

## **Newspaper Coverage of Nigerian Local Foods and Drinks in Two Selected Nigerian Print Media**

**EMEAFOR, Obinna Franklin**

Department of Archaeology and Tourism  
University of Nigeria, Nsukka

&

**EMEAFOR, Cynthia Ijeoma**

Department of Mass Communication  
University of Nigeria, Nsukka

### **Abstract**

Foods and drinks are very important to human existence. They take care of hunger and prevent malnutrition, especially when diet is balanced. Local foods and drinks are also identity markers as they form the basis for culinary tourism. Culinary tourism is one form of tourism which can thrive in a multi-cultural society like Nigeria. The media being a major avenue through which information is transmitted, and a means through which different cultures are represented, have a major role to report news on local foods and drinks in Nigeria as a way of promoting this aspect of material culture. Thus, the aim of this study is to analyse how Nigerian print media capture local dishes and drinks in Nigeria. The manifest contents of two purposively selected national daily newspapers: *The Guardian* and *The Nation* were examined with particular attention to frequency, prominence, story type (genre) and contents in the coverage. The findings reveal a preponderance of coverage of local foods and drinks with 61.7% and 38.3% in the *The Guardian* and *The Nation* respectively. This findings also reveal lack of prominence given to local foods and drinks where most of the coverage (97.5%) were found in the inside pages of the sampled newspapers. Also, there were some positive stories on the medicinal effects of some local foods and drinks on human health as well as governments, individuals and organisations efforts to boost the food industry. Since food and drinks play a great role in human existence and in national development, it is recommended that the media should constantly report news stories particularly on local food and drinks in Nigeria so that the

general public will have full knowledge of their importance to economic growth and development in general.

**Keywords:** Local Food, Local Drinks, Tourism, Newspapers, Media, Nigeria