g Primary (family) and secondary social groups • Causes, effects and steps in conflict resolution b. Safety in the Environment • Need for safety and measures for safety
3	Socialization: Its Agents and Processes	<ul style="list-style-type: none"> • Meaning, significance and process of socialization. • Agents of socialization • Effects of socialization
4	Culture	<ul style="list-style-type: none"> • Meaning and components of culture • Features of culture • Uniqueness of Nigerian culture • Cultural similarities and differences in Nigeria people
5	Social Issues and Problems Contemporary social issues and problems	<ul style="list-style-type: none"> • Meaning and identification of contemporary social issues in Nigeria. • Causes, effects and solution e.g. HIV/AIDS. Meaning of HIV/AIDS, causes of HIV/AIDS, problems of HIV/AIDS, care for the HIV/AIDS infected and affected. Prevention of HIV/AIDS
6	National Unity Integration	<ul style="list-style-type: none"> • Meaning of National unity and integration • Needs for National unity and integration • Symbols of Nigerian Unity e.g National Anthem, the Pledge, Currency and the Constitution etc. • Measures for promoting National Unity.

Source: Nigerian Educational Research and Development Council (2007)

The study is a continuum in order to let the teachings of value get stick into the thinking of the students. Junior class two takes the bull by the horn in the fight against corruption by addressing corruption itself as a topic (topic number four, under the theme number two). Virtually all the topics under the theme number three is focusing on the fight against corruption.

An act of drug trafficking is a corrupt act, as well as cultism. All those surrounded by a topic on corruption alone is a 'hard-time' battle. In the course of teaching the topic, the teacher is expected to address the types of corruption, causes, consequences, and the agencies of corruption, finally, ways to improving current efforts at preventing it. Under the courses, the curriculum identified 'social attachment to material wealth' which is expected to be a topic on its own. Every other thing can be assumed to have been attached to that social attachment to materialism.

Nevertheless, social studies curriculum for junior class two can still be said to be the class where the 'battle ground' against corruption is academically situated.

Table 3: Junior Secondary Three Curriculum Content

S/N	THEMES	TOPICS
1	Social Value	<ul style="list-style-type: none"> Trafficking in children and woman
2	Peace and Conflicts	<ul style="list-style-type: none"> Peace Conflict
3	National Economy	<ul style="list-style-type: none"> National Economy Sectors of Nigerian Economy Nature of the Nigerian Economy Economy Reform measures in Nigeria (1) Privatization, commercialization deregulation Economic institutions
4	Science Technology and Society	<ul style="list-style-type: none"> World transportation systems
5	World Issues	<ul style="list-style-type: none"> Global International cooperation

Sources: Nigerian Educational Research and Development Council (2007)

Looking at the theme number one '*Trafficking in children and women*', one can easily conclude that social studies curriculum for junior secondary school one to three took its ground to make sure the Nigeria students are given necessary awareness for the safety of the country as a whole.

Having had an evaluation of social studies curriculum, it can be said that social studies remain an unavoidable tool of fighting the battle against the damages of corruption and take it to extinction. Nevertheless, this study is not only considering social studies as a tool for curbing the high rate of corruption in Nigeria society. The study has an equal believe that other agents of socialization can make a huge role in fighting corruption and materialism, hence, the researchers seek to evaluate mass media in process of putting a stop to corruption and materialism in Nigeria society.

Evaluation of Mass Media Agendas in the Fight against Corruption and Materialism

According to Olurode and Anifowose (2007), mass media comprises both the electronic and print and is undoubtedly the watchdog of societal interests. Societal interest varies; from politics to the economy, social, education and so on. The importance of mass media in the fight against corruption and materialism, therefore, becomes relevant as corruption remains one common enemy of all the societal interests expected to be watched over by the mass media.

The main thrust of agenda settings of the media is not only in the power of the media to determine what the public should know and what they should not know, but to ensure that the public have something to think and eventually talk about, at times in a particular direction (Olowu, 2017). In other words, the mass media has the power to influence what people think and talk about even if sometimes they may not do or go in the direction of the media. Agba as cited in Okunna (2002), it is only when the media place importance on some issues that they become meaningful to the masses.

At this juncture, it can be said that to a very large extent, the mass media has the power to influence the thinking of men in their day-to-day activities. Electronic media especially the television with

its visual ability goes a long way in helping to curb the menace of corruption and materialism through educative programmes and most importantly the nature of movies and music being shown on the television. Radio also does have radio drama as well as music and special program sessions, the fundamental question is, what they imprint on the brain of people on what to think about or how often do they deliver good media diet as described by Warburton (2012). Therefore, the media are expected to be fully involved in the fight against corruption. The question is what are those things that are more important to the media in this contemporary Nigeria?

Nigerian electronic media are expected to meet up to the task of cautioning the people of the country, younger or older ones in the area of corruption. The importance of electronic media among other types is their ability to reach an audience not minding the location (either rural or local) as well as registering images in the memory of their audience.

This session of the paper is taking a critical look at the activities of the mass media in Nigeria in the cause of the fight against corruption and materialism. Nigeria radio stations are on top of the fight against corruption by their programmes, and focus on news. Radio Nigeria (95.5 FM) is an evidence of this in one of her programs on Friday between the hour of 8:30-9:00am. This program is saddled with the proper update of the activities of Economic and Financial Crime Commission (EFCC) and equally do have a short radio drama titled "Tethered money" which is expected to orientate and re-orientate the audience about the dangers of corruption.

Raypower radio (Abuja station, 100.5FM) with her weekly program is not exclusion in the course of the fight against corruption. This can be seen in their programs called "Political Platform" which starts from 8:00-10:00am all over their branches in the country. This program gives room for the audience to communicate back and release their opinion to the general public. Some other important step of the media in this perspective is the areas of bringing in people in places of authority either for questioning or clarifications.

National Television Authority International (NTAi) equally do have a session of their program issued out for the ICPC as well as

EFCC to update the public on how they operate, as well as how the people can give a substantive information about a suspect or any organization when it comes to corruption. Programs on this television channels include;

Nevertheless, the mass media's limitation cannot be avoided. Due to mass media bundles of issues to address in the society, they tend to give little time to the issue of corruption as there are other issues that equally needs attention. Presently, hate speeches are taking the air of the media. The electronic media at times in the name of entertainment, encouraged corruption through an act which promotes materialism in the heart of the youth.

Conclusion and Recommendations

The study reveals that both social studies and mass media have a common goal in the fight against corruption and materialism as agents of socialization. It equally concluded that both agents are on their toes in the fight against corruption, meanwhile, only Social Studies seems to be more concern with materialism in a small portion of the curriculum, while mass media has no notable record for their effort in reshaping man with material desires. In the submission, the present situation of corruption in Nigeria has not been able to quantify the effort of the two agents of socialization evaluated in this research. In other words, despite the effort put in by Social Studies and mass media, corruption and desire of materialism still prevail.

The study, therefore, recommends solely that the two agents should have more concentration on the society level of desire when it comes to material things. If this can be well cautioned, there is tendency of reducing corruption. In view of that, people should be honoured publicly based on merit, and not about who has money to pull out an award.

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