The Imperative of Factual Reportage of Mass Media in Effectuating Corporate Existence and National Development in Nigeria

Ejue Kris Ejue, David Nandi Etika
Department of Mass Communication, Cross River University of Technology, (CRUTECH) Calabar, Nigeria

Abstracts—The objectives of the paper was to examine the imperative of factual reportage of mass media in effectuating corporate existence and national development in Nigeria with specific emphasis on fake news which is causing controversy in the society. Social responsibility philosophy of the press was adopted to support the study. The paper concluded that the issue of fake news is a global phenomenon and it requires a collaborative efforts to stem the tide. Both government, individuals, organizations and the media should join hands in the campaign against fake news for the growth of democracy and the corporate existence of Nigeria. The paper recommended that fake news incites genocide, war and division among citizens of a given nation. Facilitators of fake news should retract from this ill-mannered culture that portent danger to our nation.

Keywords—Mass media, media reportage, fake news, peaceable coexistence and national development

INTRODUCTION
There have been series of campaigns and awareness on the issue of fake news and the need for mass media to ensure factual reportage in their daily reporting. There is a saying that fake news flies faster and gains maximum prominence than factual news does. Inaccurate news reports is always considered to be sinister and it is not acceptable by ethics of the profession.

Journalism profession has its code of ethics which states that, a journalist must be truthful, objective, fair and accurate when reporting. But some practitioners of mass media are not adhering to the ethical principles that ensures fair, accurate and factual reportage of news. Just recently, the government, through the office of Minister of information and culture has reiterated efforts to ensure that the media stops reporting fake news, even though some practitioners are wishy-washy.

Optimistically, the syndrome of inaccurate reportage or fake news is not only happening in Nigerian media industry. Media practitioners across the globe are being influenced by political office holders to propagate stories that deny the public truthful information in favour of their selfish interest or personal aggrandizement, and also at the detriments of the populace. This act is not helpful and healthy to journalistic practice and the overall peaceful coexistence of Nigeria.

Rasmus and Lucas (2017, p.3-5) opined that the notion of a “spectrum” and the view that fake news is an age-old problem was expressed elsewhere too, including Finland, Fake news is thus clearly a term that resonates with people because it speaks to a long-running skepticism of journalists, news media, and politicians. But it is also clear that the term is gaining prominence because of the kinds of things people come across online.

Moreso, Nigeria Broadcasting Commission also stipulates certain code of conduct of broadcast media organizations to ensure sanity in the operation of media organization in Nigeria. In spite of all these, there are spate of inaccurate reportage in our news media industry. Recently, President Mohammadu Buhari launched a campaign against fake news in Nigeria to ensure factual news reportage in our mass media system. The imperativeness of mass media can’t be overstated. For development to thrive, there must be a vibrant mass media system that is devoid of political influence, apolitical reportage, reporting of undiluted content and dissemination of fake news.

Frankly, the severity of impediment of inaccurate reportage for peaceful coexistence is enormous. Not reporting factual news incites genocide, causes war and many other skirmishes in the society. There are chronicled incidents that were instigated by fake news. Community Empowerment for Progress Organization & t0g agency for open culture and critical transformation (2016, p.1) validated that the 1994 genocide in Rwanda, where it is widely believed that hate speech played a significant role in the massacre of 800,000 Tutsis and Hutus. In the aftermath of the December 2007 presidential elections in Kenya, violence erupted, mainly between Kenya’s three largest ethnic groups. More than 1,100 people were killed.

Virginia, Priyanka and Sunita (2013) averred that mass media has a prominent role to play in modern society. It is the duty of the media to ensure ebullient and crisis free society by educating, informing and mobilizing people to tow the right path. Malik, Aaliya and Sabeha (2015, p.47) opined that the real influence of the media in national development will depend on the media themselves, the societies in which they operate, and the audience they reach. The media’s crucial role in national development is not in doubt. Do not for the media, society would have been in doldrums. Information is key to rapid and societal development. In all the nooks and crannies of the society, the media tries to reach out to the people with up-to-date information especially with the new technology that emerged.
Finally, news is the accurate report of events in the society. It is information that is reported to the public that is considered factual, devoid of falsification, calumny content, black propaganda, free from calculated attempt to lure the public for personal interest. Moreover, news is perceived to be fake if it lacks accuracy, factuality and so on. Fake news is mostly peddled on social media platforms and online media. Incidences of fake news are mostly found on social media. For instance, stories of public figure are flauts online, misinforming people of celebrity’s death, meanwhile the person was not dead. Example, we have read stories of the demise of Ramsey Noah the moving actor, severally on social media. Meanwhile, it is not true. Secondly, when President Mohammedu Buhari was sick, fake news took the leads on the media. Then, it was not just social media. It spread across both conventional and online media stating that Buhari is dead. Sincerely, fake news is a threat to our corporate existence. It is better we don't have news, than to feed us with fake news which is an agent of chaos and genocide.

Objectives of the Study
This study is centred on factual reportage of news amongst Nigerian mass media for effectuating corporate existence and national development.

LITERATURE REVIEW
The concept of Mass Media
There is no doubt that mass media plays a pivotal role in the society. Pundits in communication realm have indited several works on mass media and its salient functions for the society. The media gives priority to ambivalent issues that seems namby-pamby in the society by providing hitherto remediation.

Livesey (2011, p.1) posited that mass media, therefore, refer to channels of communication that involve transmitting information in some way, shape or form to a large numbers of people (although the question of exactly how many a “large number” has to be to qualify as a “mass” is something that’s generally left undefined – it s one of those things that we know when we see it). Heiner and Jörg (2009) stated that mass media is a form of technology designed to store and distribute meanings or information. It consists of different channels of communication such as radio, television, newspaper, magazine etc.

Taphrh (2017, p.1-4) stated that mass media refers to communication devices, which can be used to communicate and interact with a large number of audiences in different languages. For example, in Nigeria, we have different languages. Though, there are three basic languages that is commonly spoken which the broadcast media packaged programs and deliver via language service. There are several types of Mass Media:

- **Print Media**: Newspapers, Magazines, Booklets and Brochures, Billboards
- **Electronic Media**: Television, Radio
- **New Age Media**: Mobile Phones, Computers, Internet, Electronic, Books, Print media encompasses mass communication through printed material.

- **Newspapers**: Newspapers is a printed and published material that comes out daily, weekly or monthly. It covers wide ranges of issues in the society and one of its cardinal role is to educate, inform and to entertain. Apart from these, it also includes topics which are in lighter vein like cartoons, crosswords, Sudoku, movie reviews, book reviews, puzzles, crosswords, etc. It plays a pivotal role in providing authentic first hand information, building opinions, updating the knowledge of the reader, and serves as a good platform for advertisers to promote their products. However, with the emergence of the Internet, which updates information every second and is just a click away, the popularity of newspapers have reduced.

- **Magazines**: Magazines plays a sacrosanct role in the society, it is seen as a printed, bounded publication that comes out penultimately, fortnightly, monthly or quarterly. Its philanthropic role of giving in depth analysis on issues of human interest is not in doubt. And they usually cater for a specific type of audience who are looking for information based on a particular subject.

- **Billboards**: Billboard is simply a form of mass media that helps to advertised a product. It is usually used by advertisers to placed ads in order attract public attention to such product. It could be consumable product or non consumable. But the purpose is attract the attention of the public.

- **Television**: Television is defined as an audio-visual medium. It blends pictures with sound to produce a communication experience exhibited on the screen. It uses sound to explain the visuals presented on the screen. It addresses the emotion and intellect in a remarkable way (Owaaumalam, 2007:238). Television uses the movement of images in a unique way or pattern to express thought and feelings in an exciting and appealing manner. Television is defined by the BBC English Dictionary (1992:1206) as the system of pictures and distance so that people can receive them on a television set.

- **Radio**: Radio can be defined as a medium used for sending and receiving messages through the air using electronic waves. It is also about the activity of broadcasting programmes for people to listen to the programmes being broadcast (Idebi, 2008:1). It can also be defined as the broadcasting of programmes for the public to listen to. It is the system of sending sound over a distance by transmitting electrical signals (BBC English Dictionary, 1992:946).

- **New age Media**: New age media is an emerging form of media platform that comes with technology and it has a tremendous advantages to the society and it has helped to strengthen the mass media. New media is the use of internet and other technological devices to publish news to the masses, it has the leverage of immediacy, the public gets information as events unfolded. It comprised of social media platforms such as Instagram, Facebook, Twitter, IMO, etc.

- **The Internet**: The internet is the largest computer network in the world, connecting millions of people across the globe through online communication.
computers. A network is a group of two or more computer systems linked together. The Internet is not synonymous with World Wide Web. The Internet is a massive network of networks, a networking infrastructure. It connects millions of computers together globally, forming a network in which any computer can communicate with any other computer as long as they are both connected to the Internet. The World Wide Web, or simply Web, is a way of accessing information over the medium of the Internet. It is an information-sharing model that is built on top of the Internet. Etika (2017).

NEWS CREDIBILITY

Teun and Jan (2011, p.2) asserted that a term often used interchangeably with (information) trust is credibility; however, there is a slight difference. Fogg and Tseng (1999) summarized this difference as credibility meaning believability and as trust meaning dependability. Credibility can be described as perceived information quality, or the assessment of information quality by a user. Credibility is mostly seen as consisting of two key elements: trustworthiness (well-intentioned) and expertise (knowledgeable). Trust, however, also introduces the notion of willingness to depend on the credibility of information. This dependency involves a certain risk that someone takes by using the information (Kelton et al., 2008).

In the remainder of this article, we refer to “trust” as a property of the information user. Credibility is used as the aspect of information that is being considered when judging trust. A model of online trust proposed by Corritore, Kracher, and Wiedenbeck (2003) has shed more light on the relationship between trust and credibility. Two factors influencing trust were identified in their model: external factors and individual perception. External factors can influence the perception of trust, which in turn is composed of three factors: credibility, ease of use, and risk. (Kelton et al. 2008) proposed an integrated model of trust in information. According to this model, trust also may stem from other factors than the assessment of trustworthiness, such as the disposition to the information, relevance of the information and recommendations. Personal factors, such as confidence and willingness to trust, also may contribute. This suggests that users with varying (personal) characteristics may judge the same information very differently.

The unifying framework of credibility assessment, as proposed by Hilligoss and Rieh (2008), also acknowledges the influence of personal characteristics on judgment behavior. Three levels of credibility assessment between the information seeker and information object were distinguished in interviews with undergraduate students. First, the construct level describes the users personal definition of credibility.

This may include concepts such as truthfulness, believability, and trustworthiness. The definition of the user may deviate from the definition given by Fogg and Tseng (1999) since mental models of the construct may vary exceptionally between users due to, for instance, differences in age, education, or intelligence. The second level is labeled heuristics by the authors and refers to general rules-of-thumb used to estimate credibility. These heuristics include media-related and source-related heuristics. The third level concerns actual interaction with the information, which can be split into content and peripheral cues from the information itself as well as from its source.

Mass media influence on national development and the imperative of factual reportage for Nigeria corporate existence

Mass media play a pivotal role in informing the public on recent happenings in the society. Development would have been almost impossible without mass media. National development is the process whereby a country enmark enormous resources to facilitate development. This cuts across every facets of the society. Beginning from Agriculture, Housing, Economy and other infrastructural facilities / developments. There is no doubt that the media has been very instrumental to national development in Nigeria and across the globe, but the rising spate of fake news is a matter that need prompt attention. The nascent media has given enormous access to many to publish as much as they can, a situation that has allotted room for quackeries who do not have fair knowledge of journalism, and neither are they conversant with ethical conduct of the profession.

Mass media plays exceptional role when it comes to national development in general. Malik, Aaliya and Sabeha (2015, p.48) avouched that media are catalytic agents in national development. National development or development in general would have been impossible without the mass media. Every country of the world has mass media. But the issue of factual reportage borders on the media of such country. Though, mass media basic tenets or ethical principles are all the same across the world. Objectivity, accurate reportage and unabashed reports are some of the ethical standards of the media that all its practitioners must adhere to. But most times , reverse is the case. We have had fake news reports that caused pandemonium in Nigeria and other parts of the world. For instance, fake news that broke out in Nigeria when Ebola virus bedeviled Nigerians in 2014, " that people should apply salt into water and take a bath and drink some of it so as to prevent them from contracting Ebola virus " out of fear , people applied salt and water solution which led many to early grave. Also, Hitler's propaganda messages which was absolute falsehood and fake news which lured the Germans into war, and many more stories that has caused disorderliness. More recently, the Nigerian laureate, prof. Wole Soyinka has warned Nigerians to desist from posting fake news stories that is capable of causing divisiveness and parochial tendencies to our oneness. The Nigerian peaceful coexistence has been threatened over time as a result of inaccurate reports of mass media. The issue of mass media injecting fake news to their news contents is becoming an issue of public concern as it has posed threat to humanity.
Malik, Aaliya and Sabeha (2015,p.49) averred that these roles of media in national development lie in their capacity to teach, manipulate, sensitize and mobilize people through information dissemination – (Ucheanya 2003, as cited by Chinenye Nwabueze). As a matter of fact, the mass media play significant role in the socialization of its members attitudes, preferences and mannerisms. The mass media are influenced by politicians who sacrifice the interest of the public for political expediency. It is quite disheartening that most times the media who are the agents of social change, who ought to be performing its civic duties of ensuring that the economy of her nation is growing rapidly in line with international standards and development is also emerging by the day are rather influenced and the situation is inapt.

FAKE NEWS
Fake news is a serious threat to humanity, whether we like it or not, it is something we have to come in unison to fight this conundrum. Originally as we know, mass media is designed for information usage. It is put in place to help the society to grow from one point to the other, because of its efficacy and strength, people believe and relied on the media for information. Enemies of peace around the world has devised means of using the media for their personal interest and for the detriment of others. Example Orsen Woles propaganda was for his personal interest, Hitler's the chief of Nazi propaganda was equally for his selfish interest, and many other scenarios which was aimed at the interest of the propagandists.

Fake news is a calculated attempt contrived by one or two individuals with the motive of achieving a particular goal or purpose which aimed towards personal aggrandisement without minding or taking cognizant of the consequences that will emanate thereafter. With the emergence of new media, the spate of fake news is becoming alarming, because people sit at home and post whatever they like. David, Matthew, Nir, Lisa, Kenneth, Will and Carolina (2017,p.7) averred that Fake news as a form of misinformation benefits from the fast pace that information travels in today’s media ecosystem, in particular across social media platforms.

Rasmus and Lucas (2017,p.4) stated that the simplest definition of fake news was offered by a woman in one of our New York City focus groups, who called it misinformation. It is simply a form of misinforming the public for individual's or personal gains. ELAAREA Public Library (2010,p.1) submitted that "fake news or hoax news websites deliberately publish hoaxes, propaganda and disinformation, using social media to drive web traffic and amplify their effect". Another definition: “intentionally fabricated claims that are presented as true with the intent to deceive.” –comment on an article by 'angelsichts' at older articles sometimes recirculate. Even if initial reports were proven to be incorrect, misunderstandings, or bad reporting articles recirculate. Someone popular shares a link and all the sudden what is old and had been debunked is out there again. Older articles have likely been superseded by newer ones. If there is no author or the name sounds fake, the content you’re looking at may be an ad, a press release, or some other form of non-news content. Opinion pieces tend to be marked by bylines like “contributor, “op-ed”. Press releases may say “FOR IMMEDIATE RELEASE” or mention the name of the PR firm releasing it such as PR news wire.

Reasons why people produce fake news

- **No gatekeepers**: Anyone with access to technology and the Internet can post anything. Many of the tools scammers and fake news peddlers’ use Facebook and Twitter sites that allow comments often have a few rules in TERMS OF SERVICE, but these rules hinder few users.
- **Speed and information overload**: The internet allows what is posted to spread at the speed of light, before anyone can check it. And by the time one scam or lie has been investigated many others have taken its place.
- **Permanence of postings**: Once you post something, it’s there forever. It doesn’t matter if the eyewitness report was wrong, that the first responder saw what happened incorrectly, that they told it to the news media when later interviewed incorrectly. Even if fake news checkers debunked a fake news story, the sources often remain accessible without their proper context. Efforts to suppress media often result in them gaining further prominence, as “the Internet routes around censorship.” (See also: the Streisand Effect: https://en.wikipedia.org/wiki/Streisand_effect).
- **Search engine optimization**: search engine optimization, or SEO, is strategies that website owners use to attempt to have their websites show up higher in Google search results lists. These range from perfectly legitimate SEO practices like making sure every page has a title, structuring information well, and keeping content up-to-date. But fake news publishers can use SEO tactics to trick Google into including their misleading or fraudulent pages more prominently. More people then see these pages, muddling the truth on whatever topic is at hand.
- **To make a statement**: satire posts like those of the onion usually espouse a specific political point of view.
- **To laugh at you**: many online pranks only become pranks when others fall for them. Don’t give their creators satisfaction.
- **Gain followers**: Twitter and Facebook accounts with many followers can be sold for real money. Wild claims and fake news attract a lot of attention, which unfortunately can be monetized through ads.
- **Make money**: Impoverished teens in foreign countries make things up and post them. They make their stories as crazy as possible to reach as large an audience as possible so that the ads on their webpages get in front of the largest numbers of eyeballs possible. Scammers lie to deceive or hack you.
- **Influence politics**: whether through misleading or lying, creating and controlling public opinion is important. Rapidly spreading fake news can quickly change minds, persuade undecided, or motivate voters.
Ways to check and identify fake news and source credibility

1. Assume nothing
Do the ads make it seem like you’re on a seedy website? Does the organization have a stake in the news they’re reporting? Is the source biased? Is the article current? Is the information in a story relevant to what you were looking for?

2. Wait for the news to shake out
First reports are often inaccurate. If the news is not reported in other mainstream media outlets, just know that the information is not true. In news, the information base must be valid. If you can’t confirm the authenticity of the information, then be rest assured that the news is fake.

3. Stick to trusted sources
General interest news organizations like CNN, Fox News, NBC, ABC, The New York Times, AIT, NTA, Channels TV, The Wall Street Journal, etc. More niche news organizations or websites tend to be less trustworthy (although some are excellent).

4. Resist the urge to share, or at least think before you share
Unless you’re sure it’s true, you contribute to the problems caused by fake news by linking, retweeting, sharing on Facebook, and emailing articles around. Some people are fond of redistributing or retweeting news that they are not sure whether it is true or not but all that can do is to share. That is why there is always inaccurate news that cause panic.

5. Investigate within reason
If you think that a news article or something online sounds funny, try to track down the truth, but don’t go too far like the Pizza gate “self-investigator” did (http://www.cbsnews.com/news/pizzagate-shooting-suspect-edgar-maddison-welch-facing-federal-charges/). If it can’t be verified with other sources, it probably isn’t true.

6. Remember that repetition does not equal truth
Politicians tend to repeat claims – whether or not they’re true – until they become true because they’ve repeated them so many times. Even trustworthy news organizations often hesitate to question figures of authority because they have to maintain their access to news sources.

7. Install an ad blocker
Ad blockers like Ad block plus can protect you from deceptive ads. Some ad blockers can even be installed on mobile devices.

8. Ask someone you trust for help
Whether it’s your tech savvy friend, neighbor, relative, or a librarian, there’s no harm in asking someone else to help you figure out what’s going on with a website you’ve ran into ELAAREA Public Library (2010,p.7-9).

Disadvantages of Fake News
Fake news have a negative impact on the society. Mass media code of ethics prohibit untruthful and untruthful news content that is capable of inciting chaos in the society. Media practitioners are charged to be responsible in reporting news to the public. The adverse effects of fake news is quite enormous and the Nigerian media should be careful when reporting inaccurate and unconfirmed sources. Examples of cases of fake news in Nigeria and across the world are:

- 2015 Ebola virus that struck, which allayed fears on the populace when fake news peddled the internet and mass media, advising people to mixed salt and water to take a bath in order to avoid being affected by the deadly virus.
- The 1938 Orsen Woles broadcast that caused war in Germany. The broadcast message was propaganda, and was contrived by one of the Nazi propagandists who wooed the people into war.
- The recent news propagated by Premium Times newspaper that the Plateau killings were carried out by Miyetti Allah was fake and the news sparked more violence within the state.

Elebeke (2018) averred that the global epidemic of fake news is already having far-reaching repercussions across the world. It has caused a lot of harm to people across the globe. In India, about a dozen people have been killed in the past six weeks apparently because of fake news or hoax messages. Many people had been wrongly accused of things they never done but because of personal differences, they have their stories published online which in turn affects them.

Recently, the front page headline of a national newspaper was: Court orders National Assembly to begin impeachment of Buhari. The problem with that news item is that it was fake news. According to the certified true copy of the order, the Presiding Judge of the Federal High Court in Osogbo ordered that, ‘This was manipulated to read that the court had given the go-ahead for the National Assembly to commence impeachment proceedings against the President.

In 2017, a fake report circulated on the social media claimed that five students of the College of Education, Gidan Waya, were ambushed and killed by Fulani herdsmen in southern Kaduna. That report turned out to be false. No student was killed. The list is endless.

THEORETICAL FRAMEWORK

Social Responsibility Philosophy
The social responsibility philosophy is one of the normative theories of the press. This philosophy asserted that the press has been deficient in performing the first three tasks. It also says that the fourth task should not take precedence over such other functions as promoting the democratic processes or enlightening the public. Shelton and Mohd (1996, p.11). Social responsibility is ethics that guide any action, be it in media or other organizations, that put an obligation towards environment, society, culture and economy. The media like any other sector should not harm, but should promote environment and socio-cultural aspects in relation to the economy of the place.

Social Responsibility theory of mass media is relatively a new concept which started in the mid-20th century and is used mostly by developing and least developed countries. The theory started from Europe and took a
shape with the Commission on the Freedom of Press that happened in United States in 1949. The model was designed formally by Siebert, Peterson and Schramm in 1956 in their book. It encourages total freedom to press and no censorship, but it should be regulated according to social responsibilities and external controls. Content is also filtered through public obligation and interference.

Freedom of expression under the social responsibility theory is not an absolute right, as under pure libertarian theory. One’s right to free expression must be balanced against the private rights of others and against vital society interest. The social responsibility theory of mass media changed the way press published news from objective reporting to interpretative reporting. Before this theory, facts were presented without any interpretation. The social responsibility theory of mass media changed the way press published news from objective reporting to interpretative reporting. In Social Responsibility Theory, the press is taken to be for the people and society. The tasks of the press is to make a code of conduct and follow it, to develop a standard in journalism, to make journalism better, to protect journalists and to have penalties if any journalist violates the code of conduct.

This way, the facts provided by the press are analyzed and interpreted so that the people get true information and understandable news. This helps maintain social harmony by revealing social evils like corruption and discouraging other bad conducts. The commission on freedom of the press, which formulated the social responsibility theory, called on the media to: Be responsible for the presentation and clarification of the goals and values of the society. Provide a full access to the day's intelligence.

This theory is very relevant to the study. Its basic tenets holds that, social responsibility philosophy rest on positive liberty, the philosophy also posited that media should be socially responsible when reporting to the public. That is to say, they should be objective, accurate, fair and balance their reportage at all times before they report to the public, https://www.businesstopia.net/mass-communication/social-responsibility-theory.

CONCLUSION AND RECOMMENDATIONS
The problem of fake news is a global conundrum and it requires a collaborative efforts to stem the tide. Both government, individuals, organizations and the media should join hands in the campaign against fake news for the growth of democracy and the corporate existence of Nigeria. Elebeke (2018) opined that Fake news was becoming a serious threat to global peace, including Nigeria, that if left unchecked, could endanger human existence. “For the record, the (free online encyclopaedia 2017) defines fake news as ‘a type of yellow journalism or propaganda that consists of deliberate misinformation or hoaxes spread via traditional print and broadcast news media or online social media. Apart from the techies, the European Commission, in January 2018, set up a high-level group of experts to advice on policy initiatives to counter fake news and disinformation spread online.

1. The media should be circumspect when reporting to the public to avoid stories that are capable of generating division amid the citizens.
2. Regulatory agencies such as Nigerian Broadcasting Commission (NBC), Nigeria Union of Journalist (NUJ) and The Nigerian Guild of Editors (NGE) should be proactive in assessing mass media contents that faulted code of ethics of the profession in order to censor and take disciplinary actions against the media that reported such stories.
3. Government at all levels should collaborate with mass media to ensure rapid development and peaceful coexistence.
4. Fake news is an enemy of peaceful coexistence, democracy and good governance. Therefore, the media should desist from reporting inaccurate and undiluted news contents to prevent unity and harmony of Nigeria.
5. Fake news incites genocide, war and division among citizens of a given nation. Facilitators and sponsors of fake news should retract or refrain from this ill-mannered culture that pose danger to peaceful coexistence and unity of our great nation.
6. The new age technology such as, social media platforms have given access to everyone to post or publish news contents as events broke out. But people should not misuse this opportunity, they should be careful when reporting news stories online.
7. The public should at all times confirm news sources to ascertain its credibility before sharing the information to others. An example was the issue of adding salt into water to bath, when Ebola broke out in 2014 so as to prevent them from dying. This was occasioned by fake news and misinformation.
8. Fake news is not sometimes posted or reported by media practitioners but it is rather posted by unscrupulous elements on the social media, therefore, National Orientation Agency (NOA) should as a matter of urgency carry out sensitization and awareness campaign to enlighten the public on the dangers of fake news to the corporate existence of Nigeria and the pending dangers posed ahead of 2019 general elections if not addressed.
9. Pundits that controls social media such as, Google, Facebook, Twitter WhatsApp etc. should devise ways of curtailing fake news on social media to prevent it from peddling to traditional media.

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