Sustainable Development Goals and Media Coverage in Nigeria: Analysis of Daily Trust and the Guardian Newspapers

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Nations of the world met in September 2015 at the United Nations Headquarters, in New York and adopted the Sustainable Development Goals (SDGs), the successor framework to the Millennium Development Goals (MDGs) which came to an end in 2015. The leaders agreed to set the world on a path towards Sustainable Development through the adoption of the 2030 agenda. This agenda includes 17 Sustainable Development Goals, which form a cohesive and integrated package of global aspirations of the world that set out three quantitative dimensions of "Sustainable Development" economic growth, environmental sustainability and social inclusion. Nigeria is bedevilled with multiple development challenges ranging from poverty, hunger, diseases, and lack of qualitative education among others. However, due to the powerful influence of media in reinforcing social change, it came to be associated with development; the media was considered a valuable instrument in contributing towards eradicating those societal challenges. Consequently, the study examines the extent to which the Nigerian press covers the Sustainable Development Goals (SDGs) I-IV using quantitative content analysis as the research methodology. A census technique was applied in the content analysing of two Nigerian newspapers (Daily Trust and The Guardian) for twelve months 2016 was the study time frame. Also, 520 copies of the two newspapers were analysed and interpreted using a descriptive method of data analysis. Moreover, Agenda Settings and Media Framing formed the study's theoretical framework. The study's findings revealed that the coverage of SDGs I-IV was significantly low as compared to other study content categories.

I.   INTRODUCTION

The idea of building a better world through globally organized development framework started with the idea of the Millennium Development Goals, (MDGs), despite the optimism that surrounded it, the United Nations recognized that not all the goals were met and it would take a longer time to get parts of the world to meet the goals. So another related but more expansive goals were developed and called the Sustainable Development Goals (SDGs) in 2015. Countries around the world, including Nigeria subscribed to the SDGs, aimed at transforming the world- a call to action to end poverty and inequality, protect the planet and ensure that all people benefit from health, prosperity and justice. This is the basic message of the SDGs. One institution that can contribute to the realization of the SDGs is the media. In all cases of development, the media have been considered useful and could contribute to the facilitation of processes of development.

Communication scholars have provided various perspectives on what the media can do to facilitate or promote development. There is a debate on what role the media can play in development. The belief that the media can play a role led to the emergence of the discipline called development communication. However, all the scholars that were involved in the analysis and application of communication for development was assumed to believed that:Development communication is the sharing of knowledge aimed at reaching a consensus for action that take into account the interest, needs, and capacities of all concerned. It is thus a social process. Communication media are important tools in achieving this process. (Servaes, 2002 p.3).

The basic consensus on the concept of development communication has been interpreted and applied into different perspectives throughout the past centuries both through the theory and the policy levels. For instance, the mode of development communication studies within the period of 1958-1986 was purely more in theoretical framework the studies also provide a major role of communication to the socio- economic

development of less developed nations as enunciated by Joe Ellien Fair in her PhD thesis summarized in the journal gazette, 1989 cited in Servaes, (2002, P.2)

Communication has been a key element in the West's project of developing the Third world. In the one- and-a-half decades after Lernar's influential 1958 study of communication researchers assumed that the introduction of media and certain types of educational, political, and economic information into a social systems could transform individuals and societies from traditional to modern. Conceived as having fairly direct and powerful effects on Third World audiences, the media were seen as magic multipliers, able to accelerate and magnify the benefits of development.

However, around 1987-1996, the most frequent suggestion was "the need to conduct more policy research, including institutional analysis of development agency coordination. This was followed by the need to research and develop indigenous models of communication and development through participatory research" (Fair & Shah, 1997, p.19) cited in (Servaes, 2002, p.2). Meanwhile, The Sustainable Development Goals (SDGs) Framework as agreed by all the 189 member states of the United Nations (UN), is expected to commit other stakeholders including businesses and civil society organisations and above all, the media to the achievement of the 17 Goals, 169 targets and 230 indicators spanning the three integrated dimensions of economic growth, social inclusion and environmental protection. The success of one leads to the success of all. Included in this is the need for good governance and strong social networks which translate into a framework focused on people, the planet, prosperity, peace and partnership. (UN Report, 2015).

The Mass Media, on the other, hand are considered as having a major function in all societies of information dissemination through the process of gathering and managing of information and ideas. The media can create awareness, knowledge, change attitudes, and transform behaviours, foster engagement and supports in formulating sound national policies which are elements that transform societies towards growth and development (McQuail, 2005).

In the same vein, the issue of development has over the years become one of the issues the mass media are exposed to, theorist like Schramm (1964) have advocated the importance of the media in the development process of a nation. According to him, the media are expected to explain, inform, and educate society on crucial issues affecting society's well being and progress. On this note, Aggarwala (1979), an advocate of development communication assumed that the media have become pervasive instrumentalities of modern existence.

The media which comprised radio, television, newspapers, magazines and the internet have been described by Edmund Burke in the late Eighteenth century as the fourth Estate of the Realm or the fourth branch of government, apart from the Executive legislature and judiciary (McQuail, 2006). However, due to the powerful influence of media in reinforcing social change, it came to be associated with development. The attainment of sustainable development depends on the socio-economic and political environment, as the role of the media becomes pervasive. The media are meant to serve both elites and the people at the grassroots levels. They are expected to focus their time and resources on sensitive issues that matter most to the people.

Considering the importance of development news to the resolution of societal problems International Press Institute (IPS) published a book named Reporters Guide to the Millennium Development Goals: Covering Development Commitment for 2015 and beyond narrating how crucial development news is to the citizenry. Alioson Bethel Makenzie – Executive Director International Press Institute stated that " .…the guide intended to inspire and encourage reporters and their editors to dig deeper and give development stories higher priority on newspaper pages, airwaves, and Worldwide Web" (Guerrero & Griffen, 2013, p.5).

Nigeria, a member of the United Nations, has numerous daunting developmental challenges ranging from extreme poverty, hunger, illiteracy, lack of adequate health facilities, environmental instability, poor security condition among others. Because of these challenges, the country appeared committed to ownership, integration and realization of the SDGs goals. The first major step was the establishment of a special office on SDGs which is being hosted within the presidency. This special office, as expressed by President Muhammad Buhari's report on the Implementation of SDGs: A National Voluntary Review, (2017, p.v)

The Nigerian government provides key policy, institutional as well as regulatory measures that have been put in place to create the necessary enabling environment for mainstreaming of the SDGs into national policies and plans, as well as programmes along with the necessary coherent coordination.

Implementation of developmental programmes like SDGs was described as the responsibility of all. Apart from governing bodies, journalists have a significant role among the many incorporated stakeholders towards the realization of the global, universal and developmental efforts of Sustainable Development Goals. The then United Nations (UN) Secretary-General, Kofi Annan, declared that…. "The issue we are dealing with from the elimination of poverty to the fight against AIDS and the protection of the environment are issues that require all hands on deck (Griffen, 2013, p.11). He expatiates more on the issue: "Indeed, it would be a grave error to think that only government have the power to further the MDGs. Such a conclusion is an invitation to skepticism if we reflect that, left to their own devices, government bodies at both national and international levels may decline to prioritize human and social development or lose interest in the MDGs altogether" (Griffen, 2013, p.11).

Considering the complexity and the breadth of the goals themselves, it is clear that government is just one factor in the success of the SDGs. Civil Society Groups have the task of compiling statistics and defending the rights of the vulnerable; private donors and philanthropists bring critical funds to the most needed part, scientists and universities lead research for identification of workable and innovative solutions. As for the journalists, they are the most important element. (Griffen, 2013, p. 12).

II. STATEMENT OF THE PROBLEM

The press in Nigeria is not given considerable attention to its constitutional role of fostering national development, little attention was paid to the coverage of development news, while, significant attention was mainly concentrated on sensational news that has little relevance to the majority of the populace.

It is normal to see a large portrait of political leaders, top government functionaries or public office holders on a newspaper front page. A newspaper reader can also testify to major stories of political parties' controversies over office sharing appearing boldly in Nigerian newspapers' headlines. An element of importance is only attached to the prominence of the people involved in the story in contrast to the significance the story has to the majority of the populace. The media is considered as the Fourth Estate of the Realm and has a tremendous role to foster national development. It is one important key element in the functioning towards the implementation of developmental programmes (Yusha'u, 2014;

Salawu, 2003; Jimoh, 2007; Best, 2005). A developing Nigerian nation is bedevilled with multiple development problems. the country has a population of over 190 million people according to statistics provided by the National Bureau of Statistics (NBC), in October, 2016 this shows that the population living in poverty in the country rose from 68.7 million in 2004, to 83 million in 2019 with over 40 percent of the population living below the country's poverty line of N137, 430 or $381.75 per annum (Kale, 2012 cited in Ibada, 2014, World Bank Group, 2020), indicating an increase in the population living in poverty instead of reduction.

Hunger is also rampant among the people with the growing negative increase of people, especially children living with malnutrition and undernourishment. Meanwhile, a joint report from the United Nations (UN) and the European Union (EU) released in April, 2019 shows that Nigeria appeared to be one of the countries that experienced the worst food crisis in the world in 2018. In connection with this challenge, the number of people unable to meet their daily food needs without humanitarian assistance has been rising for several years (Toromade, 2019). Meanwhile, data pooled from 15 Agencies in the International humanitarian and development community showed that Nigeria, Northern Nigeria to be specific was one of the eight countries that housed two-third of the 113 million people who faced acute hunger across the globe in 2018 amounting to 72 million people leaving in acute hunger.

The press/media were considered a valuable instrument in contributing towards eradicating the above-stated societal problems; the media can also be employed to subject the SDG's policies, and strategies chosen to meet them for informed public debate. Similarly, they are regarded as magic multipliers having the powerful ability to accelerate and magnify the benefits of development (Fair, 1989) cited in (Seavaes, 2008).

More so, the report of the United Nations Population Fund (UNFPA) indicated that in 2013 300,000 women die annually during pregnancy and childbirth, three million babies do not survive the first months of life, while 2.5 million were born with the majority in Africa. Nigeria alone lost 2,300 under five years old and 145 women during childbirth in a day making it the second-largest contributor to the under-five and maternal mortality rate in the world (Child Health Survey by UNICEF, 2015). Meanwhile, the Maternal Mortality Ratio (MMR) in the low and middle income countries is alarming with 34 percent of the global maternal death occurring in Nigeria and India more so,

accordingly to the World Health Organization (WHO) as highlighted by Ope (2020), the MMR of Nigeria is 814 (per 100,000 live birth). In addition, the HIV/AIDS adult prevalence rate was 3.17% in 2014 while the number of people living with it was 3,391,600 which is about 2.7% (Nigeria Demographic Profile, 2016). These indicate the poor state of health delivery in the country. It is evident that many school children are still on the street hawking or being trafficked for domestic slavery.

It is against this backdrop that this study intends to examine the extent to which the Nigerian press covers Sustainable Development Goals (SDGs) specifically goals I-1V. Apart from the few research that was conducted on the concept of Sustainable development in the field of journalism. The researcher becomes interested to find out the development so far gained in the period under study which is 2016 on this global effort of impacting significant improvement in the life and well-being of Nigerian people.

Development Communication: An overview
Development Communication is the type of journalism that pays attention to coverage of ideas, policies, programmes, activities and events dealing with the improvement of the lives of people (Edeani, 1993) the term development communication was first coined in the 1960s at the press foundation of Asia. Two Filipino journalists Alan Chalkley and Juan Mercado had a concern about how news organisations superficially covered socio-economic development, while journalists reported government press releases leaving little space for analysis or evolution of development projects today development looks at conditions in developing states and how to improve them. It exposes poverty worldwide and helps to research the cause, consequences, and how to address poverty in developing nations. Accordingly, it is the journalist's duty to critically examine and evaluate the relevance of a development project to national and local needs. The difference between a planned scheme and its actual implementation, and the difference between its impacts on the people's claimed by government officials and as it is actually (Aggarwala, 1979). The reportings of national and international events are desirable if they constructively contribute to the development and improvement of the living standard. (Kunazik, 1995).

Development, Media and SDGs
There is a consensus among scholars of development and communication that communication constitutes a crucial factor in the process of national development. Scholars like Rogers, Lerner Pye, and Schramm have this assertion that among the six circle variables of development, developmental information in the mass media (press) is the most of all (Kadiri, Muhammad, Raji & Sulaiman (2015). These scholars saw communication and mass media in different ways as independent variables and causal agents in the game of development. Therefore, all over the world the news media or the mass media have been assigned a pivotal role in national development.

Schramm and Lerner (1967) are of the view that information or communication occupies an important role in the initial development of third-world countries. They believe that the mass media could better the lives of people by supplementing information resources and exposing them to learning opportunities. Schramm (1964) particularly conceptualised a relationship between development communication and economic growth which has been the main paradigm for development programmes. He observes that when economic activity spreads, knowledge would automatically be gathered more broadly, and information would be widely shared and transferred in the fastest way. This invariably means the development of most of the countries depends on the role communications plays in spreading knowledge, gathering and sharing information.

Rogers (1976), posits that there are three different kinds of tasks for communication to effect social change for development. He observes that "communication provides information about the need for change method and also the benefits of adopting new ways of doing things, secondly; it engineers acceptance of change and thirdly, communication plays an essential role in teaching the new skills necessary for accepted change to be successful." (P. 58).

Broadcasting media, radio in particular has been adjudged to be the most potent in development communication efforts (Moemeka, 1991). Yet the print media has its advantage too. Meomeka notes that the print media has an enduring characteristic distinct from the broadcast media. He further states that the newspaper can be read at a convenient time, thus allowing a better understanding of the content message. The newspaper according to him can be stored away for future use, thus making/allowing for the

preservation of materials that are considered important for future reference.

In essence, the role of the mass media should be to ensure popular acceptance of the goals and implementation strategies of the development programmes. Mass media should be task spaced out with specific communication tasks mapped out for every stage. These tasks according to Mabogunje (1991) should include creating awareness of the people's interest in the various programmes and projects, stimulating the desire to participate in the planning and execution of those programmes and obtaining feedback from the people as their thoughts and conception of those programmes.

III.   METHODOLOGY

This study employs a quantitative Content Analysis because it looks out for patterns in the manifest content of communication. Content analysis was described by Neunendorf (2002) as "the primary message-centred methodology" (p.9). Also, cites studies such as that of Riffe and Frietag (1997) and Yale and Gilly (1988) which reported that "in the field of mass communication research content analysis has been the fastest-growing technique over the past 20 years or so" (Neuendorf, 2002, p.1 cited in Macnamara, 2005, p.1). Kimberly Neuendorf, a prominent researcher in media content analysis, defines Content Analysis as "a summarizing, quantitative analysis of messages that relies on the scientific methods…. And it's limited as to the types of variables that may be measured or the context in which the messages are created or presented" (Neuendorf 2002, p. 10). Noteworthy about this definition is that she claims media content analysis is quantitative research not qualitative, and she strongly advocates the use of scientific methods including "attention to objectivity –inter-subjectivity, priori design, reliability, validity, generalizability and hypothesis testing" (p.10).

In the view of Kerlinger (2000), Content analysis is a method of studying and analysing communication in a systematic, objective and quantitative manner to measure variables. Content analysis is considered the most appropriate, valuable and reliable method for this research as the manifest contents of the selected papers were quantitatively measured and analysed using scientific means of collecting, analysing and interpreting data arriving at a conclusion.

The Study Universe: The population of this study comprises all editions published by Nigerian newspapers from January to December 2016. For this study, two national newspapers were selected to represent the population of the study. These newspapers are: The Guardian and Daily Trust amounting to 522 editions for one year were sampled and analysed as explained in the sample size below. According to Ohaja (2003, p.67), "the idea behind this delimitation of boundaries is to avoid embarking on an unmanageable venture". The justification for the selection of these papers was based on their popularity, wider coverage of national issues and strength of readership circulation as they are among the top ten widely circulated newspapers in Nigeria.

Sample Size: In the case of this study, the total editions of Daily Trust and The Guardian newspapers from January to December, 2016 formed both the sample size and universe of the study. Furthermore, a total of 522 editions of the two selected newspapers formed the sample size of this study. The procedure for arriving at this sample size was explained in the sampling techniques below.

Sampling Technique: Two newspapers were purposively selected to form the population of this study. The study employed a Census-Total Coverage sampling procedure whereby the entire editions of the selected papers were studied and analysed for a period of twelve (12) months (January to December, 2016). A census study occurs if the entire population is very small or it is reasonable to include the entire population. Furthermore, it is called a census sample because data is gathered from every member of the population.A census which is also systematic is an attempt to gather information about every individual in a population as described by Wimmer and Dominick (2011, p. 87) "the process of examining every member in a population is called a census". Thus, the results are always presumed as good as explained by Kothari (2004) "it can be presumed that in such inquiry when all items are covered, no element of chance is left and highest accuracy is obtained" (p. 72).

In determining the sample size of the study, a 2016 calendar was used; there is a total of 366 days in the year with total week days of 261 and a total number of weekend days of 105 to give a total number of 366 days in 2016. Therefore, since the selected newspapers are daily, we have a total of 261 editions in a year for a particular paper multiplied by two to have a total of 522 editions for the two newspapers under study. This represents the sample size of the study as mathematically demonstrated below:

261*2= 522
Daily Trust————-261
The Guardian—————-261
Total——————522

Units of Analysis: According to Wimmer and Dominick (2011, p.164), the "unit of analysis is the smallest element of content analysis. In print, units of analysis might be a single word, a theme, a headline etc.". Therefore, the units of analysis for this study involve news stories only. It simply implies the conventional news stories as defined and understood in journalism.

Content Categories: Wimmer and Dominick asserted that at the heart of any content is the category system used to classify media content. The precise makeup of this system varies with the subject under study. Barelson (1952 p.147) is of the view that "Particular studies have been productive to the extent that the categories were clearly formulated and well adapted to the problem and content." However, the units of analysis mentioned were coded and measured using some defined content categories by employing Priori Coding in an attempt to achieve a mutually, exclusive, exhaustive and reliable category system. The following were deduced from the units of analysis and defined accordingly. However, a coding sheet was used as an instrument for data collection. Hence, the data gathered was presented and analyzed using the descriptive method of data analysis.

Definition of Content Categories: This study is made up of the following categories:
SDG Goals I-IV (poverty, hunger, health and Quality Education)
SDG Goal 1. (No poverty): This means to end poverty in all forms everywhere. This includes news stories that are geared towards the end of unemployment and all other forms.
SDGs Goal 2 (Zero hunger): End hunger, achieve food security and improved nutrition and promote sustainable agriculture.

SDGs Goal 3 (Health and well-being): Ensure healthy lives and promotes well-being for all at all stages. This involves the selected unit of analysis that are geared towards health improvements that aim at reducing maternal death, Neonatal mortality, the spread of contagious and communal diseases like HIV infection, Tuberculosis, Hepatitis B infections; Malaria; programmes that require interventions against tropical diseases, mortality of cardiovascular diseases such as cancer, diabetes or chronic respiratory diseases and the rest; provision of health facilities; construction of health sectors and any other programmes or projects that will lead to human capacity and development.

SDG Goal 4 (Quality Education): Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. This includes establishing vocational and technical institutes, Almajiri and nomadic education-based schools. Enhanced Digital skills for health among other related issues.

IV. DATA PRESENTATION AND ANALYSIS

Table 4.1: Distribution of Key players/Sources of SDGs Goals (I-IV) News stories Coverage by the Daily Trust Newspaper

CATEGORIES	SOURCES/ PLAYERS	Jan-Mar	April-Jun	Jul-Sep	Oct-Dec	Total
POVERTY	Government, Ministerial Bodies and Agencies (GMBA)	44	40	60	69	213(55.00%)
	Civil Society Organizations (CSOs), Non-Government Organizations (NGOs) and Community Based Organizations (CBOs)	37	34	41	42	154(40.00%)
	International Develop	1	0	9	7	17(4.00%)

	Partners(IPDs)					
	Private Donors	0	0	0	0	0(0.00%)
	Other Related SDGs on Poverty	0	0	1	4	5(1.00%)
Total		**82(21.08%)**	**74(19.02%)**	**111(28.53%)**	**122(31.36%)**	**389(14.00%)**
HUNGER	Government, Ministerial Bodies and Agencies (GMBA)	45	51	49	54	199(34.00%)
	Civil Society Organizations (CSOs), Non-Government Organizations (NGOs) and Community Based Organizations (CBOs)	74	89	70	71	304(52.00%)
	International Develop Partners(IPDs)	0	16	14	8	38(70.00%)
	Private Donors	1	2	0	1	4(1.00%)
	Other Related SDGs on Hunger	3	7	14	11	35(6.00%)
Total		**123(21.21%)**	**165(28.45%)**	**147(25.34%)**	**145(25.00%)**	**580(21.00%)**
HEALTH	Government, Ministerial Bodies and Agencies (GMBA)	155	88	93	93	429(49.00%)
	Civil Society Organizations (CSOs), Non-Government Organizations (NGOs) and Community Based Organizations (CBOs)	86	66	71	100	323(37.00%)
	International Develop Partners(IPDs)	0	5	9	22	36(4.00%)
	Private Donors	8	1	4	1	14(2.00%)

	Other Related SDGs on Health	17	23	15	14	69(8.00%)
Total		**266(30.54%)**	**183(21.01%)**	**192(22.04%)**	**230(26.41%)**	**871(31.00%)**
EDUCATION	Government, Ministerial Bodies and Agencies (GMBA)	142	115	117	163	537(56.77%)
	Civil Society Organizations (CSOs), Non-Government Organizations (NGOs) and Community Based Organizations (CBOs)	69	53	82	76	280(29.60%)
	International Develop Partners(IPDs)	0	3	16	11	30(3.17%)
	Private Donors	5	6	1	5	17(1.78%)
	Other Related SDGs on Education	28	28	17	9	82(8.67%)
Total		**244(25.79%)**	**205(21.67%)**	**233(24.63%)**	**264(27.91%)**	**946(34.00%)**
GRAND TOTAL		**715(25.66%)**	**627(22.51%)**	**683(24.52%)**	**761(27.31%)**	**2786(100.00%)**
Summary of Sources/Major Players in the Coverage of SDGs I-IV by the Daily Trust						
Actors of news stories	Government, Ministerial Bodies and Agencies (GMBA	213	199	429	537	**1378(49.46%)**
	Civil Society Organizations (CSOs), Non-Government Organizations (NGOs) and Community Based Organizations (CBOs)	154	304	323	280	**1061(38.08%)**
	International Develop Partners(IPDs)	17	38	36	30	**121(4.34%)**
	Private Donors	0	4	14	17	**35(1.26%)**

	Other Related SDGs I-IV	5	35	69	82	**191(6.86%)**
Total			**389(13.96%)**	**580(20.82%)**	**871(31.26%)**	**946(33.96%)**	**2786(100.00%)**

The analysis from table 1 provides general analysis on the actors/players who participated in the coverage of SDGs I-IV by The Daily Trust newspaper, for ease of interpretation and comprehension a summary table was presented in the same table and shows that Daily Trust actors or major players partake in the coverage of SDGs I-IV were mainly from the Government ministerial bodies and agencies with the highest figure of 1378 to 49.46 per cent, Civil Society Organizations (CSOs), Non-Governmental Organizations (NGOs), Community Based Organizations (CBOs), was closely followed with 1061 issues representing 38.08 per cent, while private donors received a minimal record of 35 issues representing 1.26 per cent. International Development Partners as key players received 191 issues equivalent to 6.86 per cent and, other related actors not specified has 121 issues equivalent to 4.34 per cent. This analysis indicates that actors that partake in the coverage of SDGs I-IV were mostly from government ministerial bodies and agencies closely followed by Non-governmental organizations, Civil Society Organizations and Community Based Organizations, the least on the items content analyzed was Private donors and international development partners who are also part of the key players in the implementation of SDGs I-IV.

Table 2: Sources/Major players of SDGs Goals (I-IV) News Stories Coverage by The Guardian Newspaper

CATEGORIES Sources/Players		Jan-Mar	April-Jun	Jul-Sep	Oct-Dec	Total	Percentage
POVERTY	Government, Ministerial Bodies and Agencies (GMBA)	28	28	30	33	119	48.57%
	Civil Society Organizations (CSOs), Non-Government Organizations (NGOs) and Community Based Organizations (CBOs)	34	14	25	27	100	40.82%
	International Develop Partners(IPDs)	1	6	3	2	12	4.90%
	Private Donors	3	0	0	0	3	1.22%
	Other Related SDGs on Poverty	3	0	5	3	11	4.49%
Total		**69**	**48**	**63**	**65**	**245**	**9.59%**
HUNGER	Government, Ministerial Bodies and Agencies (GMBA)	21	32	37	29	119	57.21%
	Civil Society Organizations (CSOs), Non-Government Organizations (NGOs) and Community	5	10	23	10	48	23.08%

	Based Organizations (CBOs)						
	International Develop Partners(IPDs)	2	9	8	3	22	10.58%
	Private Donors	1	0	1	0	2	0.96%
	Other Related SDGs on Hunger	3	2	12	0	17	8.17%
Total		**32**	**53**	**81**	**42**	**208**	**8.14%**
HEALTH	Government, Ministerial Bodies and Agencies (GMBA)	96	63	67	47	273	23.12%
	Civil Society Organizations (CSOs), Non-Government Organizations (NGOs) and Community Based Organizations (CBOs)	124	140	222	205	691	58.51%
	International Develop Partners(IPDs)	13	21	34	41	109	9.23%
	Private Donors	5	3	4	0	12	1.02%
	Other Related SDGs on Health	38	23	23	12	96	8.13%
Total		**276**	**250**	**350**	**305**	**1181**	**46.22%**
EDUCATION	Government, Ministerial Bodies and Agencies (GMBA)	93	78	124	109	404	43.87%
	Civil Society Organizations (CSOs), Non-Government Organizations (NGOs) and Community Based Organizations (CBOs)	62	107	151	102	422	45.82%
	International Develop Partners(IPDs)	11	11	7	6	35	3.80%
	Private Donors	3	5	5	4	17	1.85%
	Other Related SDGs on Education	16	7	17	3	43	4.67%
Total		**185**	**208**	**304**	**224**	**921**	**36.05%**
GRAND TOTAL		**562**	**559**	**798**	**636**	**2555**	**100.00%**
Summary of Sources Key Players Used in the Coverage of SDGs I-IV by TheGuardian Newspapers							
	Government, Ministerial Bodies and	119	119	273	404	**915(35.81%)**	

		Poverty	Hunger	Health	Education	Total
Actors of news stories	Agencies (GMBA)					
	Civil Society Organizations (CSOs), Non-Government Organizations (NGOs) and Community Based Organizations (CBOs)	100	48	691	422	**1261(49.35%)**
	International Develop Partners(IPDs)	12	22	109	35	**178(6.97%)**
	Private Donors	3	2	12	17	**34(1.33%)**
	Other Related SDGs on Poverty	11	17	96	43	**167(6.54%)**
Total		**245(9.59%)**	**208(8.14%)**	**1181(46.22%)**	**921(36.05%)**	**2555(100.00%)**

Table 2   above provides a general data analysis on the major players in the coverage of SDGs I-IV by the Guardian newspaper, a summary data from the same (table 4.10) was provided to ease data interpretation however, data from the summary table implied that the major players/actors in the reportage of SDGs I-IV were Civil Society Organizations (CBOs, Non-government Organizations, (NGOs), Community Based Organizations (CBOs) with the highest record of 1261 equivalent to 49.35 per cent, the next major player is, government ministerial bodies and agencies having 915 issues representing 35.81 per cent the least record of the major actors are from private donors with 34 issues equivalent to 1.33 per cent, while International Development Partners and other related actors receive 178 and 168 issues with 6.97 and 6.54 per cent respectively. In a nutshell, it can be concluded that the major actors played in the coverage of SDGs I-IV by the Guardian newspaper were mostly from the Non-governmental Organizations, CBOs and other scientific research findings closely followed by Government's ministries, agencies and parastatals.

Table 3: Sources/Major Players used in the Coverage of SDGs I-IV by the Daily Trust and Guardian Newspapers

Daily Trust Coverage						
CATEGORIES Sources/players		Poverty	Hunger	Health	Education	Total
Actors of news stories	Government, Ministerial Bodies and Agencies (GMBA)	213	199	429	537	**1378(49.46%)**
	Civil Society Organizations (CSOs), Non-Government Organizations (NGOs) and Community Based Organizations (CBOs)	154	304	323	280	**1061(38.08%)**
	International Develop	17	38	36	30	**121(4.34%)**

	Partners(IPDs)					
	Private Donors	0	4	14	17	**35(1.26%)**
	Other Related SDGs on Poverty	5	35	69	82	**191(6.86%)**
Total		**389(13.96%)**	**580(20.82%)**	**871(31.26%)**	**946(33.96%)**	**2786(100.00%)**

Guardian Newspaper Coverage

Actors of news stories	Government, Ministerial Bodies and Agencies (GMBA)	119	119	273	404	**915**
	Civil Society Organizations (CSOs), Non-Government Organizations (NGOs) and Community Based Organizations (CBOs)	100	48	691	422	**1261**
	International Develop Partners(IPDs)	12	22	109	35	**178**
	Private Donors	3	2	12	17	**34**
	Other Related SDGs on Poverty	11	17	96	43	**167**
	Total	**245(9.59%)**	**208(8.14%)**	**1181(46.22%)**	**921(36.05%)**	**2555(100.00%)**
	Grant Total	**634**	**788**	**2052**	**1867**	**5341**

Summary Table Displaying Sources/Major Players of SDGs I-IV Coverage by the Daily Trust and The Guardian Newspapers

CATEGORIES Actors/Players		Poverty	Hunger	Health	Education	Total
Actors of news stories	Government, Ministerial Bodies and Agencies (GMBA)	332	318	702	941	**2293** **42.93%**
	Civil Society Organizations (CSOs), Non-Government Organizations (NGOs) and Community Based Organizations (CBOs)	254	352	1014	702	**2322** **43.48%**
	International Develop	29	60	145	65	**299**

	Partners(IPDs)					**5.60%**
	Private Donors	3	6	26	34	**69 1.29%**
	Other Related SDGs on Poverty	16	52	165	125	**358 6.70%**
Total		**634 11.87%**	**788 14.75%**	**2052 38.42%**	**1867 34.96%**	**5341 100.00%**

V.   DISCUSSION OF FINDINGS

Findings from Table 4.12 shows that the major players/sources in the coverage of SDGs I-IV collectively gathered by the two newspapers are mainly from Civil Society Organizations, Non-Government Organization's Community Based Organization, Medical experts or Intellectuals and the like with the highest proportion of 43.48 per cent closely followed by Government Ministerial bodies, its agencies and parastatals with a moderate record of 42.93 per cent. Though, Daily Trust record Government Agencies, and parastatals as the highest [table 1&2], The Guardian record highest on Civil Society Organizations and other related groups defined under the category [Table 2)]. The least actors as the findings revealed are the private donors that have 69 issues representing 1.29 per cent, while International Development Partners and other Actors not specified from the category has a proportion of 5.60 and 6.70 per cent respectively.

SDGs actors served as major pillars of the development agenda implementation process. For successful implementation of SDGs there must be greater attention on inter linkages in three areas: 1) Across sectors like finance, agriculture, energy and the like; 2) across societal actors (local authorities, government agencies, private sectors and civil society) and 3) between or among the low, medium and high-income countries. (Jariyesimi, 2016, p.14). This further indicates the important aspect of actors like Civil Society Groups and government agencies in the implementation process of SDGs. Vigilant and socially engaged presses help to hold government and non-governmental agencies accountable to SDGs commitment and draw the attention of those who have the responsibility of turning these lofty promises into reality. Meanwhile, Civil Society Groups has a pivotal role to play in SDGs planning and execution processes. This was contained in a blueprint that serves as a guide for stakeholders provided by the United Nations Getting Started with Sustainable Development Goals: A guide to stakeholders it posited that Civil Society has the capacity role to represent the needs of under-represented communities and regions this, however, make them critical partners in ensuring that SDGs strategies target the need of all segments of society and ensuring accountability for SDGs implementation second, they have an extensive experience in delivering services to the poor and can recommend appropriate intervention in different parts of the country. Therefore, they need to be represented in multi-stakeholders bodies, and thematic working groups for public consultations on important issues for SDGs planning.

There is also a strong correlation between the coverage of development issues such as SDGs and relevant stakeholders like government agencies and parastatals, Civil Society Organizations, and the like as observed by the United Nations Economic Commission for Africa (UNCEA) it posits, " …more importantly writing about specific issues MDGs target get help to keep stakeholders accountable for their commitment and can help give journalist critical experience in writing good economic and development stories". (p.40).

VI.   CONCLUSION

From the study key findings, it can be concluded that media particularly newspapers in all societies remain a viable and veritable means of informing people and creating awareness on development-related issues. The newspaper has a direct connection with promoting development agenda like SDGs. At one point in time policymakers, government civil societies, development organizations and private sectors acknowledged the important role the mass media can play in achieving development goals or targets.

In relation to this, the researcher would like to re-emphasize on a statement made by a senior executive of the United Nations Development Programme (UNDP), NarinderAggarwala (1979) stresses that journalists coveringdevelopment beats is expected to: " critically examine, evaluate and report on the relevance of development projects to national and local needs, the difference between a planned scheme and its actual implementation and the difference between its impact on the people as claimed by the government and as it actually is" (cited in Dara, 2000, p. 164). This assertion made

by Aggarwala accentuates the watchdog role of the press in development projects, programmes and even policies. The media represents the public in furnishings constructive criticism of government activities and it is various agencies, informing readers on how the development process is affecting them and highlighting grey areas that need to be adjusted that would contribute meaningfully to the lives of the people that are exposed to relevant information on development agenda.

VII.   RECOMMENDATION

Based on the conclusions drawn above, the following suggestions are recommended to advance the concept of Sustainable Development Goals (SDGs):

This study is purely quantitative, it is recommended that a further study should be conducted using both the quantitative and qualitative approaches of content analysis this would go deeper in understanding the context of development-related matters in a more analytical approach.

It is further recommended that studies should be carried out using other channels of communications. Newspaper is one of the important modes of communicating; there is a need to conduct further studies using other traditional and online modes of communications (Radio, Television and other online platforms) to examine the level of contribution made by such media in the development process.

The study limits its investigation for one year, it is highly recommended that further studies should be carried out in the subsequent years (2016 upward) on the ongoing implementation process of Sustainable Development Goals (SDGs).

It is important to to sensitize media professionals about the need to improve the quantity and quality of SDGs coverage in Nigeria which should include articles and analysis reflecting everyday struggles of local regions especially the condition of those living in the resource- poor settings. Doing so will help encouraging societies and decision- makers to prioritize the SDGs agenda in the decision-making process.

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