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# **PUBLIC PERCEPTION OF MEDIA PERFORMANCE DURING COVERAGE OF THE 2014 NATIONAL CONFERENCE IN NIGERIA**

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## **ABSTRACT**

*The issue of national interest is particularly germane to media surveillance and watchdog role in the society. These factors were questioned during media coverage of proceedings of the 2014 National Conference. Two variables of interest in this study were: how the media promoted democratic values and how they engendered national interest. Data for the study was collected through survey of a subset of the population of University of Nigeria, Nsukka. As findings showed, the following attributes were observed regarding how the media promoted democratic values: (i) perceived major function of the media in the society is, a voice to the voiceless ( $M=3.831776$ , Std. D. 1.161375), (ii) perceived professional function of the media include: media were just disseminators of information ( $M=3.579439$ , Std. D.1.055421), media were objective reporters ( $M=3.757009$ , Std. D.9401036); Media were neutral reporters ( $M=3.490566$  Std. D..9782909). (iii) The extent the media were perceived as performing their surveillance and watchdog role in the reportage of the 2014 national conference was ( $M=3.719626$ , Std. D.1.044251); (iv) extent to which the media in their coverage of the 2014 national conference were seen as promoting good governance was: ( $M=3.813084$ , Std. D.8256597); and on the issue of national interest: (v) the media focused on sustaining unity ( $M=4.028037$ , Std. D.1.239735). In conclusion, in relation to the role of the media in promoting democratic values and national interest, the media were perceived as sustaining democratic processes and good governance in a pluralist society like Nigeria.*

**Keywords:** *National interest, Media performance, 2014 national conference, Perception. Governance, Press.*