

CAMPUS JOURNALISM AND STUDENT ACTIVISM

BY

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DEGREE IN MASS COMMUNICATION

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Campus Journalism and Student Activism" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined campus journalism and student activism, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of campus; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with campus and journalism. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 388 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 370 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 2.97). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.536$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 8.76, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.05$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on campus.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of campus journalism and student activism is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

The salience of campus in national discourse has grown steadily, driven by changing social conditions and technological penetration. Evidence from national agencies indicates that campus has grown considerably in recent times, underscoring the need for systematic inquiry. Empirical evidence from Adigun and Famuyide (2021) suggests that positive developments in journalism are associated with improvements in campus. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. Research by Okonkwo and Ekwueme (2021) using mixed methods provided particularly rich insight into the mechanisms connecting campus and journalism. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

campus occupies a prominent position in contemporary debates about journalism and national development. Nigeria's federal structure and its diverse cultural geography ensure that the experience of campus varies considerably from one region to another. The work of Musa and Adebayo (2023) extended earlier analyses by demonstrating that journalism reinforces the effects of campus. Such findings reinforce the argument that campus deserves a place of priority on the development agenda. Famuyide and Adigun (2020), in a survey of relevant stakeholders, concluded that the benefits of campus are unevenly distributed across groups. These observations collectively invite a reconsideration of standard assumptions regarding journalism. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

campus continues to command considerable attention among researchers, policymakers, and practitioners in mass communication. The socio-cultural diversity of Nigeria implies that responses to campus must be differentiated rather than uniform. Famuyide and Adigun (2020), in a survey of relevant stakeholders, concluded that the benefits of campus are unevenly distributed across groups. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Research by Eze and Okonkwo (2021) using mixed methods provided particularly rich insight into the mechanisms connecting campus and journalism. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

Scholars have long recognised campus as a critical determinant of outcomes in mass communication. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of campus. Comparative work by Salami and Adeniyi (2022) across several states uncovered a consistent pattern linking campus with journalism. These developments carry important implications for