

**ISSN: 1115 - 621X**



# **AKUNGBA COMMUNICATION AND MEDIA JOURNAL**

**Volume I, Number I, September, 2024**

**ACMJ**—A BLIND PEER-REVIEWED JOURNAL PUBLICATION OF THE DEPARTMENT OF MASS COMMUNICATION, ADEKUNLE AJASIN UNIVERSITY, AKUNGBA-AKOKO, ONDO STATE, NIGERIA

## **EDITORIAL BOARD**

### **Editorial Board Chairman**

Prof. Ezekiel S. ASEMAH

### **Editor-In-Chief**

Dr Christiana Shade ADE-JOHNSON

### **Managing Editor**

Dr Toyin ADINLEWA

### **Secretary**

Mrs. Tolulope Ayobami AJAYI-AYODELE

### **Production/ Circulation Manager**

Mr. Adebowale IKUSEWO-AKINBAMI

### **Members**

Dr John Ayodele OYEWOLE

Dr Raphael Olugbenga ABIMBOLA

Mr. Emmanuel Olurotimi OLUBODEDE

Mr. Ishola Kamarudeen LAMIDI

Mr. Oluwadare Oladipo OGUNTOMISIN

## **EDITORIAL CONSULTANTS**

1. Prof. Marcel OKHAKHU, *Department of Mass Communication, University of Benin, Benin, Nigeria*
2. Prof. Kolade AJILORE, *Department of Mass Communication, Babcock University, Ilishan-Remo, Ogun State, Nigeria*
3. Prof. Tokunbo ADAJA, *Department of Mass Communication, Joseph Ayo Babalola University (JABU), Ikeji-Arakeji, Osun State, Nigeria*
4. Prof. Chika E. ASOGWA, *Department of Mass Communication, Federal University, Oye-Ekiti, Ekiti State, Nigeria*
5. Prof. Bolanle OGUNGBAMILA, *Department of Psychology, Adekunle Ajasin University, Akungba-Akoko, Ondo State, Nigeria*
6. Prof. Innocent OKOYE, *Department of Media and Communication Studies, Afe Babalola University, Ado-Ekiti, Ekiti State, Nigeria*
7. Prof Sola OWONIBI, *Department of Literature, University of Florida, United State of America*
8. Dr. Daniel. O. EKHAREAFO, *Associate Professor, Department of Mass Communication, University of Benin, Benin, Nigeria*
9. Dr Felix Olajide TALABI, *Associate Professor, Department of Mass Communication, Redeemer's University, Ede, Osun State, Nigeria*
10. Dr Krishnan UMACHANDRAN, *MD & Industry 4.0 Head, Anna University, India*

## **ABOUT THE JOURNAL**

The *Akungba Communication and Media Journal* is a peer-reviewed publication managed by the Department of Mass Communication at Adekunle Ajasin University, Akungba-Akoko, Ondo State, Nigeria. It is published biannually and accepts submissions from both local and international scholars. The journal covers a broad spectrum of communication disciplines, including corporate, organisational, political, interpersonal, family, and international communication, as well as advertising, public relations, film production, development communication, media law and ethics, conflict reporting, new media, and digital publishing. Its primary objective is to advance knowledge in communication and media studies. The journal is available in both print and electronic formats, with the electronic version set to be accessible following the completion of the website. Authors will receive a complimentary copy of the volume featuring their work.

### **Guidelines for Submission of Articles**

- i. The paper's cover page should clearly display the title, author's name(s), institution(s), email address(es), and phone number(s).
- ii. An abstract of no more than 250 words must accompany the paper, succinctly summarising the core essence of the work.
- iii. The body of the text should be formatted in Times New Roman, 12pt font, and double-spaced, with the exception of the abstract and tables, which should use single line spacing.
- iv. The length of the manuscript should not exceed 18 pages.
- v. References should strictly follow the citation style outlined in the call for papers.

### **Submission**

Manuscripts should be submitted electronically as a Microsoft Word document to [toyin.adinlewa@aaau.edu.ng](mailto:toyin.adinlewa@aaau.edu.ng). The journal accepts and reviews articles throughout the year. All submissions undergo a blind peer-review process to ensure both accuracy and relevance. Based on the reviewers' feedback, manuscripts may be returned to the authors for revision prior to final acceptance or rejection.

## Contents

Bridging The Digital Divide: Is Nigeria Geared To Eliminating The Technological Gulf? <i>Jonathan E. Aliede, Stephen R. Nyong, Gloria E. Nwodu, Ndidiamaka Opara and Chinelo Okoye</i>	1-12
Prospects And Challenges Of Automated And Drone Journalism In Nigeria <i>Gabriel T. Nyitse and Jesse Ishaku</i>	12-24
Media Representation Of Mental Health: Insights From Nigerian Newspapers <i>Akinola, John Adegoke and Egbokhare, Olayinka Abimbola</i>	25-35
Analysis Of Factors Responsible For Newspaper Mortality In Nigeria: The Comet Newspaper In Retrospect <i>Adewoye, Omoniyi Adeyemi</i>	36-48
Social Media And The Challenge Of Nudity And Pornography In The Era Of Content Creation <i>Dennis O. Abutu</i>	49-59
An Assessment Of Herders Farmers Conflict On Insecurity And Food Crisis; A Study Of Southeast States In Nigeria <i>Nkwocha, Chike Martins, Ogu, Clinton C. and Okoye, Loveth</i>	60-71
Instagram And Twitter Suscribers' Perception Of Peak Milk And Three Crown Easter Creative Messages <i>Toyin Adinlewa</i>	72-86
Nigerian Hip-Hop Songs And The Glorification Of Cybercrime <i>Olaolu Olaruku Olaimolu, Felix Olajide Talabi, Samuel Oluniyi Ogunwuyi, Kayode Oladele Fajobi and Emmanuel Diekolola Olaimolu</i>	87-94

Communicating Morals Through Music: An Exploration Of Traditional Yoruba Music Of Ebenezer Obey, Sunny Ade And Sikiru Ayinde Barrister <b><i>Jonathan E. Aliede, Stephen R. Nyong, Ndidiamaka Opara, Chinelo Okoye and Oyeyemi O. Oyelakun</i></b>	95-107
Objectifying Women In Advertisements And Its Implication On Governance In Nigeria <b><i>Christiana Shade Ade-Johnson</i></b>	108-120
Media Pluralism: A Cornerstone For Sustainable Democratic Society <b><i>Samuel Oluwole Fatokun and Cecilia Olufunke Adebayo</i></b>	121-132
Reporting Human Killings For Money Ritual In Nigeria: A Comparative Content Analysis Of <i>Vanguard</i> And <i>The Punch</i> Newspapers <b><i>Jolapamo, Bolanle Samuel and Felix Olajide Talabi</i></b>	133-146