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Gender and Good Governance in Nigeria: What Role for the Media?

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ABSTRACT: The participation of women and men in formal and informal decision making structures varies greatly between countries, but is generally in favour of men. Institutional as well as cultural, economic and societal factors limit women's opportunities and abilities to participate in decision making. The media have been globally acknowledged as the watch dog of the society and their monitoring roles considered an essential condition for democracy and good governance. Nigeria like other democratic countries, entrenched the principles of good governance as possible criteria for democratic governance in her 1999 constitution. Nevertheless, despite this constitutional provision, as well as the enormous financial resources and huge potentials of the country, gender equality and good governance continues to be elusive in Nigeria. This paper asserts that media potential contribute to gender equality, and good governance depends on the extent the media reflect and enforce the principles of good governance as an institution. This paper also identifies why and how the media are critical sectors in shaping gender inclusion and governance, while highlighting some of the principal opportunities and challenges to engaging with the sector. This work also provides a critical discourse of the concept of gender and good governance. The paper concludes that for the media to contribute effectively in enthroning good governance and gender equality, they must as a matter of responsibility apply the basic principles of patriotism, accountability, transparency and objectivity in the discharge of their duties and also uphold the truth and fairness at all times.

Keywords: Gender, Good Governance, Media, Governance, Gender Inclusion

INTRODUCTION

In contemporary day governance globally, the issue of Good Governance has assumed the front burner as an indispensable requirement for social, economic and political development (World Bank, 1989, UNESCO, 2005; Nanda, 2006; Hout, 2007; Gisserlquit 2012), yet better governance continues to be a source of worry and a big challenge to most countries including Nigeria. Interestingly. Nigeria, government in a bid to ensure good governance in the country had in, the 1999 Nigerian constitution in Section 16(1) a, b, c, and d, and Section 16(2) entrenched some of the principles of Good Governance as a possible criteria for governance on the country, Despite these constitutional provisions, as well as the enormous financial resources, huge potentials of the country, including the social

and economic policies that have been implemented by successive administrations good governance continues to be elusive to Nigeria. In another attempt to enthrone Good Governance in the country, recent democratic administrations, organized Good Governance tours, where official of the federal ministry of information alongside Journalist from various media houses, inspect the progress of work on the projects executed by the different agencies of the federal and state governments. The objective of the tour is for the media to assess the performance of elected public office holders at both federal and state level. The Nigerian constitution in section 22 made provision for such an exercise where is stated inter alia; "The press, radio, television and other agencies of the mass media shall at all times be uphold responsibility and accountability of the government to the people".

The Nigerian government identified two major issues about Good Governance. First, the Nigerian Government's concern and determination for better governance in the country. This concern perhaps stems from the importance attached to the Good Governance concept as highlighted in the United Nations' Millennium Declaration, which articulates that the Millennium Development Goals must be achieved through Good Governance within each country and the international level, as well as in this well- cited quote, from Kofi Anan, that, "Good Governance is perhaps the single most important factor in eradicating poverty and promoting development" (UN, 1998). Second, it identifies the symbiotic relationship between the media and Good Governance. The media are a critical link in the accountability chain between the government and the governed, providing information for the citizens to hold to those in authority accountable and also articulating citizens' voices and preference for government to use in policy formulation. Given this assumption, this paper argues that media's contribution to Good Governance in the society is played out within the ambit of the principles of Good Governance and that media's potential to contribute to Good Governance depend on the extent of media reflect and enforce these principles as institution and in the discharge of the fundamental roles of the journalists. The paper as well identifies why the media are critical sectors in shaping governance relationships with special reference to the Nigerian media, while highlighting the need for the media to be an agent of promoting Gender inclusiveness in Governance.

Gender

Gender is a socially constructed definition of woman and men. It refers to the characteristic of women, men, girls, and boys that are socially constructed. This includes norms, behaviours and roles associated with being a woman, man, girls or boys, as well as relationship with each other. Gender is the social design of a biological sex, determined by conception of tasks, functions and roles attributed to women and men in society and in public and private life. It is a culture specific definition of femininity and masculinity and therefore varies in time and space. Gender issue concern arises when there is a discrepancy discrimination and injustice against man or woman, boys or girls. Gender also exists as social constructs as the socially constructed roles behaviours and attributed that a society considers appropriate for men and women.

Gender is not something we are born with, and not something we have, but something we do (West and Zimmerman, 1987) Gender is something we cannot avoid; it is part of the

way in which societies are ordered around us, with each society doing that ordering differently. As Eckert and McConnell-Ginet (2003) say: 'The force of gender categories in society makes it impossible for us to move through our lives in a non-gendered way and impossible not to behave in a way that brings out gendered behaviour in others' Gender is the key component of identity.

Geographically men and women share the same space, they live in different worlds. Gender equality advocates have laboured tirelessly to ensure that obligations and commitments under convention on the elimination of all forms of discrimination against women. Women CEDAW and Beijing world conference on women are fulfilled and the results are now evident globally, in form of gender sensitive laws constitutional provisions, judicial decisions, policies, government structures and resource allocations.

However, after several conferences on women, Nigeria women continues to experience marginalization in every sphere of human endeavour in spite of the general belief, that an estimated 45% of Nigeria's population is made up of women and girls (UNSN, 2015, p.5) the gender disparity in their access to education, health care, physical and financial resources, and opportunities in the political economic, social and cultural sphere. The impact of in equality is reflected is reflected in the status of women in Nigeria. This disparity which dates back to the pre-colonial era finds its roots and has remained in the African traditional culture, Christianity and Islamic religion both stipulated clearly different roles for men and women. Both sexes grow up knowing exactly what the society expects from them. This division of labour finds expression in a division of labour finds expressions in a definition of masculine and feminine qualities transmitted, reinforced and rearticulated by the different instructions of society (Matterlart, 1986, p.78). As boys herded their flock, hunted and went fishing girls fetched water, firewood, cooked, nursed the sick and took care of the young and aged. The boys would certainly become husbands performing the functions expected of them by the society while the girls would become wives both performing functions according to the norms of society but not necessarily to suit their individual aspirations. While the society places the women in the home, specifically at the kitchen, it places the man in the work places and farms. In Africa women are victims of injustice, not because of what society did to them but what it did not do to them. Boys grew up knowing that they had to be strong, hardworking and wise so that they can take care of their wives, children and society. Also girls grew up knowing that they had to be hardworking and submissive so that they could find good husbands who would take care of them. In other words, girls are not meant to make their lives successful but it is their future husbands and this motion robbed them of the initiative, ambition and creativity to make a choice which would make a difference.

Haskell (1996) says how ironic that it was in the security of this enlarged image of himself, an image provided by wives, or more often mothers, that men went forth to fight, conquer, legislate, create and women stayed home without so much as a room of her own, her only fulfilment, the hope of bearing a son to whom she could pass on the notion of male superiority.

Gender inequality keeps women at a disadvantage all their lives and stifle development prospects of their societies. This

perhaps justifies the situating of gender equality issue by the Beijing platform for actions, at the core of the achievement of the MDG's. From improving health, fighting diseases and lowering infant Mortality to reducing poverty and mitigating hunger to expanding education, the MDG's hold a firm promise of empowering women as unhealthy, illiterate and poorly educated women are less able to care for their children. When a country educated its women economic productivity tends to raise, material and infant mortality rates usually fall, fertility rates declare and the health and education prospects of the next generation improve.

Concept of Good Governance

Governance is defined as the manner in which power is exercised in the management of a country's economic and social resources. Governance is the relationship between government and citizen in terms of sound administration and management of public resources as well as a concern with democratic politics. It is an expression of power between the state and civil society, the interactive relationship between and within government and non- government forces (Gerry Stoker, 1998, p.38). Governance is the exercise of economic, political and administrative authority to manage a country's affairs at all levels. It comprises of the mechanisms, processes and institutions, through which citizens and groups articulate their interest, exercise their legal rights, meet their obligations and mediate their differences – UNDP.

The increasing priority accorded the concept of good governance international discourses on politics and development across the globe has resulted in constant definitions and redefinitions as to what really constitutes Good Governance (Doornbos, 2003; Suchitra ,2004, Gisselguist 2012). Looking at various literature on the good governance concept, we could identify three strands of argument. Proponents of good governance agenda that sees it as a worthy goal and a means through to impact economic growth and development. Their argument is aptly captured in this long quotation:

In poorly governed countries, it is argued, corrupt bureaucrats and politicians baldly hinder development efforts by stealing aid contribution or misdirecting them into unproductive activities. Less obvious but equally pernicious, government that are not accountable to their citizens and with inefficient bureaucracies and weak institutions are unwilling or unable to formulate and implement pro- growth and pro-poor policies (Gisseltquirt, 2012, p.1).

Proponents argue, good governance should be at the centre of development policy, donors should not only provide positive support for governance reforms in aid recipient countries. Opponents of the good governance agenda, on the other hand raise strong challenges they argue that the use of governance criteria in the allocation of foreign aids effectively introduces political conditionality and imposes western liberal models of democracy (Nanda,2006; NEPAD 2007,p3-4), Good Governance Agenda is a poor guide for development policy due to the fact that it is unrealistically long and not attuned to issues of sequencing and historical developments (Grindle, 2004;Booths 2011); Good Governance ignores institutional variations across well governed states pitchett,2004, Andrewss,2008,p.380) pichett,2004 the way to develop is to become developed.

Another body of research raises questions about the casual effect of the quality of

governance of various outcomes, especially economic growth (Kurtz and Schrank 2007a, 2007a; khan 2009). Yet, despite the importance of the good governance debate to international development policy, there remains considerable confusion over a basic question: What is governance, and especially good governance? Indeed few discussions of governance fail to note this definitional ambiguity (Doornbos 2001; Weiss 2000; Andrews 2008; Williams 2009, Grindle 2010) Keefer(2009, p. 439) notes that there is no agreed definition of governance and thus that for various, sometimes necessarily and thus that for various , sometimes necessarily arbitrary reasons, his review focuses on the literature that links economic development with secure property rights, voice and accountability, and the performance of the bureaucracy.

Governance is defined as the manner in which power is exercised in the management of a country's economic and social resources. The World Bank (2002) has identified distinct aspects of governance: The form of political regimes, the process by which authority is exercised in the management of a country's government to design, formulate and implement policies and discharge functions. In 1997 UNDP policy document entitled Governance for Sustainable Human Development which is a synthesis of current definitions from monetary agencies such as World Bank, International development agencies such as United Nations Development Programme (UNDP) and multilateral donors came up with a more complex definition; Governance is the exercise of economic, political and administrative authority to manage a country's affairs at all levels. It comprises of the mechanisms, processes and institutions, through which citizens and groups articulate their interests exercise their legal rights, meet their obligations and mediate their difference –UNDP.

Governance within the context of this paper is defined as the manner in which power is exercised by government in the management and distribution of a country's social and economic resources. This posits that governance can be good or bad depending on the method of the management of a country's hard earned resources.

Therefore, what is Good Governance? According the World Bank, Good Governance consists of a public service that is efficient, a judicial system that is reliable, and an administration that is accountable to the public (1989, p.60) According to the Bank's definition the key components of Good Governance include effectiveness and efficiency in public sector management, accountability and responsiveness of public officials to citizenry, rule of law and public access to information and transparency (World Bank, 1989,1992viii). Other international monetary Agents defined the concept in similar way as world Bank did (definitions of ADB,2008, EBRD, 2010, IADB,2010). These definitions from the monetary agencies adopted the economic and management focused approach, whereas multilateral Donor agencies such as the UNDP (OECD, UNN, UNESCO) and other adopted political issues approach in their definitions The definitions of these Donor Agencies are captured in this United Nation Development programmes (UNDP,2002) definition of Good Governance as striving for: Rule of Law, transparency, participation, equity, effectiveness and efficiency accountability and strategic vision in the vision in the exercise of political, economic and administrative authority (UNDP,2002, p.2).

Good Governance is not only for a type of government and its related political values but also for certain kinds of additional components. It means governance that is democratically organized within a democratic political culture and with efficient administrative organizations plus the right policies particularly in the economic sphere (Smith 2007). At the constitutional level, good governance requires certain changes that will definitely strengthen the accountability of political leaders to the people, ensure respect for human rights, strengthen the rule of law and decentralize political authority. At the political and organizational level, good governance requires three attributes that are common to the governance agenda of most aid agencies: Political pluralism, opportunities for extensive participation in politics, and uprightness and incorruptibility in the use of public powers and offices by servants of the state. At another level of understanding is Administration and effective public management including a capacity to design good policies as well as to implement them (Smith, 2007).

The Role of the Media to Good Governance

The role of the media in promoting good governance is obvious. All aspects of good Governance are facilitated by the existence of a strong, pluralistic and independent media within the society (UNICEF, 2005). The roles of the media, including the social media, in promoting Good governance are being by recognized by the governments and policy-makers in various countries. In the United Kingdom, a survey of policy opinion on Governance and the media reveals that although the emphasis on Good Governance in the development agenda is questionable there seems to be increasing recognition of the media's role in governance in the development of community. Recently there are some indicators that media are being more recognised by the policy maker as having central role in development. The main significance of the media in how well or not governance can be executed in the society is captured in this more than a century argument by joseph Pulitzer in 1904. Pulitzer summarized his views thus.

Our Republic and its press will rise and fall together. An able disinterested, public spirited press with trained intelligence to know the right and courage to do it, can preserve that public virtue without which popular government is a Sham and a mockery. A Cynical, mercenary, demagogic press will produce in time a people as base as itself. The power to mould the future of the republic will be in the hands of the journalists of future generation (1904) what Pulitzer was essentially saying here is that the media can make or break a society by the way and manner it functions in our information- based society the media has disproportionality visible and influential role in fostering an environment where Good Governance will flourish. As the watchdog, agenda setter of public discourses and interpreter of public issues and events, the medias have a special role in governance. The main responsibility of the media as is widely acknowledged is to provide comprehensive analytical and factual news and opinion to the people on everyday issues and events of popular concern.

This is actually the link between the functioning of the media and Good Governance. The media are the only institution that has the capacity to allow and facilitate regular checks and assessment by the population of the activities of government and assist in bringing public concern and voices into the open by providing a platform for public discussion. In fact the nature and

character of the media report, monitor, investigate and criticize the public administration's policies and actions as well as inform and educate the citizens can good governance be enthroned.

There are eight commonly identified elements of Good Governance; it is within these elements that we will now examine the relationship between Gender, Media and Good Governance.

Participation: Participation is an element of Good Governance which implies the wide involvement of ordinary citizens in decision making and Governance. According to UNESCO (2005) participation is a crucial element for Good Governance in two ways: participation by citizen in decision making process allows greater transparency and can help ensure that political decisions are adapted to the needs of the people and affected by them. Second, participation is important for democratic legitimacy, which depends on the investment people have as citizens in their own governing. Citizen participation in the act of governance is engendered by the media and other intermediate institutions. However as widely acknowledged, the role of the media in fostering participation is vital as the media reports on aspects of the decision process. The media enables participation in two ways; as a facilitator providing platforms for the citizens to have accurate and sufficient information that help citizens make rational and informed decisions and take the right course of action beneficial to them. As a mechanism of feedback the media provide the means for the citizens to register their feelings and express their assent and dissent concerning issues. The media as the primary intermediaries of information, supply the information that other sectors of the society need to participate effectively. An example where the media encouraged citizen's participation in rational issue in the country was the concerted effort of the mass media in raising public debate and discussions across the country in the 2021 Electoral Act which president Mohammadu Buhari and of the members of Federal House of Representative wants the President to sign into the law. This Ignited public outcry against the Electoral Act. In Nigeria, the ninth session of the National Assembly only seven (7) out of One Hundred and Nine (109) members of Senate are women while just eleven (11) female candidate out of Three Hundred and Fifty (350) are members of House of Representatives.

Rule of Law: The rule of law is the foundation of Good Governance. When governance institutions follow the rule of law this means that they abide by fair legal frameworks that are enforced impartiality. The rule of law can be understood both as a set of practices which allow the law to perform a mediatory role between various stakeholders in society and as a normative standard invoked by members of society that demonstrate their assert to this principle (UNESCO, 2005). the obvious demonstration and disregard for the rule of law. The rule of law is best seen as an ideal where impartial enforcement of laws is enthroned in every sector of the society. Media also plays the role as the sector of the society most able to promote vigilance towards the rule of law, through fostering investigative journalism, promoting the openness of all the institutions that are relevant in ensuring that the rule of law is respected in the society. The media has the primary function of information dissemination and education provide such knowledge to all citizens, in different platforms so that the citizens recognizes that the primary protection tool for each and every one is the respect the rule of law. Aside from

the role of informing, educating and explaining to the importance of democracy and exposing its core values for people's mental development, Mass media do serve the purpose of keeping officials of government within expected (constitutional) bounds and the rule of law. An example where the media helped to uphold the rule of law in the country is in the recent past is the brutal massacre of the four university of Port-Harcourt. Without the evidence from the social media the perpetrators of the crime could still be free.

Transparency: transparency is often regarded as the openness of institution that is, degree to which outsider can monitor an evaluate the actions of insiders. The purpose of transparency is to allow citizens, to hold institutions, government and markets accountable for their policies and performances. Transparency is also defined as official business conducted in such a way that substantive and procedural information is available to aid broadly understandable by people and groups in society, subject to reasonable limits protecting security and privacy (Bellver & Kaufman, 2005).

Transparent procedures include holding open marriage issuing publicly available financial disclosure and statements passing freedom of information legislation and conducting budgetary reviews(Nguyea,2016) Among the various elements of Good Governance transparency is widely recognized as a core principle. Transparency is closely related to accountability and allows citizens to hold institutions and government accountable for their policies and performance and in this way reduce corruption in the polity. The root to transparency is provision of adequate information, since transparency implies sharing of information in an open manner. The media play a key role in increasing government policies and actions in this manner; what is to be done, how and why an action has to take place, who is involved and by what standards decisions are made, and to this way government actions and inactions are exposed to the glare of the general public. It is perhaps in the area of engendering transparency in the society that the Nigeria media continue to be acknowledge (Olutokun & Seteolu,2001; Jibo,2003; Olaiya et al, 2013).

The media covered and intensely reported all aspects of the transitions to democracy from (1998-1999). Osem (1999, p.16) explains the role of the media. This way: "Keeping the administration to its word or promise on the handover of power to civilians; offering where necessary, alternatives to the transitions agenda; serving as a feedback on government policies as well as expanding the score of the transition to as such as morality, accountability, management of the national economy and the amelioration of poverty". Within the democratic dispensation, the media exposed high profile cases of corruption which involved highly ranked public office holders. The closest to the inception of the fourth republic was the falsification of Alhaji Salisu Buhari who became the first speaker of the republic. Omeora(2010) quotes Olutokun and Siteolu thus: " as a result of media's watchdog role Buhari, On July 22 1999 dropped his bravado, pleaded guilty to the allegation and resigned his office, thus paving the way of his prosecution. Other top corrupt cases attracted aggressive comment from the media. Evans Enwerem (a former senate president) Patricia Olubumi Etteh(a former speaker, house of representative), Professor Adenuke Grange(a former minister of health), Iyabo Obasanjo(A senator caught up in shady health and power sectors), house of Representative ₦23 million car scandal, the

Halliburation corruption scandal, and many other improprieties in government circles at different times have been blown open by the media (Omera Ibid).

The fight against corruption that was intensified in Obasanjo's regime could perhaps be regarded as a direct fallout of the media intense reportage, coverage and exposure of corruption within the Nigerian policy during that period. This led to the establishment of such bodies as Economic and Financial Crime Commission (EFCC) and Independent Corrupt Practices and other related offences crime commission(ICPC), The media played a key role. Omoera (Ibid) appraises this role as "accountability or whistle blowing role". The media should report gender issues with every responsibility.

Responsiveness: Responsiveness in governance means acting on the information gathered through participating processes in ways that benefit citizens. This means actively listening to what citizens are saying and providing services and policies that meet their diverse needs – Good Governance entails that institutions and processes try to serve all stakeholders within a reasonable timeframe, by responding to grievances, needs and aspiration of the citizens. The media act as a feedback mechanism where the public's are given the opportunity to bring their plight to the notice of the state. Most times the media do this through various media campaigns that serve to remind the state of their obligation to the public. The ability to be vigilant and capacity of the media are particularly important in tracking the availability and accessibility of services to various segment of the public. Recently the National Assembly rejected a bill which seeks to provide special seats for women in the National and State Assembly. The Nigerian media worked tirelessly to make sure that the government reviewed the decisions.

Consensus Oriented: In the society there are many actors as well as many view points in a given society. Good Governance requires mediation of the different interests in society to reach a broad consensus in society on what is in best interests in society to a reach broad consensus in society on what is in best interest of the whole community aid how this can be achieved. It also requires a broad and long-term perspective on what is needed for sustainable human development and how to achieve the goals of such understanding of the historical, cultural and social contexts of a given society or community. It is in the area that the core functions of the media are experienced.

The provision of information, education and enlightenment to the citizenry, so that they can effectively make informed decisions and take actions resulting thereof in the good of the society. In doing this, the media help to mobilize the citizen to achieve development programme in the country. The mass media's role in mobilizing Nigerians for the 2006 census could be seen as a good case in point. The census took place between 21st and 27th of March 2006. The census took place between 21st and 27th march 2006. The media's role was apparent before, during and after the head count. The National Population Census (NPC) collaborated with the mass media to ensure a full scale participation in the census exercise (Ojete, 2008). One way the media provided meaningful information and education on the census is via editorials news, headlines and other journalistic genres (Ojete, Ibid). The media encouraged the huge turnout that was witnessed during the census by providing meaningful information and information and

education on census via editorials, news, headlines and other journalistic genres.

More so, through constant provision of information education and enlightenment to the citizenry the media in Nigeria helped to sensitize the citizens about the COVID 19 Outbreak. The media played a major role, the sensitization about COVID 19 Vaccination. This helped to checkmate the spread of the deadly virus in Nigeria. The use of face masks, hand sanitizer and social distancing was adhered to due to media education and enlightenment.

Equity and Inclusiveness: Equity refers specifically to the right of all citizens to have an equal say in governance processes, and to benefit equally from their outcomes. This means ensuring that decision making is informed by all voices, including those of most vulnerable, to have opportunities to improve and maintain their wellbeing. The media's role in this regard is very simple giving balanced and fair coverage to all issues in a manner that diverse voices and opinions will be represented. Nigerian media has been greatly faulted in this function. The Nigerian media have been accused of prejudice in reporting and treating issues of public concern. Inclusiveness primarily refers to enabling people prone to marginalization including women to participate equally in governance institution and practices by voting freely in elections, by standing as elected representative or through their involvement in other forms of governance planning and administration.

Effectiveness and Efficiency: Good Governance means that processes and institutions produce results that meet the needs of the society while making the best use of resources at their disposal. The concept of efficiency in the context of Good Governance also covers the sustainable use of natural resources and the protection of the environment. Effectiveness and Efficiency means that state institutions are functioning optimally according to the rule of law, this tremendously enhancing the overall effectiveness of government whereas the media cannot alone ensure effectiveness and efficiency of all the institution in the society. But the media can help keep the different institution and administrators on their toes by readily and regularly reporting cases of efficiency and other related vices in the system. This way inefficiency no public institutions organization and governance will be greatly reduced. The media through development of media campaigns, documentaries, editorial comments and other platforms of criticism can spotlight institution and practices that are inefficient and unproductive.

Accountability: Accountability is a key requirement of Good governance. Not only governmental institutions but also the private sector and civil society organizations must be accountable to the public and to their institutional stakeholders. Who is accountable to whom varies, depending on whether decisions or actions taken are internal or external or an organization or institution in general government is accountable to the society.

Accountabilities points to the responsibility of judging the practices of public administrators to determine their effectiveness in the execution of their public functions. It is a process of taking responsibility for decisions and actions by government and public service organization and by the individuals working in these institution are managing public funds, and whether there is fairness and performance

in all aspects in accordance with agreed rules, contracts, standards and fair and accurate reporting on performance results vis-à-vis mandated role and /or plans (Jobartehm, 2012). One of the strengths of accountability is that it reduces the possibility of corruption in the polity to an almost zero level by reducing abuse of power by the state Accountability includes various kinds of internal and external mechanism of scrutiny.

The media represent one of the major mechanisms of accountability. Holding government accountable therefore is a constitutional requirement of the Nigerian media. Access to information is the cornerstone of accountability. It is only when the public are provided with the relevant and adequate information can they those in authority accountable for their actions and inactions. As the main purveyor of information the media owe a sacred duty to the public to provide them with truthful and regular information. It is in recognition of this significant role of the media that the Nigeria government passed the FOI bills into law.

As a recent study eloquently puts it, "without information, there is no accountability information is power and the more people who possess it, the more power is distributed. The degree to which a media is independent is the degree to which it can perform an effective public watchdog function of 'Public Affairs "(Pope, 2000, p. 119-120). For the media to facilitate accountability in governance journalists should know the four fundamental questions about accountability.

There are three different ways for the media to efficiently contribute to Good Governance: Good Governance in the media, Good Governance by the media and Good Governance for the media (SCG, 2006).

Good Governance in the Media

To effectively contribute to Good Governance, the media themselves must be credible example of Good Governance concept. First the media should uphold professional ethical rules set up through self-regulation, and constantly enhance professionalism, be accountable to the public in the way it forms, educates and entertains, in sum the media should recognize that they are accountable for their actions to the public, their profession and themselves.

Good Government by the Media

According to (SCG,2006), the media must fight the 3Cs: corruption, collusion and cronyism they must promote human rights, uphold the rules of law and keep the citizens constantly informed. To discharge this duty creditably, the journalists must be equipped with the necessary investigative capacity to bring out the truths to the public and fulfil their functions in promoting Good Governance.

The Nigeria media have been accused of factual inexactitude where press conference release are in some cases distorted to give a slant that would suit the idiosyncrasies of either the reporter or the medium owners. What is obviously advocated here is that the media should shun unprofessional acts capable of jeopardizing the media in any way, and embrace professionalism continues to remain a critical area of challenge in relation to the contentions surrounding the journalism practice in Nigerian as a profession (Adaja, 2012).

Good Governance for the Media

This implies that for the media to function effectively they must enhance the creation and/or maintenance of a favourable legal environment or regulatory framework, which

guarantees media freedom, independence and pluralism. We need to also point out that it is important for the country to as well provide an enabling environment for the media to investigate. An environment that is free from intimidation, detrimental media laws such as criminal, defamation laws etc, often used against investigative journalist so as to ensure the safety of journalists and their freedom to seek information.

All the points raised above, demonstrate that the media workers have responsibility to the audience, to their profession and to the country. There are two ways in fulfilling these obligations – professionalism and ethical conduct, in gathering and analyzing information. In addition, there is also the need for infrastructure and organizational capacity and an adequate investigative capacity, without which the media would find it hard to satisfactorily accomplish the promotion of Good Governance.

CONCLUSION

Achieving Good Governance requires the understanding and participation of every member of the society. However, it has been observed that for governance to be just and democratic, leaders more than any other sector of the society need to use their power responsibly and for the greater good. The media should also give good coverage to the issues concerning women and the girl child. Systems and procedures need to be in place that impose restraints in power and encourage government officials to act in the public's best interests. The media, their roles, channels and contents, are considered powerful enough to make the achievement a reality. The Nigerian media have been in the vanguard for the promotion and sustenance of the democracy we now have in the country, even the struggle for independence was pioneered and fought for by the Nigerian media. But a great number of existing media channels in the country need to take up the responsibility of adequately engendering better governance in our democratic polity. As the institution mandated to hold those in governance accountable, the Nigerian media can effectively achieve this if they apply the basic principles of patriotism, accountability, transparency and objectivity in the discharge of their duties as well as uphold the sanctity of truth and fairness at all times. In effect, for the media must embrace the principles of Good Governance themselves as a critical precondition for effectiveness in the discharging their functions to the Nigerian society. The watchdogs must watch themselves.

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