

Audience Perception of Newspaper Corruption Cartoons as Opinion Moulding Tools on Corruption

By

Collins Obiorah

Department of Mass Communication
Federal Polytechnic, Oko

Abstract

Cartoons are designed to provide entertainment to the audience of newspapers. However, beyond the play function, cartoons also inform, educate and satirize issues, events and people. This research study focused on education function of cartoons by examining the audience perception of newspapers cartoons as opinion moulding tool on corruption. The research objectives were to find out if newspaper corruption cartoons provided their audience sufficient information on corruption; to ascertain whether there was any relationship between information provided in the cartoons and opinion moulding on corruption; and to determine if newspaper cartoons influenced opinion formation on corruption. The study used the survey research method and sampled the opinions of 360 readers of *Daily Sun* and *Vanguard* newspapers who are residing in Awka, Nnewi and Onitsha, all in Anambra State of Nigeria. It was discovered through the data generated via questionnaire that the cartoons provided their readers information on corruption in line with the agenda-setting theory of the mass media adopted into this study. It was also found out that the information provided by newspaper cartoons on corruption were sufficient, and enabled the audience to form opinion on corruption in Nigeria. It means, therefore, that cartoons can be utilized to communicate important messages to the people and to mobilize them towards a given cause. In view of this, therefore, the researcher recommended, *inter alia*, that more thought-provoking cartoons should be provided by the newspapers in creating awareness about social maladies.

Key Words: Entertainment Education, cartoon, Audience perception, Newspaper, Corruption

Corresponding Author Email: dozyobiora@yahoo.com

Introduction

Cartoon is an important content of the mass media, especially the print medium. It communicates information through pictorial depiction of issues. Cartoons focus on events, policies and programmes, as well as the actions and inactions of individuals, governments and their agencies, in the hope of engendering actions through satirical representations.

Cartoon is one of the most veritable tools of socio-political satire. It recreates social problems, generates public pathos and engenders positive corrective measures on the part of those brought to focus. Nwodu (2008, p, 25-26) posits that “the relevance of cartoons goes beyond mere stimulation of humour to entertainment and educating or better still, enlightening the audience as well as passing comments about an individual, events or state of affairs”. Similarity, Saint-Martin (1990, p, 36) observes that “a good cartoon, whether picture-driven or word-driven, has proven to be a potent tool for diverting and reconstructing the socio-political realities of the society”. According to Beldium cited in Okoye (1997), the press uses cartoon for various reasons. They create awareness among the populace, in relation to politics, social and economic development in the country.

For instance, in the thick of the political logjam that trailed the 2011 presidential election in Cote d’Ivoire and the resultant imbroglio, the *BusinessDay* of Tuesday, 7 December 2010 featured a cartoon titled “The Scrambles Continues”. In it, the two presidential candidates – Allasane Outtara and Laurent Gbagbo were shown dragging a baby that represents the country. The paper also featured an editorial cartoon on its issue of Wednesday, 9 June 2010, showing the former President Olusegun Obasanjo, holding a gun as an umpire in a sprint race, and President Goodluck Jonathan kneeling and ready to run with a chain tied to his leg and on that of Obasanjo. The cartoon was suggestive of the overwhelming influence of the former in the entire electioneering processes leading to the election of President Goodluck Jonathan, during the 2011 general election.

Other thought provoking cartoons abound in our daily newspapers. The “political dynasty” of Dr Abubakar Olusola Saraki of Kwara State was cajoled by the *Sunday Independent* of April 15, 2007 poster cartoon, which showed a big shoe labeled “political power” with effigies of the elder Saraki, his son, Dr. Bukola Saraki (the former governor), and his daughter, Gbemi Saraki, who was at the

time a senator, all trying to put their legs in the shoe. Also, the cartoon on page D6 of *Saturday Independent* of May 26, 2007 depicted former President Obasanjo, walking with a bicycle that uses a lantern as the headlight and bearing a big load labeled: “unresolved high profile cases”. Beside were two smaller bags labeled: “corruption in the police” and “high profile cases” respectively. At the background was a flag on which was written 1999 (i.e. the place from which he set sail) and another flag in front of him on which was written 2007. The cartoon clearly alludes to the fact that the regime of Obasanjo from its inception in 1999 to 2007, when he left office, failed to address the myriad of developmental problems facing the country, especially the problem of power supply, corruption and other national issues.

Newspapers also present cartoons bordering on social vices, such as armed banditry, institutional corruption, police brutality, decayed infrastructures, among others. For example, *The Punch* of 12 September 2004, on page 9, carried a cartoon tagged “police of death”. In it, a policeman was shown holding a big gun on one hand and N20 note on the other. On his two sides are sign posts with the inscriptions “Apo victims” and “victims of police brutality”. Under each of the signposts are skulls depicting innocent Nigerians who have been killed for refusing to part with as little as N20, at police check points across the nation.

Cartoons on the newspapers are intended to keep the people abreast of happenings and issues in the society. They expose social maladies and catalyze remedial actions through sensitization and persuasive communication for national development. It therefore becomes necessary to ascertain if the newspaper cartoons (one of the entertainment education strategies) help readers to form opinions on issues of corruption.

Statement of the Problem

Ignorance about national issues is a major concern in governance in Nigeria. It encourages rumour mongering and impedes national development. The means through which the people are informed about government activities, such as press briefing and press releases by government officials seldom reveal issues of corruption involving the government in question. As a result, people continue to wallow in ignorance about government activities, particularly the issue of finances of governments. This situation is particularly worrisome now that the Freedom of Information Act

2011 has been passed to enable the people have free access to public information, especially those on government expenditure.

Cartoons are one of the contents of the newspaper through which social issues are brought to focus. They reveal social problems and suggest solutions to national issues. Unfortunately, very few attempts have been made to study the audience perception of newspaper cartoons' portrayal of national issues. Apart from few content analyses, no known efforts have been made to investigate the opinion moulding function of newspaper cartoons as regards the issue of corruption, which is a major impediment to governance and national development in Nigeria. In view of the foregoing, this study seeks to ascertain whether newspaper cartoons are capable of providing their audience with information, capable of inducing opinion formation and change on the issue of corruption, which hampers national development in Nigeria.

Research Questions

The following research questions are provided to direct the study:

1. Do newspaper cartoons provide sufficient information on corruption?
2. Are the information provided by newspaper corruption cartoons capable of moulding audience opinion on corruption?
3. Do newspaper corruption cartoons influence opinion formation on the issue of corruption?

Scope and Limitations of the Study

This research work is delimited to the readership of the *Daily Sun* and *Vanguard* newspapers. The study covers the whole of 2013 and January to August 2014. The period in question is one during which the country witnessed numerous social and political problems that bordered on corruption. The researcher believed that newspaper cartoons within that period would provide the basis for studying audience perception of newspaper cartoons as opinion moulders on corruption.

The two newspapers were chosen because of their wide readership. A study by Ofor (2010) showed that *Vanguard* newspaper alone had the highest percentage distribution of cartoons featured in Nigerian newspapers, with a total of 47 percent out of the five Nigerian newspapers studied. In the

case of *Daily Sun*, it was selected because it is one of the most widely circulated newspapers in the country. The newspaper readership, as audience, is delimited to people living in the three major cities of Awka, Nnewi and Onitsha all in Anambra State.

This research was particularly limited by the unfriendly behaviour of some of the respondents. Some of the sampled respondents were reluctant to respond to the research instrument. Some of them refused, outright, to fill the questionnaire on the pretext of being busy. As a result, the researcher spent a longer period of time looking for the people who eventually responded to the items in the research instrument. Also it was problematic locating a person who admits reading both newspapers.

Conceptual Foray

Entertainment-education strategy in mass communication represents an innovative approach to addressing problems of development. Entertainment-education is the process of putting educational contents in entertainment messages in order to increase knowledge about an issue, create favorable attitudes, and change overt behavior concerning the educational issue or topic. Increasingly, entertainment formats such as television serials, rock music videos, and game shows, folk media such as drama, songs, story-telling, proverbs, jokes and banter, comedy, caricature, pastiche, etc. are being utilized to convey educational-development messages to audiences. The cartoon genre has equally emerged as one of the major carriers of entertainment-education in developing countries, including Nigeria.

Perhaps it is apt to say at the outset that there is no generally accepted definition of cartoon. As Ofor and Obiorah (2012, p.173) note, “There are many definitions of cartoon as there are authors on the subject, with all the definitions conceding to the fact that cartoons deploy humour and satire in communicating the meaning and message that embed the pictorial depiction.” A review of some of the definitions of cartoon together with the types and rationale for cartooning, including some criticisms leveled against cartoons will benefit this study in many important respects.

Gonick (1987) defines cartoon as a humorous representation or symbolic drawings that entertain, teach or enlighten. Nze (1989) observed that cartoons are applied to a pictorial sketch, usually of humorous or satiric nature, published in a magazine, journal or newspaper. The implication of those definitions is that cartoons are a valuable mass media content, which strike the readers' visual and intellectual cord while stimulating laughter simultaneously (Nwodu, 2008, p.25). It is a communication technique conceived by an artist, otherwise known as cartoonist, to express a preconceived view or opinion (Ofor & Obiorah, 2012, p, 173). They further define a cartoon as "a form of opinionated idea or information presented in pictorial sketches which are created to cause amusement, sensitization or agitation to the events or issues they find relevant".

Cartoons do not necessarily use words in conveying their message. Well conceived cartoons, without words, can put the reader to task and challenge his/her intellectual capability to decipher the message and meaning that embed the pictorial depiction. Concurring with this submission, Onwuchekwa (1991) described a cartoon as a picture with or without words, which on first exposure and all at once, makes a devastating visual and intellectual impact and evokes laughter. He further observed that a good cartoon requires a fertile imagination and a sharp sense of the usual, the comic, the witty, the incongruous and the ridiculous to deliver the intended message. In other words, cartoons go with words to make a complete text. Words and pictures go hand in hand to convey an idea that neither could convey alone (Gombrich, 1963; and McCloud, 1994). However, there are many good cartoons that do not go with words at all. According to Mitchell (1994), almost always, such picture-driven cartoons are also action cartoons. The less emphasis on picture, he maintains, frees the picture to be more daring and exploratory in especially one major way namely: the aim for completeness and independence from words, which is always a great technical challenge. Olaniyan (1980) posits that all picture-driven cartoons are fully keeping in line with the popular conception of cartoon as primarily a visual art; and to give primacy to visual over the verbal is to privilege the more mass-oriented and easily accessible of the two languages.

The World Book Encyclopedia (1994, p.263) is simplistic and straightforward in its definition. It defines a cartoon as "a drawing or series of drawings which tells a story or expresses a message that entertains, teaches or enlightens". Daramola (2003, p.149) defines a cartoon as "a humorous

drawing that induces laughter by their humorous satirical remarks of interest in the news that is of current event”. On the other hand, Encyclopedia Britannica (2004, p.728) defines a cartoon as “a drawing, representational or symbolic, that makes satirical, witty or humorous point”. According to it, a cartoon may or may not have a caption and may comprise more than one panel. As Okafor (1992) puts it, cartoons are essentially pictorial and caricature, the expression of which is blown out of proportion so as to evoke striking humour or amusement while retaining the satiric flavor. This definition tends to suggest that cartoons revel in sensationalism and misrepresentation of facts, a supposition that is utterly fallacious. It also totally ignores the other social importance of cartoons such as information, education, enlightenment as well as attitude change. Nwodu (2008, p.25) fills the lacuna in the above definition. As he puts it, cartoon is an aspect of an art that uses series of drawings to convey strong meaningful message. The most vital component of cartoon, he said, is the drawing. He maintains that although cartoons are usually accompanied by words, a typical cartoon can exist and achieve the intended meaning with or without words.

It is important to note at this juncture that none of the works so far reviewed in this work attempted, in any way, to appraise the extent to which Nigerian newspapers have featured cartoons nor did they examine the role of cartoons as opinion moulders, which the present study is concerned with. Therefore they do not meet the objectives of this research work and therefore underscore the significance of this research study.

Cartoon has become an indispensable part of modern journalism, serving as a ready tool for lampooning social vices and creating awareness among the populace in relations to politics, social; and economic development in the society (Nwodu, 2008; and Beldium quoted in Okoye, 1997). A good cartoon, argues Nwodu, is supposed to catch and sustain readers’ attention, task readers’ senses of imagination, tell the whole gamut of the news concisely, and must establish the context or frame of reference in which the reader interprets the news, opinion or editorial rather than contradict same. He articulates the following functions of cartoons:

- a. Cartoons serve as potent tool for effective comic relief. It helps the audience members to escape from the ordinary and by so doing, empty their worries.

- b. Cartoons help the press to exercise greater freedom to boldly and continuously expose social ills in high places without fear of libel suit, which is one of the weapons for gagging the press in libertarian societies.
- c. Cartoons help to shape, ventilate and clarify public opinion.
- d. Cartoons help to boost the financial strength of a news medium by attracting large audience members to the medium.
- e. Cartoons help immensely in social and cultural development. Certain images in cartoon often reinforce rich social and cultural values, modify some of such values that need re-modification and attack those considered barbaric, outdated and inimical to the overall social and cultural development of the audience members.
- f. Cartoons help in the development of individual creative ingenuity (2008, pp.33-34).

Other writers who have highlighted the roles of cartoons include Beldium quoted in Okoye (1997), Ofor and Obiorah(2012), Olaniyan(2000), World Book Encyclopedia(1994) as well as Saint-Martin (1990). However, whilst Saint-Martin was concerned with the role of cartoons in reconstructing the socio-political realities of the society; and Beldium circumscribed cartoon's role to awareness creation, Ofor and Obiorah generally looked at the art of carton and cartooning. The World Book Encyclopedia articulates the roles of cartoons to include the traditional functions of information, entertainment and enlightenment. In fact, according to Ofor and Obiorah (2012, p.189), "cartoons help to increase the play value of the newspaper, and therefore appealed to all and sundry. In their words, even though there are other entertainment contents in the newspaper, cartoons are the chief content that enhances the play-pleasure principle or theory of the mass media on the reader. This explains why most people who read newspaper particularly the editorial pages, seem to concentrate more on the editorial cartoon than the editorial comment.

It is, therefore, clear that none of these works met the objectives of this research study. Before concluding this section of the review, it is important to note that cartoons are not all for praise. According to Ofor and Obiorah, (2012, p.189), "A number of criticisms and verbal howitzers have been leveled against them." One of the most vociferous angst against cartoons was championed by Randell (1980) who outlined the following odds against cartoons:

- a. Cartoons portray and, perhaps, stimulate violence. They show violence in a way that makes them seem more amusing, more permissible and less serious than it is real.
- b. Basically, cartoons are frivolous, escapist and lowbrow. They divert attention, particularly for children, away from the art of literature and useful knowledge.
- c. As an entertainer, cartoon seduces by delivering the audience into the hands of unscrupulous humour merchants. This is particularly unsavoury when children are involved.
- d. As a communicator, it is unfair by its nature; it distorts and exaggerates.
- e. Lastly, cartoons typically deal with stereotype, which oversimplifies complex issues. They do not provide the details which may be vital to understand them.

Other criticisms derive from the fact that cartoons are sometimes fallacious and sensational (Okafor, 1992); they are too laconic to portray their message clearly (Hoff, 1976); and “many cartoonists are lacking in the requisite ingenuous skills in cartooning which leaves their cartoons dry, bare, bland and shambolic” (Ofor & Obiorah, 2012, p.188). It is noteworthy that in spite of these and other shortcomings and criticisms, cartoons remain of very high value in communicating information and messages, educating the public and building good and strong attitudinal frame necessary for national development.

Method of the Study

The survey research method is used in this study. The researcher drew a sample of respondents from the population of the study and studied them in their natural environment. McBurney (2001, p.215) defines a survey as “assessing public opinion or individual characteristics by the use of questionnaire and sampling methods”.

Population, Sample Size and Sampling Method

The population of this study is made up of the readers of *Daily Sun* and *Vanguard* newspapers who live in Anambra State (particularly in Awka, Nnewi and Onitsha). There is no census figure of newspaper readers among the estimated population of 1,128,256 persons living in the three cities (Awka, 315,281; Nnewi, 290,919; and Onitsha, 522,056) whose opinions matter in this study. This

made randomization impossible. However, a sample size of 384 was purposefully selected and used in this study.

The method of sampling adopted in this research work is the non-probability sampling method. The technique of non-probability sampling used in this study was purposive sampling method. Selection of samples was based on the special characteristics of the respondents, which were directly relevant for the answering the research questions (Matanmi, 1996). The researchers, therefore, included as samples, only those individuals they encountered, who admitted reading the cartoons featured in the two newspapers. The selection of the respondents from the three cities on which the study focused was based on the proportionate stratified sampling method. Samples were drawn from each of the cities based on their population strength. From the population of Onitsha, the researcher drew samples of 178 respondents. Also, 107 and 99 respondents were respectively drawn from Awka and Nnewi.

Method of Data Collection

The data collection method adopted in this work involved the use of questionnaire. The study adopts the questionnaire because it is cost-saving; it protects the anonymity of the respondents; and it promotes appreciable response rate, especially when administered personally by the researcher or his assistants.

In designing the instrument, the researchers made sure that the items covered range of meanings embedded in the concepts used in the research questions. In addition, they justified the questionnaire in terms of its obvious significance in generating useful data for the study by carrying out a pre-testing operation involving 30 respondents the outcome of which gave rise to re-wording of some of the questions to obviate difficulty in understanding the items. Therefore, construct, judgmental and pre-testing validation methods were used. As it pertains reliability, pilot studies of two groups of 30 respondents were carried out at two weeks intervals.

Data Presentation and Analysis

A total of 384 questionnaires were administered out of which 360 representing 93.75 percent were well attended to and returned while 14 (3.65 percent) were retrieved but not used in the analysis because they were either not completely filled as requested or not returned. A study by Baruch

(1984) found a median response rate of 60% and a standard deviation of 20% as appropriate. He concluded that a response rate of between 40% and 80% could be considered normal.

Research Question One: Do newspaper cartoons provide sufficient information on corruption?

Newspaper Cartoons and Creation of Awareness on Corruption

A total of 190 respondents amounting to 52.78 percent agreed that newspaper cartoons created awareness on corruption, 84 respondents or 23.33 percent disagreed, while a total of 86 respondents or 23.89 percent were undecided. The responses mean that cartoons in Nigerian newspapers are being used as a medium of awareness creation on the issue of corruption. However, the fact that a total of 84 respondents disagreed with the position, and another group of 86 respondents were undecided suggests that more needs to be done to maximize the potentials of newspaper cartoons as instrument of awareness creation on issues of corruption.

Newspaper Cartoons' Focus on Corruption

A total of 188 respondents amounting to 52.22 percent agreed that the cartoons in the newspapers focused on corruption. However, 83 respondents or 23.06 percent disagreed, while a total of 89 respondents (24.72%) were undecided. This leads to the conclusion that cartoons featured in Nigerian newspapers focused more on issues of corruption than on subjects bordering on other concerns.

Newspaper Cartoons and Information on Corruption

195 respondents agreed that the cartoons in Nigerian newspapers provided them information on corruption. However, 73 others (20.28%) said no, while 92 or 25.55 percent could not say whether or not the cartoons provided information on corruption. This means that newspaper cartoons provided the audience information on corruption.

Newspaper Cartoons' Dissemination of Information on Corruption

A total of 199 respondents (55.28%) answered "yes" to the question whether newspaper cartoons are good tool for disseminating information about corruption. However, 81 or 22.50 percent said

“no”. Meanwhile, a total of 80 respondents (22.22%) were undecided. This leads us to the conclusion that newspaper cartoons can be used to disseminate information on corruption.

Research Question Two: Do newspaper cartoons provide information capable of moulding audience opinion on corruption?

Informative Nature of Newspaper Cartoons on Corruption

A total of 202 respondents representing 56.11 percent said that newspaper cartoons were informative about the issue of corruption as they had expected, but 80 respondents or 22.22 percent disagreed. Those who were undecided were 78 representing 21.67 percent. Thus, the researcher concludes that newspaper cartoons perform information function on the issue of corruption.

Audience Understanding of Information in Newspaper Cartoons on Corruption

Question 8 from which the above responses were generated was intended to ascertain whether or not newspaper cartoons messages on the issue of corruption were understood by the respondents. This was because psychologists have shown strong correlation between message comprehension/acceptance and opinion formation and change. According to Dworetzky (1997) and Franzoi (2000), to mould opinion, the target audience must first pay attention to the message; second, they must comprehend the message; and third, they must accept the message. They observed that each of the three activities is dependent on the preceding one. Comprehension cannot occur if the audience members do not pay attention to the message; and the message cannot be accepted if it is not understood.

The research data show that 206 out of the 360 respondents representing 57.22 percent said that they understood the messages of newspaper cartoons on corruption, while a total of 90 respondents (25%) said they did not. Another group of 64 respondents, which amounted to 17.78 percent, did not know whether they understood the messages or not. We therefore conclude that the messages of the cartoons on corruption were understood by most of the respondents. These findings, however, indicate that cartoonists in Nigerian newspapers needed to simplify their messages to enable the readers to understand them easily.

Information in Newspaper Cartoons and Opinion Moulding on Corruption

A total of 189 respondents (52.5%) were of the view that the information provided in newspaper cartoons on corruption was capable of moulding their opinion on corruption, while 100 (27.78%) and 71 (19.72%) respondents respectively checked 'No' and 'Can't Say'. The conclusion thereof is that, although majority of Nigerian newspaper readers understood the messages of newspaper cartoons on corruption, which were capable of moulding their opinion on corruption, there were still many others who thought otherwise.

Influence of Newspaper Cartoons on Corruption on the Thinking of the Audience about the Issue of Corruption

A total of 187 respondents (51.94%) agreed that newspaper cartoons on corruption influenced their thinking about corruption, but 72 or 20 percent disagreed. A total of 101 respondents neither agreed nor disagreed with the question. The conclusion, therefore, is that newspaper cartoons influenced the thinking of the audience about issues of corruption as represented in the cartoons.

Research Question Three: Do newspaper cartoons influence opinion formation on corruption?

Newspaper Cartoons and Audience Perception of Corruption

The data show that a total of 197 (54.72%) respondents admitted that the cartoons in the two newspapers studied affected their perception of issue of corruption; 78 or 21.68 percent said that the cartoons did not influence their perception of corruption, while 85 respondents representing 323.61 percent could not say whether or not the cartoons affected their perception of corruption. On the basis of the responses, therefore, the researcher came to the conclusion that cartoons in Nigerian newspapers influenced audience perception of issues of corruption.

Newspaper Cartoons and Opinion Change on the Issue of Corruption

A total of 194 respondents, or 53.89 percent checked "yes", meaning that they changed their opinions on corruption based on the information communicated by newspaper cartoons. Another group of 76 respondents (21.11%) disagreed, while 90 respondents representing 25.00 percent

were undecided. The data led the researcher to conclude that newspaper cartoons are capable changing the opinion of the audience on corruption.

Newspaper Cartoons and Opinion Formation on Corruption

A total of 204 respondents (56.67%) checked “yes” to the question whether their opinion on corruption was based on the information from newspaper cartoons, while 68 respondents (18.89%) said no. Those that were undecided were 88 in number representing 24.44 percent. Going by the responses, the researcher concluded that the portrayal of issues of corruption in newspaper cartoons helped the audience make up their opinion on the issue of corruption.

Summary of Findings, Conclusion and Recommendations

Analysis of the research data revealed that newspaper cartoons serve as tools of information, sensitization and mobilization on the issue of corruption. They create awareness on corruption and help the audience to form opinion on the issues they represent. The messages of newspaper cartoons on corruption are easy to understand. The cartoons use symbols known to the reader in the achievement of message understanding. The cartoons in the newspapers studied helped to keep their audience informed about corruption. They help readers to form opinion on the issue of corruption, which they raised. Newspaper cartoons also influence their readers’ perception of corruption and mould opinion on the issue of corruption. The study confirmed, also, that newspaper cartoons present the issue of corruption to their audience, but do not determine how they respond to the issues.

Conclusion

The conclusions derivable from the findings are that newspaper cartoons are effective tools of communication. They provide information, education, and entertainment, which help the audience to become aware of issues of corruption. They also provide the media agenda for audience consideration. Newspaper cartoons are opinion moulders on the issues of corruption. They canvass opinions, which help to reinforce already held opinions. The use of cartoons by newspapers in communicating information about corruption helps to address ignorance, which affect governance in Nigeria. The cartoons create awareness about corruption, sensitize the

audience on their dangers and enable them to understand events, actions, and activities in Nigeria. In addition, cartoons combine words and art, which make their messages attractive and easy to understand by the audience. The use of graphic symbols known to their audience enhances message comprehension of the information presented in the cartoons. Lastly, newspaper cartoons could be used in mobilizing public support for national development programmes, government policies and decisions. They advocate issues and provide the basis for opinion formation needed in decision-making.

Recommendations

Based on the findings, the researchers make the following recommendations:

1. Nigerian newspapers should provide more cartoons that focus on corruption and other social problems, since people are more attracted to and easily understand the message of newspaper cartoons.
2. It is also advised that newspaper cartoons should be used in creating awareness about issues of corruption. This is necessary in view of the finding that newspaper cartoons communicate information easily to the people.
3. Governments and development partners should use newspaper cartoons as a development communication tool. Printed words should be complemented with cartoons for better result.
4. Nigerian newspapers should use cartoons that deal with corruption to create a mass of committed readers. This will, in turn, attract advertisers to the newspapers because the circulation figure of newspapers is an important consideration by advertisers.

References

- Baruch, Y. (1984). Response rates in academic studies: A comparative analysis. *Human Relation*, 52, 421-438.
- Daramola, I. (2003). *Introduction to mass communication (2nd ed.)*. Lagos: Rothan Press Ltd.
- Dworetzky, J.P. (1997). *Psychology (6th ed.)*. Pacific Grove, CA: Brooks/Cole Publishing Company.
- Encyclopedia Britannica (2004). *Cartoon*. New York: Sage.
- Franzoi, S.I. (2000). *Social Psychology (2nd ed.)*. New York: McGraw Hill.
- Gombrich, F. (1963). *The cartoonist's armoury*. London: Phidon.
- Gonick L. (1976). *Editorial and political cartooning*. New York: Harper.
- Hoff, G. (1976). *Editorial and political cartooning*. USA: Stravon Education Press.
- Matanmi, S. (1996). Selecting the respondents. In I.C. Imoisili (ed.) *Social research methods for Nigeria students*. Lagos: Malthouse Press Ltd.
- McBurney, D.H. (2001). *Research methods (5th ed.)*. Australia: Wadsworth.
- McCloud, S. (1993). *Understanding comics: The invisible art*. Northampton: Kitchen Sink Press.
- Mitchell, W. J.T. (1994). *Picture theory: Essay on verbal and visual representation*. Chicago: University of Chicago Press.
- Nwodu, L.C. (2008). Beyond fun: An analytical exploration of cartoon uses for national development. In V. Agbanu & C. Nwabueze (eds.) *Readings in mass communication*. Enugu: ACCE.
- Ofor, O.C. (2010). Content analysis of cartoons in Nigerian dailies. Unpublished MSc. Thesis submitted to the Department of Mass Communication, Nnamdi Azikiwe University Awka.
- Ofor, O.C. & Obiorah C.C. (2012). *Opinion writing in the media (revised edition)*. Awka: Scoa Heritage Publishers Ltd.
- Okafor, C. (1992). *Humour and amusement*. Nsukka: Fourth Dimension Publisher Ltd.
- Okoye, J. I. (1997). The impact of illustrations on the credibility of news. Unpublished MSc. Thesis submitted to the Department of Mass Communication, Enugu State University of Science and Technology (ESUT) Enugu.
- Olaniyan J. (1980). The traditions of cartooning in Nigeria. *Glendora Africa Quarterly on the Arts*, 10(2), 48-57.
- Onwuchekwa, T. (1991). *Cartoon and cartooning*. Nsukka: Fourth Dimension Publishers.

Randell, H. (1980). *Cartoon perspectives*. New York: McGraw-Hill Inc.

Saint-Martin, F. (1990). *Semiotics of visual language*. Bloomington: Indiana Up.

World Book Encyclopedia (1994). *Cartoon*. New York: Sage.