

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

Introduction

Nigeria is a country with a landmass of approximately 357,000 square miles (Wright 1998, p.103). As the most populous country in Africa, Nigeria is inhabited by about 170 million people (NPC) of over 250 cultural groups and over 500 dialects validating her rich cultural diversity as well as resources (Chidozie & Ayibainewoufini, 2014). The country boasts of a wide array of agricultural produce owing to the “variable climates ranging from sparsely populated sahelian and savanna conditions in the north to densely populated rain forest in the south” (Wright 1998, p.103).

Culture as defined by Stephen (2014) is the totality of learned, socially transmitted customs, knowledge, material objects and behaviour. It is the sum total of beliefs, rules, techniques, institutions, and artifacts that characterise human populations (Ball, Geringer & McNett, 2010, p.138). Culture can also be seen simply as the way of life and behaviour of a particular group of people. In simple terms, Ekeanyanwu (2015) defines culture as people. These definitions will influence our use of the term in this paper.

One of the ways in which different cultures are reflected and/or represented is through their foods and drinks. According to Chang (2008) in Ayeomoni (2011, p.51), “people who have the same cultural identity share the same food habits, while people of different cultures share different assemblages of food variables”. Okeke (2009, p.2) explained that “food plants are traditional in the sense that they are accepted by rural communities, by custom, habit and tradition as appropriate and desirable food”.

As stated by Ayeomoni (2011), the term food is an aspect of cultural tradition which plays an inextricable role in human lives and a source for pleasure, comfort and security. It is also a symbol of hospitality, social status, and religious significance. Foods and drinks determine, to a great extent, the healthiness and unhealthiness of man. This is more so because, long-standing good health is unattainable without high-quality nutrition (Okeke, 2006). Buttressing this point, Udoh, Mbosoh, Udoh and Akpan (2013) affirm that, for better growth and development, an average man needs to consume adequate quantities of different food items in the right proportions. What we choose to eat, how we prepare it, serve it, and even how we eat it are all factors that touch our individual cultural inheritance and can also denote the identity of a particular culture (Ayeomoni, 2011). Food consists of dishes or food items from the hundreds of ethnic groups that make up the country.

Foods and drinks permeate all aspects of African cultures, written and oral literature, and folklore. For instance, Mbuagbaw and Noorduyn (2012) state that African literature is rife with passages describing the production and consumption of palm wine. Mbuagbaw *et al* (2012) gave a striking example with Chinua Achebe's book, *'Things Fall Apart'* (1958) where palm wine was portrayed as the main drink for entertaining guests. Amos Tutuola in his literary work, *The Palm Wine 'Drinkard'* (1952), presented the story of a young man saddened by the death of his beloved palm wine tapper following his fall from a tree. In Ferdinand Oyono's *The Old Man and the Medal* (1956), the main character consumed too much palm wine and as a result, lost his most precious possession. With the above references, palm wine as local drink is deeply entrenched in African traditions, literature, and lore (Mbuagbaw *et al*, 2012).

In modern time, the culture of a country at any given time is projected to the world through the mass media. This is because mass media, particularly the print media, are the major means through which information about various issues get to the public. The mass media in executing their roles shape opinion and provide basis for understanding of different cultures in the society and as well, represent every nation in all areas of coverage. Thus, it is the sole responsibility of the mass media to communicate various cultures as well as their cultural heritage in Nigeria. Local foods and drinks are part of the cultural heritage which the media should bring to the fore. Hence, this study investigated the coverage of Nigerian local food and drinks in selected Nigerian print media.

Statement of the Problem

Culture entails people's way of life, customs, traditions, norms and values. In Nigeria, one aspect of cultural heritage is the type of plants, food and drinks they grow for human use. Foods and drinks are essential in human life as they are support system for human existence and survival. However, having the knowledge of the various local foods and drinks are of paramount importance as individuals will know the value and economic importance not only to the nation but also for well-being of individuals. Since the mass media provide much of the relevant knowledge for public awareness, it is agreeable that the mass media determine to a certain extent the kind, amount and frequency of Nigerian cultural heritage that reach the general public. In addition, the reportage of these issues can determine the extent of value accorded to the cultural heritage because the way in which the media report such values is the same way the audience would view and interpret them (Muyiwa, 2014). Thus, how Nigerian local dishes and drinks are covered in the Nigerian print media in relation to frequency, prominence and contents is unclear. Therefore, this study tends to ascertain the reportage of Nigerian local foods and drinks in selected Nigerian newspapers. Based on the aforesaid, the specific objectives of the study were:

1. To determine the frequency of coverage of local foods and drinks in Nigerian in *The Guardian* and *The Nation* Newspapers.
2. To ascertain the prominence given to local foods and drinks in Nigeria in the selected newspapers.
3. To identify the story type used in the coverage.
4. To find out the most reported subject/content on local foods and drinks in the selected newspapers.

Literature Review

Food is seen as any edible substance from animal or plant origin consumed to provide essential nutrients, energy, sustain life, stimulate growth and to maintain a healthy body. For Ohio (2015, p.1) “Food means substances, whether in liquid, concentrated, solid, frozen, dried, or dehydrated form, that are sold for ingestion or chewing by humans and are consumed for their taste or nutritional value. Food in this context does not include alcoholic beverages, dietary supplements, soft drinks, or tobacco”.

On the other hand, drink also known as beverages, is a liquid substance for human consumption. It includes liquid substances such as plain water, mixed tea, coffee, milk, juice and soft drinks. The basic function of drinks is to satisfy thirst. Drink equally include alcoholic drinks and includes beer, wine, and liquor. Okoli (2004) in Abomeh (2012, p.4) sees foods and drinks as “all the decision making and activities involved in making meals and beverages for consumption and serving them in the best way to consumer”. In this study therefore, the major focus is on local foods and drinks in Nigeria. Thus, local foods and drinks are traditional food and beverages produced from a known culture or society and obtainable from local resources and culturally acknowledged.

Foods as noted by Burlingame and Derniere (2010) are divided into two groups. Those consumed in the areas where they are grown as traditional dietary staples such as cassava, yam, cocoyam, sweet potatoes (*Ipomoea batatas*), plantains (*Musa paradisiaca*) and maize. The second group are those consumed as accompanying relishes and sauces. They are: oilseeds, fruits and vegetables.

In Nigeria, local foods and drinks are classified as follows with special emphasis on the Igbo cultural group as summarised by Okeke, Eneobong, Uzuegbunam, Ozioko and Kuhnlein (2008); Onimawo (2010); Uzogara, Agu and Uzogara (2010); Green, Nworgu and Obazee (2012).

1. Roots and Tubers: Examples are: Cassava (Jigbo, alibo, Ji abi), yams (Jiocha, Ji igwe, Ji abi, ona, uno), cocoyams (Ede ofe), and sweet potatoes (Ji nwanu). They can be used to produce different kinds of foods such as pounded yam, garri, eba, amala, yam porridge, akpu, tapioca, elubo, abacha (African salad), akara akpu, etc.

2. Cereals, legumes, nuts and seeds: Examples include maize (oka), sorghum, millet, acha, rice (osikapa), beni seed (cereals), cowpeas (Agwa/Akidi, ani/elu), pigeon pea (agbugbu, fiofio), bambara groundnut (okpa, okpa abi), african breadfruit (ukwa), groundnut (okpape), melon seed, walnut (ukpa), dika nut seed (ogbono/agbono), pumpkin seed (mkpuru ugu/of/anyu/ugboguru), castor seed (ogiri/ogili), palm kernel (aki), cashew nut (mkpuru cashew), kolanut (oji awusa/oji igbo), bitter kola (ugoro, adu, akilu). Food products from cereals, legumes, nuts and seeds are: Jollof and rice pudding e.g Tuwo shinkafa, cornfood, pap, eko/agidi, African bread fruit jollof. Seeds: boiled bean, marshed beans, jollof beans, moin moin, akara balls, gbegiri soup, melon soup, Beni seed soup, acha, tuwo masara, groundnut soup and so on.
3. Vegetables and fruits: Vegetables are the leafy outgrowth of plants or part of plants that are used in making soups, or eaten with the principal part of a meal while Fruits are described as the ripened seeds of plants and the adjoining tissues which house them. They are commonly used as desserts. Examples of vegetables are: pumpkin, green (spinach), bitter leaf, ewedu, water leaf, utazi, uziza, atama (Ibos), okpai (Edo). Fruits, on the other hand, include: Paw-paw, orange, avocado pea and others.
4. Herbs and spices
5. Livestock and game: such as cattle, local chicken, goat, ram and so on.
6. Soup condiments: includes, pepper, palm oil, etc.

Local drinks in Nigeria are as follows: palm wine which may be distilled into ogogoro, pito, burukutu; maize beer, sorghum beer. The fermented milk products are nono, maishanu and wara which are made from fresh cow milk (Uzogara, Agu and Uzogara, 2010). It is a popular drink mainly in South-East and South-South Nigeria. Kunu and Fura da nono is a popular local drink in the Northern part of Nigeria and it is made from millet, maize or sorghum together with a small quantity of cow's milk. Soya bean milk is another local drink made from soya bean seeds. Another local drink which is popular among students is Zobo. It is made of roselle juice which the Yorubas call Isapa.

Local foods and drinks have specific roles they play in human life and in the society. In human life, food and drinks play vital roles in our daily lives because without food human beings cannot survive (Ayeomoni, 2011). They are part of the basic needs of man and determines, to a great extent, the healthiness and unhealthiness of man. This is more so because the long-standing good health is unfeasible without good nutrition which foods and drinks supply to the human body (Okeke, 2006).

In the area of cultural identity, Okech (2014) posits that food symbolises many aspects of everyday culture and is a vehicle for social relations. According to Richards

(2002), food has been used as a means to forge and support identities, principally because what we eat and the way we eat are such basic aspects of our culture. He gave example by stating that some Catholics still eschew meat on Friday, as an act of contrition, and so often eat fish on this day. Japanese cherish raw fish while Chinese eat dogs and monkeys. Moslems, Jews and Hindus do not eat pork and beef respectively. French eat frogs, snails, horses and raw meat. Arabs eat camel meat and drink camel milk. Aborigines eat earth grubs. Greeks drink sheep's milk while some African tribes drink blood. Yanamamo Indians of South America eat fresh uncooked lice and fried insects.

In West Africa as stated by Mbuagbaw *et al* (2012), palm wine holds high socio-cultural and traditional values. It is enjoyed at birth celebrations, at funeral wakes, and plays an integral role during traditional marriage ceremonies. Offering palm wine to another is an ancient symbol of gratitude and is significant in both business and individual relationships. Also, most village social life revolves around the palm wine kiosk and a major part of most local popular music such as *Meringue* which is referred to as palm wine music in Sierra Leone (Mbuagbaw *et al*, 2012). Palm wine is deeply rooted in West African culture and traditions and thus is the most frequently consumed alcoholic beverage (Onuma, 2015).

From another perspective, many foods as well as drinks are considered delicacies, not for their taste, but for their medicinal values. According to numerous legends, animal organs have special properties that can be transferred if eaten. For instance, animal penises give the consumers healthy sex lives; women look young when they eat rooster testicles while monkey brains cure neurological diseases. A lot of elderly people, from both developed and developing nations, remember eating the testicles, cheeks, lungs, kidneys, hearts, and livers of animals due to medicinal values (Okech, 2014). Also in Nigeria, unripe plantain, bread fruit, yellow yam (Ji oku/okwu) are recommended for diabetic patients because they have lower sugar and starch. Fluted pumpkin is used in treating anaemia while bitter kola, lime, unripe paw-paw, bitter leaf are used to cure malaria (Okeke *et al*, 2008).

Palm wine as stated by Onuma (2015) have lots of health benefits which includes improved vision, treatment of conjunctivitis and lowers the risk of developing cataracts due to the natural yeast which clears the eyes. It helps with male erection and is credited for increasing sperm in men and promotes lactation and breast milk production in pregnant women. Palm wine helps to cure depression, fatigue, nausea, blood pressure, slows aging, prevents cancer, etc. Additionally, traditional African healers frequently mix palm wine with medicinal herbs to create a wide variety of medication (Mbuagbaw *et al*, 2012).

Foods and drinks play major role in developing and sustaining tourism (Okech, 2014). Culinary tourism or food tourism as explained by Okech (2014) is the desire to

experience a particular type of food or the produce of a specific region and covers a vast number of gastronomic opportunities for tourists as well as involving numerous economic development schemes. It is a subset of agro-tourism and centres specifically on the search for and enjoyment of prepared food and drink.

As stated by the Organization for Economic Co-Operation and Development (OECD, 2012), tourism is a major part of the contemporary experience economy, in which food plays an important role. They are key aspect of all cultures, a major element of global intangible heritage, and an increasingly important attraction for tourists. Local food or cuisines represent a core manifestation of a destination's intangible heritage, and through its consumption, tourists can gain a truly authentic cultural experience (Okumus, Okumus, and McKercher, 2007; Renko et al., 2010) in (Okech, 2014). Therefore, the linkages between foods, drinks and tourism provide a platform for local economic development. In other words, food and drinks can provide the basis for the development of tourism experiences in a number of ways such as linking culture and tourism as well as supporting local culture (OECD, 2012). Esu (2015) argues that tourism in Nigeria has the potential of being a supplementary source of revenue for the country if not the major source. He affirmed that experts believe that tourism can trigger the much needed socio-economic development in any country, including Nigeria. Thus, food and drinks, together with tourism, can boost Nigerian economy (Esu, 2015).

Several studies have been carried out in the area of foods, drinks and the mass media. Wolbring and Mackay (2014) for instance, conducted a study on analysis of newspaper coverage of food security through a disability studies lens. The study disclosed that there were minimal reports of disabled people within food security coverage. The study equally revealed the absence of coverage of other socially disadvantaged groups including local people and migrants and a lack of a human rights or ethics angle. They concluded that the usefulness of the newspapers covered in reporting food security for disabled people and other socially disadvantaged groups is very low.

In a similar study, Bruner (2014) carried out a study on images of food insecurity in Nigeria. The result of the survey showed that there was remarkable unanimity that elicited sadness, widely different reactions and emotion which led to the conclusion that respondents' individual characteristics were an important variable.

Research by Lore, Imungi and Mubuu (2013) on framing analysis of newspaper coverage of genetically modified crops in Kenya found that the agriculture frame was predominant in the *Daily Nation* and *The Standard*, while the dominant frames were safety and regulation frames. Also, only 34.7% of articles were neutral in tone while scientists and government officials, who generally spoke in favour of genetically modified crops, were the most frequently quoted sources.

The above studies are related to the present study because they investigated food in the print media. The researchers, however, failed to capture the frequency and prominence in the coverage of food and drinks. The current study will examine the units.

Chidozie *et al* (2014) examined the role of cultural heritage and tourism in nation building using Lagos Eyo festival. Research findings of the study indicated that the Eyo festival as a cultural heritage of Lagos State has added greatly to the nation building project, especially through tourism. The study recommended that citizens should be educated on cultural heritage by the Nigerian government as this will increase national consciousness and awareness and also attract foreign investment to enhance nation building. However, the researcher did not examine food and drinks as cultural heritage and a catalyst for tourism development - a gap the current study attempts to fill.

Again, Samson (2015) examined newspaper coverage of agricultural transformation agenda in rice production using rice as the case study. The findings of the study disclosed that although 92.8% of the newspapers reports were positive, they were not in-depth enough to adequately address the topical issues surrounding the initiative. Also revealed from the study is that 98.3% of stories were published on inside pages of the newspapers, indicating lack of prominence. The study concluded that coverage of rice transformation agenda in the selected newspapers was not adequate. In the study, the researcher paid attention only to a particular staple crop (rice) in Nigeria. The present study attempted to fill this gap by covering all local foods as well as drinks reported in the Nigerian print media.

Theoretical Framework

This study is anchored on Agenda-setting theory and Social Responsibility Theory. Agenda-setting theory was first suggested by Maxwell McCombs and Donald Shaw based on their study of the media's role in the 1968 presidential election. This theory states that the media dictate what the people think about, not what the people think. Nwabueze *et al* (2015) affirmed that by frequently covering and giving prominence to issues in the media, the audience attaches importance to those issues more than others and by so doing, the mass media set agenda for public discussion. They noted that the media, through agenda setting role tell the public which issue is important. This therefore means that examination of agenda-setting can present an explanation of why information about certain issues are addressed frequently while other issues are event based to the public, as well as how public opinion is shaped (Tesema, 2012).

The relevance of this theory to the study is that, through constant media reportage, issues on local foods and drinks become important public discourse and the degree of prominence assigned to local foods and drinks in Nigeria could be

ascertained through media reports. This is more so because the media determine to a certain extent the type, amount and frequency of information that reach the general public.

Social Responsibility Theory on the other hand is an extension of the Libertarian theory of the press and it places emphasis on the moral and social responsibility of persons as well as institutions which operate the mass media (Okoro & Naji, 2012). The theory is based on the principle that the press must be responsible to represent all aspects of situation in the society. In other words, the theory insists that the mass media should permeate and represent all the strata of the society (Stephen, 2014). Capturing it succinctly, “it presupposes that newspapers must have social conscience, be devoted to public welfare and public service; they should be responsive to problems in the society” (Johnson, Layefa, Taiwo, 2016, p.7).

Linking this theory to this study, the media in executing their social duty is expected to shape opinion and provide basis for understanding of different issues on local food and drinks in the society. Thus, it is the responsibility of the Nigerian press to report frequently on local foods and drinks by providing several media contents through accurate, objective and balanced reports.

Methodology

This study adopted content analysis research design, which is suitable when one's aim is to examine the manifest content of communication in the print media. The population of the study consists of the editions of two selected Nigerian national dailies -*The Guardian* and *The Nation* newspapers from 1st January, 2017 to December 31st, 2017 (i.e. $365 \times 2 = 730$) (weekend editions inclusive). The newspapers were purposively selected because they have wide readership and circulate nationwide. Also, since they are daily newspapers, information published in other newspapers are equally reported in the selected newspapers.

In determining the sample size, the composite week procedure was used. According to Wimmer and Dominick (2011), a composite week sampling technique has been shown to be superior to both a random sample and a consecutive day sample when dealing with newspaper content. In other words, the editions of the newspapers for the months under study were selected based on the days of the week. In this study, a sample size of One hundred and ninety two (192) issues was used for the two selected newspapers. To determine this, two (2) editions of a particular newspaper were picked each week. The dates chosen were applied to the other newspaper. This then means that, four (4) newspapers in a week multiplied by four (4) weeks which gave a total of sixteen (16) editions of the newspapers were selected for a month for the two selected newspapers. The sixteen (16) issues were multiplied by twelve (12) months to give a total of 192 issues/editions. This means that a total of 96 editions for each newspaper

was content- analysed for the study period of twelve (12) months (i.e. from 1st January, 2017-31st December, 2017).

The units of analysis in this study was the news, features, editorials, opinion articles and pictures which are the genre of media content that give an accurate, objective and in-depth account of an occurrence. The content categories were based on local food stories and local drink stories. To determine the count for each issue, the following units were used: **Frequency** (number of times each unit of analysis appeared), **Prominence** (using Front Page, Inside Page and Back Page) and **Story type and contents** (using news, editorials, features, opinions and pictures). With the aid of SPSS software version 20.0, frequency and simple percentages were analysed for the study.

Data Analysis and Presentation

This segment shows the breakdown of the analysis in relation to print media coverage on local food and drinks in Nigeria. A total of 81 stories were obtained from the 192 editions of sampled newspapers. The results are shown in the figures and tables below.

Figure 1: Frequency distribution of Local Food and Drinks in *The Guardian* and *The Nation* newspaper

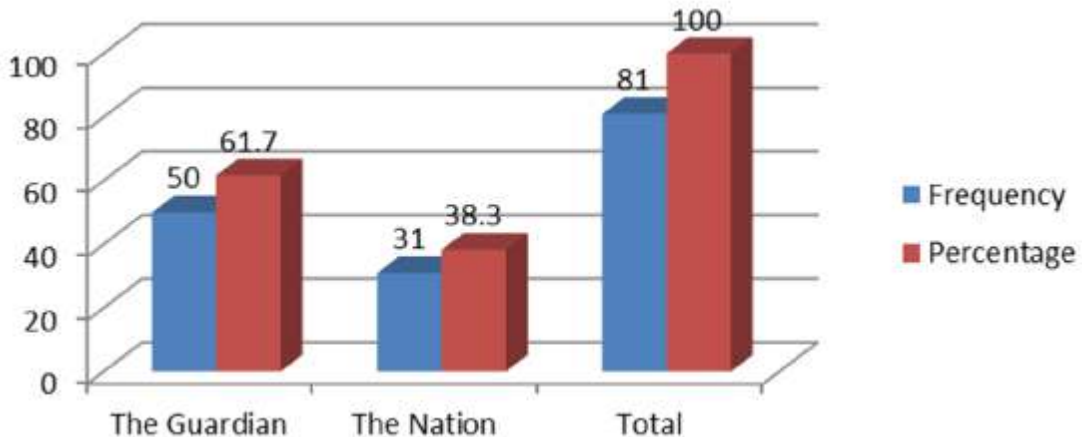


Figure 1 represents the total number of reports on local food and drinks in Nigeria from *The Guardian* and *The Nation* newspapers with *The Guardian* leading with 50 (61.7%). *The Nation* newspaper reported 31 (38.3%) stories.

Figure 2: Data distribution based on prominence

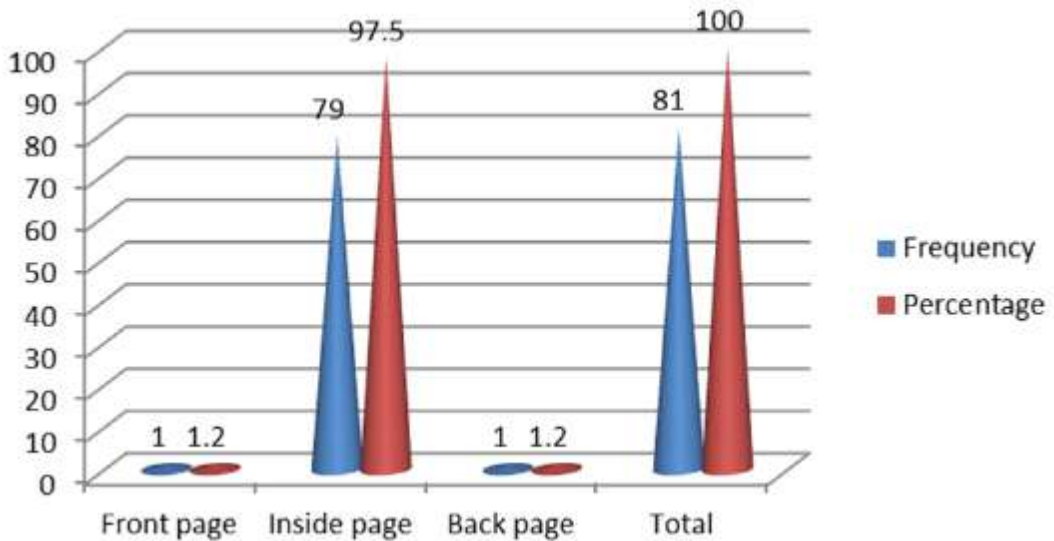
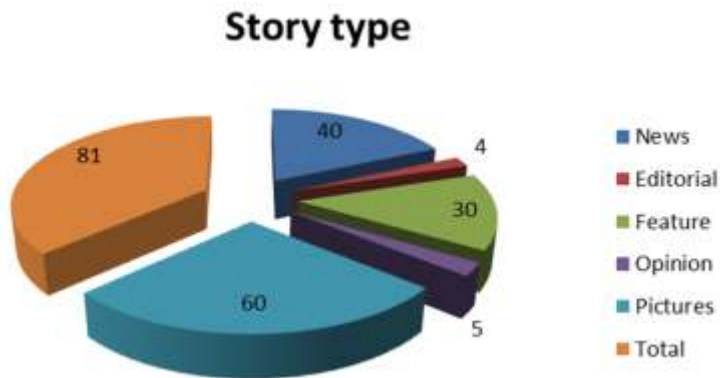


Figure 2 above indicates the frequency and percentages of stories on local foods and drinks based on prominence or position in the pages of the selected newspapers. 1 story with (1.2%) appeared on the front page and back page while inside page presented 79 stories with (97.5%).

Figure 3: Distribution of data showing newspaper coverage of local foods and drinks based on story type



As regards the nature of stories on local foods and drinks in figure 3 above, news had 40 (28.8%); editorial 4 (2.9%); feature story 30 (21.6%); opinion article 5 (3.6%) while pictures had 60 (43.2 %).

Table 1: Distribution of data based on subject/content of the story

Content Category	Frequency	Percentage (%)
Local Food Stories		
Roots and Tubers	6	7.4
Cereals, Legumes, Nuts and seeds	12	14.8
Fruits	7	8.6
Vegetables	2	2.5
Meat and fish	7	8.6
Condiments	6	7.4
Local snacks	1	1.2
Government policy	10	12.3
Youth empowerment/Culinary tourism	1	1.2
Health and medicinal value	17	21
Total	69	85
Stories on Drink		
Local Drink Stories	2	3
Foreign Drink Stories	10	12
Total	12	15
Grand Total	81	100

Table 1 indicates the subject or content of the stories on local foods and drinks in Nigeria. From the table, stories on local food recorded the highest with 69 (85%) while stories on local drinks had 12 with (15%). Also from the table, roots and tubers had 6(7.4%); Cereals, legumes, nuts and seeds had 12(14.8%), and Youth employment

recorded 1(1.2%). As regards stories on drinks, 10 stories were devoted to foreign drinks while local drinks recorded only 2 stories.

Figure 4: Distribution of data showing coverage of Local Foods and Drinks based on the direction in the two newspapers

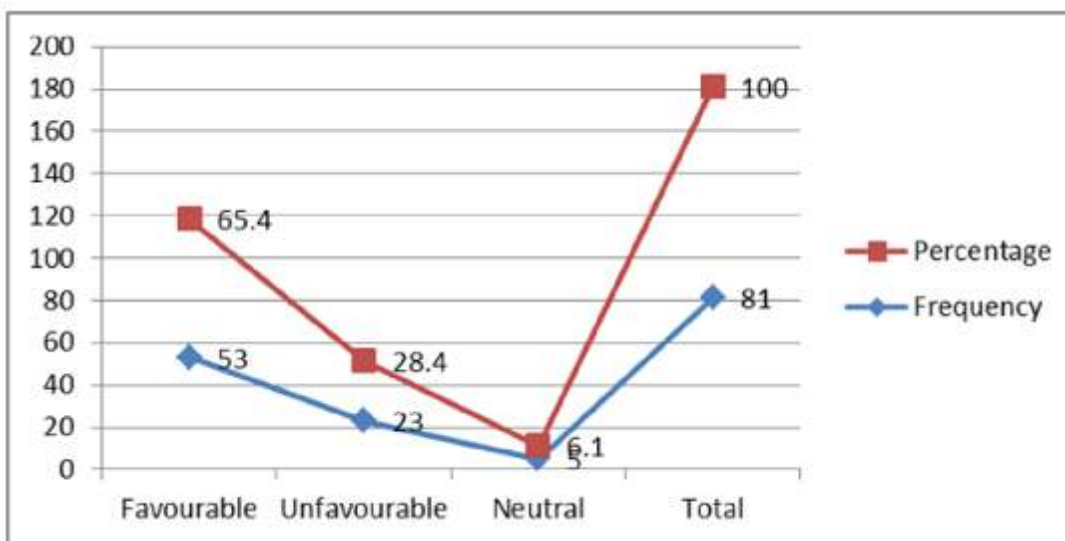


Figure 4 above shows story direction on local foods and drinks. From the table, favourable stories recorded 53 (65.4%) unfavourable had 23 with (28.4%) while neutral stories recorded 5 (6.1%).

Discussion

In this section, the findings that emanate from the results in the data analysed are discussed as they provide answers to the research questions formulated to guide the study.

Frequency of news reports on local foods and drinks in *The Guardian* and *The Nation* newspapers

Concerning the proportion of news stories across one year of study, it is evident that in Figure 1, the two selected newspapers covered stories on local foods and drinks in Nigeria even though a small number (81 stories) were obtained out of the 192 editions of the selected newspapers studied. From the analysis, *The Guardian* newspaper

published the highest number (61.7%) of stories within the study period more than *The Nations* newspaper which recorded (38.3%) stories. The implication of this is that the selected newspapers did not adequately cover stories on Nigerian local foods and drinks which are the major aspects of the cultural heritage of diverse socio-cultural groups in Nigeria. Also, most of the local foods and drinks reported were not linked to any cultural group that produces them in Nigeria.

The prominence given to Nigerian local foods and drinks in the selected newspapers

Prominence in this study entails the placement or the position of the stories in the selected newspapers. Most times, newspapers use prominence to indicate the importance attached to stories, hence, the more a news story appears in front page of a particular newspaper, the priority it has over others. In grading news stories, less attention is given to stories that are placed in the inside pages while more attention is given to stories that appeared in front pages of newspapers. The result from Figure 2 showed that only one story on local foods and drinks appeared in the Front page and Back page of the sampled newspapers within the study period. Inside page presented the highest stories with 97.5%.

This is evident in the story published on the front page by *The Guardian* newspaper on April 17th, 2017 with the headline: 'Chickens Waiting for Buyers to Celebrate Easter at the Utako Market Abuja'. Also on July 18th, 2017, *The Nation* newspaper published another story on the back page with the headline: 'Our Game over in the Global Trade'. The story centred on yam as a staple food in the global market. The finding from the analysis in table 2 indicates that the sampled newspapers did not give prominence to stories on local foods and drinks in Nigeria. The implication is that the selected newspapers have not regarded the importance of reporting Local foods and drinks in Nigeria.

Story type (genre) used in the coverage

On research question three, which is based on the story type, the result in table 3 answers the question. Figure 3 showed that the sampled newspapers reported stories on local foods and drinks using mainly picture format. As can be seen from the table, pictures recorded 43.2% followed by news with 28.8%. This shows that there was a preponderance of picture stories in reporting local foods and drinks in Nigeria. Editorial article recorded very low stories and implies that little attention was paid to editorials published during the period of study. It is quite appalling that editorial being

the newspapers' stand or views on current issues, have not adequately presented their views on local foods and drinks in Nigeria. As regards the feature articles, the implication is that descriptive and investigative stories that will expound or provide in-depth analysis on local foods and drinks in Nigeria were low in the selected newspapers. Thus, local foods and drinks were not given elaborate analysis for the general public to appreciate the economic importance of local foods and drinks and their overall contribution to development in general. Feature articles go beyond the straight news presentation by providing informative stories on Nigerian local foods and drinks to the public.

Most reported subject/contents on local food and drinks in the selected newspapers

In this study, the most reported subject/content was local foods with major focus on the health and medicinal value which recorded 21%. This was followed by cereals, legumes, nuts with 14.8%. This is evident in the news story published by *The Nation* newspaper on 8th August 2017, page 15 with the editorial heading: Rice mills. *The Guardian* covered a story on March 15th, 2017 page 40: Walnuts Makes Men More Fertile. Another story was published by *The Guardian* on February 6th, 2017 on page 42: Want to Avoid Miscarriage? Enjoy Avocado, Nuts, and Spinach. Still on health benefits, *The Guardian* presented a news story with the headline: How potatoes, beans lower blood pressure on page 37 of April 11th, 2017.

The implication of this result is that the selected newspapers paid more attention to stories on therapeutic benefits of local foods as can be seen in Table 1. As regards drinks, 12 stories were obtained within the study period. In the analysis, it was observed that majority of the reports on drinks centred on foreign drinks imported into Nigeria other than the local drinks obtainable in Nigeria. This is also evident in Table 1. Buttressing this point, on March 31st 2017, page 2, *The Nation* published a news story on page 2 and 3 of the newspaper with the headline: Coca-Cola Brands Burden of Market Leadership. Another story on foreign drink was reported on April 3, 2017 on page 16 with the headline: Nigeria Ranks Fourth in Soft Drink Sales. This result shows that local drinks produced in Nigeria are not newsworthy. As regard the economic development which local foods and drinks play in terms of job creation particularly for the youths, only one story was recorded as can be seen in Table 1. The implication is that news stories on local foods and drinks in relation to the role they play to boost Nigeria's economy through job creating as well as through culinary tourism industries are less important.

Furthermore, findings from table 4 and 5 also showed some positive stories reported by the selected newspapers. A few of the positive stories were based on governments, individuals and organisations efforts to boost the food industry. This is evident in the story published by *The Nation* newspaper with the headline: Nigeria won't Import Rice Next Year. Another story appeared on page 34 of July 14th, 2017: CBN Promise More Support for Food Production. On the part of *The Guardian* newspaper, it presented a story on September 4th, 2017 on page 6 with the heading: LAPO Supports Farmers with #3.2b to Boost Food Production.

Conclusion

The media, particularly print media, have remained the key channels of information dissemination as news on Nigerian local foods and drinks can be discussed through news, editorials, features, pictures as well as other means of communication. The media, through the reports, can educate and as well create consciousness in the minds of the populace as regards the importance of local foods and drinks not only to human life but also to national development. Hence, this study has provided evidence into how the two selected newspapers have reported local foods and drinks in Nigeria in relation to the frequency, position, story type and contents employed by *The Guardian* and *The Nation newspapers*. Thus, the media being the major channel of information dissemination and cultural representation have the responsibility to constantly report news on local foods and drinks in Nigeria.

Recommendations

Based on the findings of this study, the following recommendations were made:

1. Majority of the news stories on local foods and drinks appeared in picture format with only two news stories on front and back pages. The media should therefore, publish more stories with news, editorials and features stories for better understanding of the importance of local foods and drinks by the general public.
2. The media should also give more prominence to local foods and drinks by placing more news stories on the front and back pages in order to draw public attention to issues on local foods and drinks.
3. The media should give adequate coverage and represent all cultures in all areas in Nigeria particularly their local foods and drinks. This could help improve culinary tourism and the positive consequences to the economy.

- Abomeh, O. S. (2012). Hospitality and Tourism Manpower. *Afro Asian Journal of Social Sciences*, 3(3), 118.
- Ayeomoni, M. O. (2011). Language, Food and Culture: Implications for Language Development and Expansion in Nigeria. *International Journal of Educational Research and Technology*, 2(2), 5055.
- Ball, D., Geringer, M., & McNett, J. (2012). *International Business: The Challenge of Global Competition*. McGraw-Hill.
- Bruner, M. S. (2014). Images of Food Insecurity in Nigeria. *Journal of Communication and Media Research*, 6(2), 120.
- Burlingame, B. & Dernini, S. (2010). Sustainable Diets and Biodiversity: directions and Solutions for Policy, research and Actions.” *FAO and Bioversity International and Held at FAO*.
- Ekeanyanwu, N. T. (2015). *International Communication. (Third Edition)*. Ibadan: Stirling-Horden Publishers.
- Esu, B. B. (2015). Transforming the Nigeria Tourism Industry through Tourism Entrepreneurial Development. *African Journal of Business Management*, 9(15), 56980, doi:10.5897/AJBM2015.7844.
- Chidozie, F. C, Ayibainewoufini, O. A. (2013). The Role of Cultural Heritage and Tourism in Nation Building. *Global Journal of Human-Social Science: C Sociology & Culture*, 4 (2), 113, eprints.covenantuniversity.edu.ng.
- Green, B. O., Nworgu F. C. & Obazee M. N. (2012). Spices and Food Condiments in Niger-Delta Region of Nigeria. *African Journal of Biotechnology*, 11(79), 1446873 doi:10.5897/AJB12.1088.
- Lore, T.A., Imungi, J.K. & Mubuu, K. (2016). A Framing Analysis of Newspaper Coverage of Genetically Modified Crops in Kenya A Framing Analysis of Newspaper Coverage of Genetically Modified Crops in Kenya. *Journal of Agricultural & Food Information*, 14(1), 13250, doi:10.1080/10496505.2013.774277.
- Mbuagbaw, L., & Noorduyn. S. G. (2012). The Palm Wine Trade Occupational and Health Hazards. *The International Journal of Occupational and Environmental Medicine*, 3(4), 15764, www.theijoem.com .
- Okeke, E.C., Eneobong, H.N., Uzuegbunam, A.O., Ozioko, A.O., Umeh, S.I., & Kuhnlein, H. (2009). Nutrient Composition of Traditional Foods and Their Contribution to Energy and Nutrient Intakes of Children and Women in Rural Households in Igbo Culture Area. 304(312), 116, <http://scialert.net/abstract>.
- Okoro, N., & Nnaji, O.G. (2012). Press coverage of environmental pollution in the Niger Delta Region of Nigeria. A content analysis of the Guardian, Vanguard, Daily Sun and Thisday Newspapers. *Journal of Humanities and Social Science*, 3(2), 3446, www.iorsjournals.org.
- Omotosho, M. (2014). Managing Religious Conflicts in Nigeria: The Inter-Religious Mediation Peace Strategy. *Africa Development*, 39(2), 13351, www.jstor.org.

- Onimawo, I. (2010). Nigerian Traditional Food System and Nutrition Security. 2010.
- Onuma, K. (2018). Information and Health Benefits of Palm Wine. Inform Africa. <http://www.informafrica.com/health-africa/information-and-health-benefits-of-palm-wine/>.
- Muyiwa, P. (2014). Content and Hermeneutical Analysis of Selected Newspapers Reportage of Environmental Issues in Nigeria. Journal of Humanities and Social Science, 19(3), 13765, www.iosrjournals.org.
- Richards, Greg. (2002). Gastronomy : An essential ingredient in tourism production and consumption . Research Gate, 127, www.researchgate.net/publication/23984409.
- Okech, R. N. (2014). Developing culinary tourism- The role of food as a cultural heritage in Kenya. Proceedings of the Second International Conference on Global Business, Economics, Finance and Social Sciences, 116, doi:978-1-941505-14-4.
- Samson, B. (2015). Newspaper Coverage of Agricultural Transformation Agenda in Rice Production:A Study of Daily Sun,Vanguard,The Guardian and Daily Trust Newspapers. Masters thesis submitted to the department of Mass Communication, University of Nigeria. www.unn.edu.com.
- Stephen, K. (2014). Mass communication :An Introduction to sociology of mass media. CathCom Press.
- Taxation Department. Food Definition. (2015)1.9, www.tax.ohio.gov.
- Udoh, E. J., Mbosoh, E.R., Udoh, E.S. & Akpan, S.B. (2013).The Structure of Food Demand in Urban City of Nigeria : An Application of a Linearized Almost Ideal Demand System (LA / AIDS). Journal of Development and Agricultural Economics, 5(1), 1218, doi:10.5897/JDAE12.042.
- Uzogara, S.G., Agu, L.N., & Uzogara, E. (2010). A Review of Traditional Fermented Foods, Condiments and Beverages in Nigeria Their Benefits and Possible Problem. Ecology of Food and Nutrition, 24(4), www.tandfonline.com.
- Wimmer, Roger D., and Joseph R. Dominick.(2011). Mass Media Research: An Introduction. USA: Cengage Learning.
- Wolbring, G., Mackay, R. (2014). Analysis of Newspaper Coverage of Food Security through a Disability Studies Lens. Journal of Sustainable Development, 7(4), 125. www.ccsenet.org.
- Workshop, T. H. E.Oecd-korea. Food and the Tourism Experience. Write, S. (1998). Nigeria: Struggle for Sustainability and States. Cal: Westview.