

Media Representations in Shaping Social and Economic Issues in Chimamanda's *Half of A Yellow Sun* and Festus Iyayi's *Heroes*

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Certification

This is to certify that I JIBUO Kingsley Eziuche with matriculation number LCU/PG/005244 carried out this research work titled '**Media Representations in Shaping Social and Economic Issues in Chimamanda's *Half of A Yellow Sun* and Festus Iyayi's *Heroes***' in the Department of Languages and literature, Faculty of Arts, Lead City University, Ibadan, Oyo State, Nigeria for the award of Master of Art (M.A) in English Language and that this has not been previously submitted.

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Dedication

This work is dedicated to God Almighty and my beloved parents Mr. & Mrs. Jibuo for their constant love, support and encouragement.

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Even though the above-mentioned institutions and persons have assisted in the process of this research work, I alone stand responsible for the errors, if any, found in the work

Abstract

This study is focused on the recognition of the media's influential role in shaping social and economic issues in periods of conflict and crisis in Nigeria. It examines how Chimamanda Ngozi Adichie's *Half of a Yellow Sun* and Festus Iyayi's *Heroes* portray the media's impact on societal narratives and economic directions. The study's objectives are to analyze the media's representation in both novels, investigate the power dynamics between media representation and societal narratives, and examine the role of media in shaping public perception and national identity. Using Agenda-Setting Theory, and Postcolonial Theory as the theoretical frameworks, this qualitative study employs close reading and textual analysis to explore the media's representation and its impact on social issues and economic policies. The research fills a gap in existing literature by providing a comparative analysis of media representation in Adichie's and Iyayi's works. The study reveals that the two texts portray the media as a powerful tool for propaganda, ideological manipulation, and social control, used to reinforce nationalistic sentiments and justify economic failures that can shape public perception, influence national identity, and inform economic policies. The media's representation is shown to be complex, and often contradictory, and bias in reflecting the societal contexts in which it operates. The study concludes that the media plays a significant role in shaping social issues and economic policies in the Nigerian contexts. It recommends that media practitioners, policymakers, and scholars prioritize critical media literacy and nuanced representation to promote more informed and inclusive public discourse.

Keywords: Media Representation, social issues, economic policies, Agenda-Setting Theory, Postcolonial Theory.

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Table of Contents

Title Page	i
Certification	ii
Dedication	iii
Acknowledgements	iv
Abstract	v
Table of Contents	vi
List of Tables	vi
List of Figures	
List of Appendices	
Chapter One: Introduction	
1.1 Background to the study	1
1.2 Statement of the problem	10
1.3 Aims and Objectives of the Study	11
1.4 Research Questions	12
1.5 Significance of the Study	12
1.6 Scope of the Study	13
1.7 Limitation to the Study	14
1.8 Operational Definition of Terms	15
Endnotes	17
Chapter Two: Review of Related Literature	
2.1 Conceptual Review	20

2.1.1	The Concept of Media and Media Representation	20
2.1.2	The Nigerian Media	25
2.1.3	A Historical Overview of the Nigerian Civil War	37
2.1.4	Nigerian Media and Socio-Political Issues	45
2.1.5	Literature as a Social Commentator across the World and in Nigeria.	51
2.1.6	Authorial Backgrounds.	65
2.2	Theoretical Framework	72
2.2.1	Agenda-Setting Theory	72
2.2.2	Postcolonial Theory	77
2.3	Review of Empirical Studies	86
2.3.1	Empirical Review of Selected Studies on Chimamanda Adichie's <i>Half of a Yellow Sun</i>	86
2.3.2	Empirical Review of Selected Studies on Festus Iyayi's <i>Heroes</i>	91
2.4	Conceptual Framework	94
2.5	Summary of Gap in Literature Reviewed	97
	Endnotes	100

Chapter Three: Research Methodology

3.1	Research Design	114
3.2	Population of the Study	114
3.3	Sample and Sampling Techniques	115
3.4	Description of the Research Instrument	116

3.4	Method of Data Collection	116
3.5	Method of Data Analysis	117

Chapter Four: Results and Discussion of Findings

4.1	Introduction	119
4.2	Analysis of Research Questions	119
4.3	Discussion of Findings	136

Chapter Five: Summary, Conclusion and Recommendations

5.1	Summary of Findings	143
5.2	Conclusion	144
5.3	Recommendation	145
5.4	Contribution to Knowledge	146

Bibliography	147
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