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ORIGINAL ARTICLE

Framing Analysis of Covid-19 Pandemic in Nigeria: A Study of The*Guardian*, *Daily Sun* and *Vanguard* Newspapers

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Abstract

The mass media cannot cure a viral disease but can curb its spread. The framing of news stories in the Nigerian media (newspapers) is much more influenced by the economic motive of the journalists which results in their picking news angle that arouses readers' interests in order to sell more copies in the keen competitive media market. The COVID-19 pandemic is a litmus test of how the Nigerian media frames health issues, which depicts the news perspective most interesting to them. Through content analysis of three daily newspapers reports of the novel Coronavirus in Nigeria, this study established the framing patterns employed while reporting as well as the dominant frame used. The outcome is used to justify the priority upheld between the competing newspapers interests to sell and the media social responsibility towards containing the pandemic. The much capitalisation on treatment/containment frame portrayed the newspapers purposive interest to free the society of the virus, a reflection of its social responsibility role. The priority, which poses no threat on the professionalism of journalism, was not only much appraised but also recommended for all media involvement in crisis reports.

Keywords: Framing, COVID-19 pandemic, Nigerian newspapers, social responsibility

Introduction

The mass media may not be able to cure a viral infection but can curtail its spread by massive campaigns and awareness creation. The submission by the World Health Organisation (WHO) Director General, Dr. Jong-wook Lee, that communication is as critical to outbreak control as laboratory analyses or epidemiology is enough to justify that mass media can curtail the spread of viruses or diseases. By constantly reporting health issues, the mass media carry out their agenda-setting function in the society, which has the primacy of focusing the attention of the audiences to their health and healthy living. Media reportage of issues vary from contents to contents. It also varies in terms of methods, patterns and essence of reporting, the influence of each report as well as the effects of the reports on audience (Adelakun & Adnan, 2017). These variations in reporting are informed by various factors ranging from the issues involved, the media motives and objectives, to the audience' interests; each constitutes a pulling force that shapes the output and, or influences the effects. The mass media's ability to pay attention to some issues at the expense of numerous others is not in doubt. However, some issues given their level of importance to the audience at a point leaves the media with no option than to give necessary attention to them (Huang, 2010). Examples of such issues are health outbreaks of international concerns such as the present COVID-19 pandemic.

The mass media roles in communicating health-related issues are expected to be more of social responsibilities that depict media as information custodians for societal development (Nwabueze, 2012).How the mass media manage health information most often reflects the public health awareness and their sensitivities to health challenges and needs. The Nigerian state of public health and the media roles towards creating health awareness and involvement in persuasive health campaigns do not seem to correspond. Perhaps, the mass media competition for market share to boost economic gains for survival is a crucial factor in the roles that mass media play in the health information delivery. Considering this state of health information coverage and delivery, it therefore poses a concern on the media roles and contributions towards a

society free of shortfall in relevant health information (Cornelissen et al., 2008).

How much the mass media are involved in health issues in terms of frequency of health messages is not the main focus of this study since various research findings (Caburnay et al., 2003; Brodie et al., 2004; Collins et al., 2006; Catalán-Matamoros, 2011; Cavaca et al., 2015) dwell much on such at intervals. The rate of health messages in the media, though synthesizing public health awareness, and the angles emphasized in the message contents are much more important. The news angles emphasised are important because they constitute a unique persuasive proposition as they become noticeable, meaningful and memorable to audiences and as a result influence public health decisions (Entman, 1993 cited in Nwabueze & Ezebuenyi, 2019).

The emphasis on certain news angle does not only describe the media roles towards health development but also define the interest that the media prioritised (between economic gain and social responsibility of the media) during health challenges. Nurturing the problem of where the media interest lies during health challenges remains a question that has its answer hidden in the contents of media health messages. Content analysis as a research method has over time represented a style utilized by scholars to evaluate the patterns of media presentation of news which framing is a key part of. The analysis of media contents, which dig deep in revealing the function of the media in selecting, interpreting and communicating perceived reality, is a function which Goffman (1974) cited in Nwabueze and Ezebuenyi (2019) termed 'framing'.

The way an issue is framed could provoke an element of fear in readers, resulting in some levels of uncertainty and development of extreme actions towards any contact with the concerned framed issue. It is therefore imperative to look into the reports of coverage of the Coronavirus disease in the media, particularly the newspapers, given that it is the oldest and most popular media with advantages over radio and television due to the fact that it can be read at convenience, has all year round availability, and can be stored for future reference (Muoemeka, 1990 cited in Ezebuenyi et al., 2020b).

Also, of mounting interest is the different perspectives and interpretations the Nigerian media have given the novel Coronavirus pandemic. The Nigerian news media have framed the COVID-19 pandemic in an effort to either highlight its deadly nature or prescribe solutions for it. The news media and more specifically the print media serve as valuable sources of information and powerful modes of communication. This power controls much of what people understand of events that occur around the world on a daily basis. The way information is transferred to its recipients comes through various forms of communication, all of which is framed to meet the goals of the providing source (Ezebuenyi et al., 2020a).

Framing presupposes that little changes in language or wording of the highlights of a situation or an event could influence the way the public perceive the situation. Research shows that news dealing with pandemics and crises like the COVID-19 influences public perceptions and concerns. When such events cause destruction in the society, it severely affects members in that community. Generally, those issues enable researchers to study the extent to which media select news and shape its content (Brunken, 2006).

The pattern of frames evaluated in a media content analysis is most times affected by the issue being investigated. This present research dwells on a global health crisis situation tagged COVID-19 pandemic which is also prevalent in Nigeria. The study therefore seeks to evaluate the following frames: "cause and transmission", "treatment and control/containment frame", "fear and death frame", "government/political influence frame", "effect frame", "sensitisation frame", "rumour and misinformation frame". These measures for analysing frames in media coverage of health issues were developed by Fawole, Thomas and Ibitade (2012) and Adekunle and Adnan (2017).

According toAdekunle and Adnan (2017), "Causes and transmission frame" captures news items that fall within the context of the origin and mode of transmission of Coronavirus as well as its signs and symptoms; "treatment and

control/containment frame" deals with news stories that discuss how the virus could be prevented from spreading, efforts made towards its treatment, and the level of its containment; "fear and death frame" comprises news stories that raised tension as a result of the number of infected cases as well as the rise in the death toll; "government/political influence frame" is the reports about government activeness or otherwise through its policies, and political rivalry; and "effect frame" which comprises reports on the effect of the outbreak on economic, social condition and cultural interactions, education, health, international relations and diplomacy, sporting activities, entertainment industry and other areas of human development.

Also, Fawole, Thomas and Ibitade (2012) add that "sensitization frame" comprises reports on the education of the public on ways to prevent and manage the virus as well as how to report cases or persons with symptoms to the appropriate bodies; "rumour and misinformation frame" deals with stories that expose the misinformation, lies, rumours, myth, and other forms of ingenuine information about the spread, treatment or effect of the virus, either from social media or from unscrupulous individuals. This study therefore seeks to evaluate newspaper framing of the novel COVID-19 pandemic and its influence on readers' perception of the virus.

Problem Statement

A look at empirical studies on news coverage of events, happenings, issues, including health issues etc., in Nigerian newspapers revealed that the categories constantly examined were prominence, depth of coverage, direction and frequency (Nwammuo, Edegoh, & Iwok, 2015; Abubarkre, 2015; Okoro, & Odoemelam, 2013). This, no doubt, limits the categories that could enhance a more robust and broad based attempt at dissecting media contents and highlighting their importance to the readers. Also, this limited scope makes it difficult to examine other categories which may help in revealing the function of the media in selecting, interpreting and communicating perceived reality - a function which Goffman (1974) cited in Ezebuenyi (2020a) termed 'framing'. Content analysis as a research method has over time represented a style utilized by scholars to evaluate the patterns of media presentation of news of which framing is a key part. A lack of studies on the framing of COVID-19 pandemic has created a lacuna in the understanding of whether the news media create enough awareness and influence public perception of the virus. Therefore, there exists a gap-in-knowledge which this present study seeks to fill.

This study, therefore, sets out to examine the framing patterns of the novel Coronavirus reports in some selected newspapers in Nigeria, to uncover the public understanding of the disease and its short- and long-term effects, what sources of information and frames were used in the coverage of the disease outbreaks, and also how, what and why decisions were made regarding the disease by key players involved in the issue which include the government, industries representatives, consumers and commerce.

Objectives of the Study

Specifically, the study is focused on the following objectives:

1. To assess the patterns of frames used in covering the novel Coronavirus by Nigerian newspapers;
2. To identify the dominant frame(s) employed in covering stories of the novel Coronavirus;
3. To determine the direction/slant of the news stories used in covering the novel Coronavirus;

Research Questions

1. What are the patterns of frames used in covering the novel Coronavirus by Nigerian newspapers?
2. What is the dominant frame(s) used in covering stories on the novel Coronavirus?
3. What is the direction/slant of the news stories used in covering stories on the novel Coronavirus?

Theoretical Framework

The framing theory popularised by Goffman in 1974 states that the media select and highlight

certain items of an event or issue over others, thus elevating them in importance to the audience (Chong, 2007). Framing is employed here to explain the way mass media promote a particular definition of an issue through selection, emphasis, exclusion, and elaboration (Scheufele,& Iyengar, 2010). According to Matthes (2011) framing refers to an active process of creating, selecting, and shaping the frames.

Frames are quite germane according to Lawrence (2000) because they constitute an exercise (knowingly or, most times unknowingly) of powers of journalism. Frames are used in drawing attention toward an issue as well as in conferring legitimacy upon a specific angle of reality while deemphasizing other aspects. Framing enhances the study of how media coverage of events is conceived and presented (Entman, 1993 cited in Ezebuenyi, 2020a). Findings from previous research have discovered sufficient evidence that the mass media have the power to select and package events and, thus, influence the way consumers perceive the surrounding reality (Abubarkre, 2015; Okoro,& Odoemelam, 2013; Popoola, 2012).

As a media effects theory, framing is largely utilized to analyze the way mass media filter information and, thus, influence public reactions to a whole range of external stimuli (Matthes, 2011). Also, Azlan (2012) in his studies on framing evaluated the way public attitudes are conditioned due to media framing of a subject. According to him, two factors which enhance the adoption of frames are: "the accessibility of an issue, and the correlation between a subject and the audience's pre-existing opinions." On the basis of the above observation, the effects of framing are not independent (Azlan, 2012).

Furthermore, Shuck and Vreese (2006) have found that preexisting attitudes and knowledge before exposure to the media play a crucial role in determining the framing effects. The use of framing theory as an anchor to this present study becomes necessary since it focuses on how newspapers use frames to highlight and influence readers' understanding of COVID-19 pandemic in Nigeria. It follows therefore that the way newspapers frame stories on the novel Coronavirus may influence the readers' perception, understanding and handling of the deadly virus.

Literature Review

Framing: A Conceptual Overview

Framing is a large concept that is explained and defined differently. A widely used and accepted definition of framing is that which Entman (2010) promotes: Framing essentially involves *selection* and *salience*. To frame is to *select some aspects of a perceived reality and make them more salient in a text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment* for the item described (Gamson, 1993 cited in Ezebuenyi, 2020a). Entman's leading and acknowledged definition of framing is the guiding principle in thisresearch.

Salience is a key to the definition of frames. Frames highlight some information about an item that is the subject of communication and, therefore, increase the issue's importance by making it the dominant feature. Texts can make 'information more salient by placement or repetition, or by associating them with culturally familiar symbols' (Entman, 1993 cited in Ezebuenyi, 2020a). This study applies the deductive approach by examining the theory and existing literature to determine individual frames as analytical variables. This study is guided by the theory that news frames operate to make certain information more salient or distinct than others in a text (Entman, 2010).

Methodology

The content analysis research design was used in carrying out this study. The essence of using content analysis method was to analyze the manifest content of communication to discover the extant patterns used in the coverage of the COVID-19 pandemic.

Population of the Study

According to Nwodu (2017, p. 89), "The universe from which samples shall be selected needs to be properly defined; the universe entails determining the actual population of study". This study

presented the Nigerian newspaper environment as constituting the universe from which the samples were selected for analysis .Again the scholar posits that "selecting samples entails determining and justifying why such newspapers were selected. The population of the study constitutes all the editions published for nine months by three newspapers selected for the research. The newspapers are: *The Guardian, Vanguard,* and Daily Sun .This summed up to 819. The three national dailies were purposively selected based on their national outlook, availability and reach. The period of study is nine months from 1st of January 2020 to 30th of September 2020.

Table 1: Showing distribution of the population

	Jan	31	
	Feb	28	
	March	31	
	April	30	
	May	31	
2020	June	30	
	July	31	
	August	31	273
	September	30	
Total = 1 year	9 months	95 weeks	273 x 3 = 819

A total of 819 editions of the select newspapers form the population for the content analysis. The entire 819 weekday and weekend editions (273 editions) of all the three select daily newspapers published between January 1st, 2020 and September 30th, 2020 formed the total population of this study .This constitutes the period before the index case in Nigeria, the intense period and the relaxation period hence suitable for a study of this nature .

Sample Size and Sampling Technique

Owuamalam (2012, p. 34) states that "sample size refers to the number selected to represent a specific population; it is a percentage of the population". Since it is impossible to study all the daily newspapers in Nigeria, Krejcie and Morgan (1970) sampling table for determining sample size was used in determining the sample size for the study. According to the table, a population range from 819 to 1,200 will have a sample size of 327. This is the number of editions that formed the representative sample that was content analysed. Based on the table therefore, the sample size for the study is 327. Each of the selected newspapers is analysed based on the table below:

Table 2: Showing selection of sample size

S/N	Newspaper Titles	Sample Size Per Paper	Period of Study
i	The Guardian	109 editions	9 months
ii	Daily Sun	109 editions	9 months
iii	Vanguard	109 editions	9 months

Wimmer and Dominick (2011) consider a sample size of 327 good enough for a study of this nature. The 327 editions were also considered to be an ideal sample size according to Nwana (1981), cited in Owuamalam (2012), who writes that "If the population is a few hundreds, a 40% or more sample will do; if many hundreds, a 20% sample will do; if a few thousands, a 10% sample will do; and if several thousands, a 5% or less will do". Given the foregoing, the sample of 327 selected is good for the study.

Unit of Analysis

A unit of analysis is critical to successful content analysis because the entire exercise lies on placing. Wimmer and Dominick (2011, p. 165) opine that unit of analysis is the smallest element of a content analysis but also the most important. It might be a single word, a symbol, or a theme of an entire story. A unit of analysis is an observable and measurable unit that provides a standard way of dissecting the text into elements to be analysed (Wilson, Esiri,& Onwubere, 2008). It is the actual thing counted when coding which was tested. It entails stating the kind of content one will be looking out for in the selected samples (Nwodu, 2017). A unit of analysis can be measured in terms of space (for example, number of columns) or time (minutes devoted to a

news item on TV or radio). In case of frequency, the number of times a given unit featured in a body of text is recorded. Intensity or direction implies the measurement of the direction of the symbolic meaning contained in the story.

The unit of analysis in this study includes frequency (number of times each frame pattern was used in the coverage); prominence (the most frequently used frame in the story); nature/form of coverage (differences on how the frames were used in the coverage).

To examine the newspaper framing of COVID-19 pandemic, seven patterns of frames were analysed. The frames are:

i. "Cause and transmission frame:" This captures news items that fall within the context of the origin and mode of transmission of Coronavirus as well as its signs and symptoms.
ii. "Treatment and control/containment frame:" This deals with news stories that discuss how the virus could be prevented from spreading, effort made towards its treatment, and the level of its containment.
iii. "Fear and death frame:" This comprises news stories that raised tension as a result of number of infected cases as well as the rise in the death toll.
iv. "Sensitisation frame:" This comprises reports on the education of the public on ways to prevent and manage the virus as well as how to report cases or persons with symptoms to the appropriate bodies.
v. "Government/political influence frame:" This captures the reports about government activeness or otherwise through its policies, political rivalry.
vi. "Effect frame:" Thiscomprises reports on the effect of the outbreak on economic, social elation and cultural interactions, education, health, international relations and diplomacy, sporting activities, entertainment industry and other areas of human development.
vii. "Rumour/misinformation frame:" This deals with stories that expose the misinformation, lies, rumours, myth, and form of in genuine information about the spread, treatment or effect of the virus, either from social media or from unscrupulous individuals.

Content Category

This is also known as units of observation. It is the content which the coder needs to look out for in sampling or identifying the frames used in reporting stories on COVID-19 pandemic. For this study, the content category is the different patterns of frames used in the Coronavirus stories by the newspapers under study. The content categories in this study are:

i. Straight news reports: Sometimes referred to as hard news reports. It is news that consists of facts without embellishment;
ii. Feature stories: Human interest articles that focus on a particular news story;
iii. Editorials: Expositions by editors of selected newspapers that give an opinion on a certain news story;
iv. Opinion articles: People's opinion on a news story from their personal point of view.

Instrument of Data Collection

The coding system was adopted for data collection. Coding is defined as the assignment of number of qualitative responses to represent such data for ease of analysis. It is also placing a unit of analysis into a content category (Wimmer & Dominick, 2011). According to Nwabueze, Ugochukwu and Egbra (2014) the coding guide helps in developing the coding sheet and the number of content categories used in the study. The choice of the coding system is because coding has an advantage of converting data generated into easily specified attribute of given variables. Coding enabled the researcher to group responses into a limited number of classes or categories for easy analysis. The major instruments for data collection in this study were coding guide and coding sheet.

Inter-Coder Reliability

Inter-coder reliability involves the use of two or more trained persons to code the data or information gathered on the basis of the content categories stipulated by the researcher in the coding sheet (Nwodu, 2017). The training on coding helped

in clarifying categories and adjusting the coding sheet until the coders were comfortable with the material and the process. According to Wimmer and Dominick (2011), inter-coder reliability is calculated using a coefficient or reliability formula based on the ratio of coding agreement to the number of coding decisions. The formula for calculating inter-coder reliability is given as:
Reliability:

$$\frac{2(m)}{N^1 + N^2}$$

Where M = Number of coding decisions the coders agree on.

$N^1 + N^2$ = Total number of coding decisions by the first and second coder respectively

Therefore;

$$\frac{2(8)}{11+11} = \frac{16}{22} = 0.73$$

$$= 0.73 \times 100 = 73\%$$

The reliability coefficient is 0.73.
This reveals that the coding process has an acceptable level of reliability.

DATA PRESENTATION AND ANALYSIS

Research Question 1:
What are the patterns of frames used in covering the novel Coronavirus in Nigerian newspapers?

During coding of the newspaper contents on COVID-19 pandemic, the coders identified seven most salient themes under which the novel Coronavirus reports are grouped. They are presented in the table below.

Research Question 2:
What is the dominant frame used in covering the novel Coronavirus in Nigerian newspapers?

Table 3: Analysis of frames used in reporting stories on the novel Coronavirus in the select newspapers

News/ Papers	Cause/ Transmission frame	Treatment/ Containment Frame	Fear/Death frame	Sensitization frame	Effect frame	Govt./Pol. frame	Rumuor/ Misinformation frame	Total
Guardian	20	25	20	10	14	8	12	109
DailySun	13	23	18	16	15	9	15	109
Vanguard	12	24	20	14	17	10	10	109
Total	47	72	58	40	46	27	37	327

Table 3: Assessment of the dominant frame used in covering the novel Coronavirus in Nigerian newspapers

Fames	Frequency	Percentage
"Cause/Transmission frame"	47	43.1
"Treatment/Containment frame"	72	66.0
"Fear/Death frame"	58	53.2
"Sensitization frame"	40	36.7
"Effect frame"	46	42.2
"Government/Political frame"	27	24.8
"Rumuor/Misinformation frame"	37	34.0

From the above Table, it is discovered that "Treatment and containment frame" is the dominant frame used in covering the novel Coronavirus stories in the three select newspapers.

Research Question 3: What is the direction/slant of stories on the novel Coronavirus in Nigerian newspapers?

The tabular analysis shows that the direction/slant of stories on the novel Coronavirus is positive.

Table 5: Assessment of the direction/slant of stories on the novel Coronavirus in Nigerian newspapers

Direction/Slant	Guardian	DailySun	Vanguard	Total
Positive	75 (68.8%)	79 (72.5%)	77 (70.6%)	231 (70.6%)
Negative	14 (12.8%)	17 (15.6%)	18 (16.5%)	49 (15%)
Neutral	20 (18%)	13 (11.9%)	14 (12.8%)	47 (14.4%)
Total	109 (99.6)	109 (99.0%)	109 (99.9)	327 (100%)

Discussion of Findings

During coding of the newspaper contents of the novel Coronavirus, the coders identified seven most salient themes under which the COVID-19 reports are grouped:

1. 'Causes and transmission frame': news items that fall within this category of the frame discuss the origin and mode of transmission of the novel Coronavirus as well as its signs and symptoms.
2. 'Treatment and control/containment' frame: news stories within this category discuss how the virus could be prevented from spreading, effort made towards its treatment, and the level of its containment.
3. 'Fear and death frame': this category comprises news stories that raised tension as a result of number of infected cases as well as the rise in the death toll.
4. 'Government/Political influence frame': it is the reports about government activeness or otherwise through its policies, political rivalry, and
5. 'Effect frame': it comprises reports on the effect of the outbreak on economic, social elation and cultural interactions, education, health, international relations and diplomacy, sporting activities, entertainment industry and other areas of human development.
6. 'Sensitisation frame': it comprises reports on the education of the public on ways to prevent and manage the virus as well as how to report cases or persons with symptoms to the appropriate bodies.
7. 'Rumour and misinformation frame': stories grouped in this category are those that expose the misinformation, lies, rumours, myth, and form of ingenuine information about the spread, treatment or effect of the virus, either from social media or from unscrupulous individuals.

Since the newspapers emphasised 'Treatment and containment' news angles in the novel Coronavirus news items as forms of news frames, which makes it more frequent than others, this is an indication of where the newspapers' interest is vested the most. The interest that the media bade to protect determines which of the salient news angle (frame) is more preponderant than others. From Table 4 in the study, it is discovered that "Treatment and containment frame" (66%) is the dominant frame used in covering the novel Coronavirus stories in the three select newspapers.

On the issue of direction/slant of the news stories, findings indicate that a majority of the news stories were positive or favourable thus supporting the fact that the coverage is directed towards finding solutions to the problem of the novel Coronavirus. This is sequel to the analysed data in Table 5, where a total of 231 (70.6%) was presented as positive news stories, thus favourable to the coverage of the novel Coronavirus. This is against 49 the (15%) news stories, which were presented as negative news stories, thus, unfavourable to the message while 47 (14.4%) of the total news stories on the novel Coronavirus were presented as neutral. This implies that, in their reportage of the novel Coronavirus stories, the Nigerian newspapers presented the issues as positive enough to attract public attention.

Conclusion and Recommendations

The study has provided evidence into the differences in newspaper reporting and framing of the novel Coronavirus, showing both the dominant frames and the direction/slant of the news stories used by the newspapers. A significant contribution of this study is the analysis of the way frames could contribute to the understanding of the role the media play in audience perception of phenomena. The study has also stressed the fact that framing has the ability to influence audience perception of a

particular event. The framing of the novel Coronavirus enjoys favourable comments in the media.

The findings of this study in conjunction with the statement earlier attributed to formal WHO Director General, Dr. Jong-wook Lee, that communications are as critical to outbreak control as laboratory analyses or epidemiology are enough to justify that mass media can contain the spread of viruses or diseases. Also worthy of note is the framing of news stories about the novel Coronavirus, which varies from routine news framing patterns of most Nigerian newspapers, and is much more influenced by the social responsibility of the media than economic motive of the journalists to compete for readership by picking news angle that arouses readers' interests in order to sell more copies in the keen competitive media market.

The most salient news angle emphasised while reporting as well as the preponderant frames used by the Nigerian newspapers justified the priority upheld between the competing newspapers marketing interests and the media social responsibility towards containing the outbreak. The much capitalisation on the treatment/containment frame portrayed the newspapers purposive interest to free the society of the outbreak, a reflection of its social responsibility role. The priority, which pose no threat to the professionalism of journalism, was not only much appraised but also recommended for all media involvement in crisis reporting. It is also important to note that news stories used in covering the novel Coronavirus were positive or favourable thus supporting the fact that the coverage is directed towards finding solutions to the problem of the novel Coronavirus.

Recommendations

As a result of the findings, it is recommended that the Nigerian press should endeavour to use appropriate frames in reporting health pandemic news stories to stem the tendencies of creating rumours and misinformation. This has the benefit of causing the polity to trust the media in their interpretations of health situations. The study also recommended that further studies be done to include more framing categories and the other forms of the media to also provide an understanding on whether the way the media report an issue can influence the readers' perception of such issues. This is because most of the previous studies have limited their analysis of manifest content categories to frequency, prominence, depth and nature of coverage. This study notes that these categories are not exhaustive.

How do the media audience perceive the media framing of the novel Coronavirus stories? What impact do the Coronavirus framed stories have on the attitudinal and behavioural change of the media audience? And are there relationships between media framing of Coronavirus stories and the early containment of the outbreak in Nigeria? These are some of the questions still demanding for research analyses to verify, ascertain and establish the relationship between media framing of health issues, the public perceptions and reaction to it and the effect of the relationship between them.

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