

(This offer will be automatically applied upon checkout and is applicable to print & digital publications)

Browse Titles

IGI Global [Login/Create Account](#) [Language: English](#) [US Flag](#) [US](#) [Chinese Flag](#) [China](#) [Shopping Cart](#) [Cart](#) 0

Search title, author, ISBN...

[Special Offers](#) [Books](#) [Journals](#) [e-Collections](#) [Articles/Chapters](#) [Publish with Us](#) [Resources](#) [Catalogs](#) [About Us](#) [Newsroom](#)

Benefits & Incentives

Take 20% Off Diversity Titles Purchased Directly Through the IGI Global Online Bookstore: [www.igi-global.com/](http://www.igi-global.com/)

Available In

Advances in Electronic Government, Digital Divide, and Regional Development

e-Book Collection

Government and Law e-Book Collection

Media and Communications e-Book Collection

Social Sciences and Humanities e-Book Collection

Business Knowledge Solutions e-Book Collection

Education Knowledge Solutions e-Book Collection

Social Sciences Knowledge Solutions e-Book Collection

e-Book Collection Select

E-Access

Related Books

Multidimensional Approach to Local Development and Poverty

Multidimensional Approach to Local Development and Poverty

© 2022. 299 pages

Tax Audit and Taxation in the Paradigm of Sustainable Development

Tax Audit and Taxation in the Paradigm of Sustainable Development

© 2022. 299 pages

Employee Share Ownership and Impacts on Organizational Value and Behavior

Employee Share Ownership and Impacts on Organizational Value and Behavior

© 2022. 324 pages

NATO and the Future of European and Asian Security

NATO and the Future of European and Asian Security

© 2022. 314 pages

Global Aspects of Sustainable Finance in Times of Crises

Global Aspects of Sustainable Finance in Times of Crises

© 2022. 299 pages

**Global Perspectives on the Impact of Mass Media on Electoral Processes**

Global Perspectives on the Impact of Mass Media on Electoral Processes

Stella Amara Aririguzoh (Covenant University, Nigeria)

Release Date: March, 2021 | Copyright: © 2021 | Pages: 187

DOI: 10.4018/978-1-7998-4820-2

ISBN13: 9781799848202 | ISBN10: 1799848205 | EISBN13: 9781799848219 | ISBN13 Softcover: 9781799868651

Hardcover: Available

\$156.00

List Price: \$195.00

Benefits & Incentives

Description:

The media play active roles in politics with different media channels serving as bridges that link the politicians and citizens together. It is clear that what the media emphasize as important may be seen as such by the public. Hence, it is likely that the media may impact voter decisions during electoral processes and even during the elections. As such, it is imperative that research is collected on the impact of the media and the role it plays in strengthening party loyalty, improving public knowledge on elections, and swaying apathetic citizens to become involved in the electoral process.

Global Perspectives on the Impact of Mass Media on Electoral Processes provides relevant theoretical frameworks and research findings that evidence the impact of the media in specific elections in different countries around the world. The book supports professionals who want to improve their understanding of the strategic roles that the media play in electoral politics as well as political candidates who may

want to know if their heavy expenditures in paying the media to carry their political messages bring in returns on their investment. Covering topics that include social media, political cartoons, and media influence, this book seeks to provide fresh insights on the media's impact on elections whether at the national, regional, or local levels. It is ideal for politicians, campaign managers, media analysts, government officials, professionals, researchers, students, academicians, and individuals involved in electoral management, political parties, advertising agencies, and marketing companies.

Coverage:

The many academic areas covered in this publication include, but are not limited to:

#### Chapter 1

Social Media and Electoral Processes: An Exploration of Facebook Adoption During the 2019 European Parliament Election Campaign in Romania (pages 1-17)

Bianca Fox, Valentina Marinescu

Existing research documents extensively explain the reasons for social media use during electoral campaigns. However, there is insufficient evidence... [Sample PDF](#)

\$37.50

#### Chapter 2

Crystallization Effect of Television Broadcasts on Nigerian Voters During a Presidential Election (pages 18-39)

Stella Amara Aririguzoh

Television is popularly used to offer information to viewers during elections. There will always be citizens who register to participate in an... [Sample PDF](#)

\$37.50

#### Chapter 3

Social Media and Fake News Impact on Social Movements: Examples From Tunisia and Egypt (pages 40-56)

Heather C. Webb, Manal Emam

Social media has become the favored digital communication channel and offers many advantages, such as spreading information faster than conventional... [Sample PDF](#)

\$37.50

#### Chapter 4

Narrative Analysis of the Coverage of the 2015 and 2019 Presidential Elections in Selected Nigerian Newspapers (pages 57-82)

Oluwaseun Abioye Agberu, Stephen Damilola Odebiyi

The media is important for the sustenance of democracy. While several studies have examined the role played by the Nigerian media during elections... Sample PDF

\$37.50

Chapter 5

Social Media and Nigeria's Politics (pages 83-96)

Silas Udenze

The robust contributions of social media to Nigeria's politics cannot be underestimated. The increase in the informal flow of information on... Sample PDF

\$37.50

Chapter 6

Political Cartoons in a Model African State: A Case Study of Botswana Newspapers (pages 97-112)

Eno Akpabio

Cartoonists' stock-in-trade has been to lampoon the excesses and moral foibles of political power holders. Cartoonists have been most unkind to... Sample PDF

\$37.50

Chapter 7

Social Media, Citizens' Participation in Elections, and the Proverbial Dividends of Democracy in Nigeria's Fourth Republic (pages 113-128)

David Imhonopi, Ugochukwu Moses Urim

The objectives of this chapter are to examine social media and citizens' participation in elections in Nigeria's Fourth Republic; appraise... Sample PDF

\$37.50

Chapter 8

Newspaper Coverage of the Boko Haram Terror Campaign in Nigeria: A Content Analysis of Selected National Newspapers Pre- and Post-2015 General Elections (pages 129-152)

Babatunde Oni, Praise Lamina

Terrorism is one of the leading security challenges in Nigeria. Since 2009, the terrorist group, Boko Haram, is the major group fueling this problem... Sample PDF

\$37.50

[About the Contributors](#)

[View Full PDF](#)

[Index](#)

[View Full PDF](#)

**Peer Review Process**The peer review process is the driving force behind all IGI Global books and journals. All IGI Global reviewers maintain the highest ethical standards and each manuscript undergoes a rigorous double-blind peer review process, which is backed by our full membership to the Committee on Publication Ethics (COPE). [Learn More >Ethics & Malpractice](#)IGI Global book and journal editors and authors are provided written guidelines and checklists that must be followed to maintain the high value that IGI Global places on the work it publishes. As a full member of the Committee on Publication Ethics (COPE), all editors, authors and reviewers must adhere to specific ethical and quality standards, which includes IGI Global's full ethics and malpractice guidelines and editorial policies. These apply to all books, journals, chapters, and articles submitted and accepted for publication. To review our full policies, conflict of interest statement, and post-publication corrections, view IGI Global's [Full Ethics and Malpractice Statement](#).

[Learn More](#)

[About IGI Global](#) | [Partnerships](#) | [COPE Membership](#) | [Contact](#) | [Job Opportunities](#) | [FAQ](#) | [Management Team](#)

[Resources For](#)

[Librarians](#) | [Authors/Editors](#) | [Distributors](#) | [Instructors](#) | [Translators](#) | [Editorial Services](#)

[Media Center](#)

[Webinars](#) | [Blogs](#) | [Catalogs](#) | [Newsletters](#)

[Policies](#)

[Privacy Policy](#) | [Cookie & Tracking Notice](#) | [Fair Use Policy](#) | [Ethics and Malpractice](#)

[World Forgotten Children's Foundation](#)

[Committee on Publication Ethics \(COPE\)](#)

Copyright © 1988-2021, IGI Global - All Rights Reserved