**The Press and the Multi-level Determination of Public Interest in a Developing Society**

Oladokun Omojola

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Background: In any developing society, conflicts if interest are common, whereby the citizens often accuse the government of not working to alleviate their sufferings or improve their standard of living. The political elites who administer government have often fought back, refusing to admit failure of governance, asserting that credit should be given to them for their performance and that the accusation of not working in the public interest should be disregarded. This crossfire brings into question the task of the press as the articulator of the citizen-leader relationship.