ABSTRACT

The true test of good governance is the degree to which it delivers on the promises of human rights and guarantees the realization of sound and robust social and economic development in a manner essentially free of abuse and corruption. The expectations by Nigerians to witness the entrenchment of good governance by the past civilian administrations met a brick wall. The optimism that heralded the return of democratic rule in 1999 were regrettably misplaced. The paper sheds light on the concept of good governance and explores the roles the media play in promoting the principles of good governance. The paper contends that the contributions of the media to good governance depend largely on how they reflect and enforce the core values and principles of good governance. The paper also examines the concept of democracy as the pillar of good governance and establishes a strong connection between common good and good governance. The paper reveals that the media being formidable instruments for social change also serve as forum for the consideration and promotion of critical issues of good governance. The paper concludes that for the media to continue to play their watchdog role in the society, and contribute effectively to good governance, they must apply the basic principles of patriotism and objectivity and uphold the sanctity of truth and fairness at all times. It is the suggestion of the paper that the media should among other efforts they make to promote good governance in the country, work harder in the area of mass mobilization, re-orientation and positive values that ensure patriotism, self denial, service and good conscience and a total abhorrence of corruption in all ramifications.

INTRODUCTION

The horizon of media is an operation of human action, being a social context; it seeks the good of persons and communities. The activity of imparting information is a human act. Humans act for an end in various ways to realize the good they seek. The notion of common good implies that which benefits society as a whole in contrast to private good that benefits only the individual or a section of the society. Common good has pointed towards the possibility that such good as good governance can be achieved through collective actions and active participation in the affairs of the state to achieve societal happiness. More recently, the contemporary ethicists Rawls (2012) defines common good as certain general conditions that are equal to everyone’s advantage. It is believed to be the sum of those conditions of social life which allow the members of the society thorough and ready access to their own fulfillment and happiness. There is a significant degree of consensus that good governance relates to political and institutional processes and outcomes that are deemed necessary to achieving the goals of development. Adegboke and Dungaka (2014) agree that good governance is the process whereby public institutions conduct public affairs, manage public resources and guarantee the realization of human rights in a manner essentially free of abuse and corruption and with due regard to the rule of law. The true test of good governance is the degree to which it delivers on the promise of human rights; civil, cultural, economic, political and social rights. The questions arising from this are the institutions of governance effectively guaranteeing the right to health, adequate housing, sufficient food, quality education, fair justice and personal security? The United Nations Millennium Declaration represents the strongest unanimous and explicit statement to date of UN Member States in support of democratic and participatory governance. The declaration clearly articulates that the Millennium Development Goals must be achieved through good governance within each country and at the international level. It also states that Member States “will spare no effort to promote democracy and strengthen the rule of law” and goes on to resolve “to strengthen the capacity of all countries to implement the principles and practices of democracy and respect for human rights”
As the watchdog, agenda setter of public discourses and interpreter of public issues and events, the media 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. Indeed this is the critical link between the functioning of the media and Good Governance. The media are the only institution with 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 greatly impacts on the governance process in any society.

The media over the years have been globally acknowledged as the watch dog of the society and their information/monitoring roles considered a sine qua non for democracy and good governance. Nigeria like most other democratic countries entrenched the principles of Good Governance as possible criteria for democratic governance in her 1999 constitution. However, despite this constitutional provision, as well as the enormous financial resources, and huge potentials of the country, good governance continues to be elusive to Nigeria especially as seen in the previous civilian regimes.(Dunu, 2013)

Reducing poverty through achieving sustainable development is the key objective of UNESCO programmes and good governance is central to these efforts. Governance implies the ways through which citizens and groups in a society voice their interests, mediate their differences and exercise their legal rights and obligations. Good governance includes notions of greater participation by civil society in decision making, instituting the rule of law, anti-corruption, transparency, accountability, poverty reduction and human rights. Good governance links government to the notion of responsibility for and to the citizenry as opposed to the traditional idea of authority over a nation--legitimacy emanating from popular assent to and participation in government, which is concerned with the welfare of its citizens(UNESCO:2014).

The deteriorating trends in Nigeria governance from military to democratic dispensation has been the most daunting challenges creating depressed economy, high poverty and unemployment rates, infrastructural decay, endemic corruption, human rights abuses, collapse in country’s security watch and several manifestations of a failing state. This intensifies the need and agitation for change which observers believe is imperative and inevitable for eliminating these ills, stimulating economic growth, reduce poverty and unemployment, improve government accountability and transparency, re-orienting values and rebuilding the national integrity. More so, beneath these multiple developmental problems of Nigeria is a fundamental crisis of leadership and good governance that can be attributed to a history characterized by corruption, social injustice and political instability. Nigerians have seen a number of ineffective governments with various leaders betraying the trust of the people and people having no say over how they are governed and or how accountable their government is to them (Yusuf; 2012)

The watch dog role of the media is essential in a democratic society where people must know what their governments are doing. The primary democratic function of the media is to act as check on the state. The media should observe the activities of the state and fearlessly expose exploitation of official authority. It is an important assumption that the media should speak for the people, represent the interest of the society and serve as check on the government. This process holds government accountable and makes visible what it is doing so that people can judge. Good governance as observed Buhari (1998) entails the principles of transparency, accountability and participation. As an important source of public information, the media are expected to be credible in encouraging the promotion of these principles of good governance.

The media are major source of information about good governance. Philips (2013) explains that the media serve as a forum in which consideration and promotion of issues concerning good governance take place and are recognized as powerful mechanism to promote the awareness and shared understanding of the principle of good governance.

Pearce (2014) considers good governance a common good and agrees that it is the good that is common to all, desired by all and good arising from association and hence from the nature of man to achieve happiness. This comprises a sufficiency of material necessities, comfort and convenience of life, all aimed at a wider, fuller and nobler life. Good governance is about how government balances the needs of all for the benefit of all. It requires respecting and protecting fundamental right, property, spiritual and temporal prosperity and maintaining peace and security. Lallana (2013) believes that restoring a healthy commitment to good governance is one of the most significant task of our time and one which takes the media to task. The media need to create awareness, sensitize and educate the people on issues of good governance by way of highlighting the intrinsic values of good governance and their attendant benefits.

Media as social institutions have the moral sensitivity and imagination, to recognize good governance, to imagine the various ways to promote and popularize it and communicate appropriately its real values. The media, it has been observed are very important in shaping public belief and fostering positive attitude toward
good governance and stimulating interest in the mind of our leaders and government functionaries to promote and preserve its ideals (Ojo, 2015)

RATIONALE FOR THE STUDY
Good governance as a common good requires that our leaders and those in positions of authority must be committed to it hence it is the good beneficial to all. Unfortunately, achieving or ensuring the realization of good governance does not come easy either because of lack of knowledge and shared understanding of what good governance truly stands for or because of the usual apathy and lack of will power on the part of our leaders to positively turn things around for the citizens to have good life. To promote good governance and ensure the active participation of our leaders in the business of governance, the media are a critical link in the accountability chain between the government and the governed, providing information for the citizens to hold those in authority accountable and also articulating citizens’ voices and preferences for government to use in policy formulation. This is what the media are required to do, to strongly play its watch-dog role, reflect and enforce the principle of good governance.

OBJECTIVE OF THE STUDY
- The objective of the paper is to ascertain the role the media play in promoting good governance in Nigeria and holding our leaders and public office holders accountable

THEORETICAL FRAMEWORK
Utilitarianism as the name implies is derived from the use of the word “utility” to denote the capacity in action to have positive result. Utilitarianism supposes that the society is better off when its members are on the average happy and satisfied with what obtains in the society (Williams: 2000:165) Good governance has most times been seen as a utilitarian ideal, thus representing the greatest good for the greatest number of individuals. Utilitarianism as propounded by Jeremy Bentham and later expanded by J.S Mill evaluates the performance of any action from the point of view of its social relevance and how it satisfies the greater members of the society. Utilitarianism is deemed the best theory to contextualize this study given the general meaning and purpose of good governance. Based on some of the issues arising from review of relevant literature, this paper was examined within the context of utilitarian ethical theory. Although this theory lacks the capacity of appraising the performance of any given action from how it satisfies the agent or the individual, it nonetheless remains the best for the study hence the emphasis on societal happiness which good governance represents.
Utility is happiness or satisfaction while disutility is unhappiness or lack of satisfaction. Actions are right to the extent that they maximize happiness or satisfaction of every member of the society (Dworkin: 1985; 72). Recognizing the merit of this assertion, it follows therefore that the promotion good governance by the media is not only a mere social obligation but one intended to contribute to the overall good and happiness of every one. The choice of this theory is largely predicated on the logic that the pursuit of good governance is for the good of all hence the greatest happiness for the greatest number. Restoring a healthy commitment to the good governance is one of the most significant social tasks of the media especially in a decaying and shrinking society where individual tendencies among those in positions of authority reign.

WHAT IS GOVERNANCE
The concept of governance is as old as human civilization, but recently the scope and meaning of the term have been expanded. Because of this, there is no consensus on the definition and scope of governance. There is no unity among scholars over the term governance. The World Bank offered two definitions to the term governance. The first definition is exclusively related to the exercise of political power to deal with the nations affairs. The focal point of the second definition is the use of power in the management of a state’s social and economic resources for development.
To sum up governance is a process of decision making and the procedures by which are implemented or not implemented. The oxford dictionary defines governance as the act or method of governing, of exercising control or authority over the actions of subjects.

THE CONCEPT OF GOOD GOVERNANCE
The origin of the concept of good governance can be traced back to the ancient Greek period if we catch the essence of Aristotle’s fundamental statement that the state came into existence for the sake of mere life, but continued for the sake of good life. If we look into the term “good life” we can trace out the component of good governance which is discussed in modern times. The political philosophers like Thomas Hobbes, John
Locke and JeanJacques Rousseau also mentioned the necessity of good governance in their social contract theories of the origin of the state. According to John Locke, government should govern as long as they can protect the interest of the people or uphold the trust people have placed in them. This is how the concept of democracy, the rule by consent and good governance came into existence (Ashraf, 2014). The increasing priority accorded the concept of Good Governance in 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; Gisseltquirt, 2012). Looking at various literatures on the Good Governance concept, we could identify three strands of argument:

1. Proponents of the Good Governance agenda that sees it as a worthy goal and a means through which 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 shamelessly hinder development efforts by stealing aid contributions or misdirecting them into unproductive activities. Less obvious but equally pernicious, governments 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,).

2. On the other hand, the opponents who raise strong challenges argue the following points:

   a) Use of Good Governance criteria in the allocation of foreign aids effectively introduces political conditionalities and imposes Western liberal models of democracy (Nanda, 2006; NEPAD, 2007).
   b) Good Governance agenda is a poor guide for development policy. It is unrealistically long and not attuned to issues of sequencing and historical developments (Grindle, 2004)
   c) Good Governance ignores institutional variations across well governed states (Andrews, 2008).

3. The third stream of research raises questions about the causal effect of the quality of governance on various outcomes especially economic growth (Kurtz & Schrank, 2007). It is instructive to point out that current body of literature have argued that good governance is a poorly defined concept and that future research should rather focus on the disaggregated components of good governance. This in part informs the structure of the discourse of this paper.

A critical consideration of the conceived differences surrounding the concept goes to point out the increased significance attached to the concept in recent times and also underscores the utility of the good governance components in development index across the nations and in the aggregate well being of democratic governance of a country (Dunu, 2013). Despite the contentions surrounding the concept, Good Governance has assumed an entrenched position as an indicator for measuring the development progress of any nation as well as a central factor for development. As Oburota (2003) argues “Politically, people may disagree about the best means of achieving good governance, but they quite agreed that Good Governance is absolutely imperative for social and economic progress”. That is why many nations are striving to be seen to offer good governance to its citizenry. All these provoke the question what then is Good Governance? Governance has been variously defined as “the management of society by the people”(Andrew, 2008), and “the exercise of authority or control to manage a country's affairs and resources”(Schneider, 1999). A synthesis of current definitions from monetary agencies such as World Bank, International development agencies such as United Nations Development Program(UNDP) and multilateral donors yields a more complex definition, which is set out in a 1997 UNDP policy document entitled “Governance for Sustainable Human Development” It sees good governance as 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 differences.

Governance within the context of this paper refers primarily to government in domestic politics and is simply defined as the manner in which power is exercised by governments in the management and distribution of a country’s social and economic resources. This suggests that governance can be good or bad depending on the method of the management of a country’s resources.

So what is Good Governance? This paper would first look at the definition of the concept offered by World Bank, as the chief engineer of the Good Governance agenda. How does World Bank define this concept believed to be capable of engendering sustainable development and democracy in countries such as Nigeria? To 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. 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, 2011). African development Bank defines good governance in similar way as World Bank did.
These definitions from the monetary agencies adopted the economic and management focused approach, whereas Multilateral Donor Agencies such as the UNDP (OECD, UNESCO) and others adopted political issues approach in their definitions. The definitions of these Donor Agencies are expertly captured in this United Nations Development Programme’s definition of Good Governance as striving for rule of law, transparency, participation, equity, effectiveness and efficiency, accountability, and strategic vision in the exercise of political, economic, and administrative authority. (UNDP, 2002)

This definition more than the previous definitions captured what has become identified by scholars as the elements or components of Good Governance. These components of Good Governance are; participation, consensus oriented, rule of law, transparency, accountability, responsiveness, efficiency and effectiveness. These elements are also eloquently captured in this definition of the concept by Organization for Economic Co-operation and Development (OECD). According to OECD, Good Governance has eight major characteristics. It is participatory, consensus oriented, accountable, transparent, responsive, effective and efficient, equitable and inclusive and follows the rule of law. It assures that corruption is minimized, the views of minorities are taken into account and that the voices of the most vulnerable in society are heard in decision-making (OECD, 2010). All these attributes are instruments of effective governance in the sense that they provide necessary anchor for the act of governance.

As the definitions presented above suggest, there are clear similarities across the working definitions from different international agencies with minor differences. Irrespective of the arguments that find favour in current literature concerning the inaccuracies surrounding the definition of good governance concept and the unending addition to the components, a synthesis of these definitions more or less reveal that good governance constitutes two operative words, ‘Governance’ and ‘Good’. As such basic understanding of these operative words readily yields a simple incontestable fact that the act of governance can be good or also bad. Since the focus of this paper is on Good Governance, it will attempt to consider other definitions of the concept. According to Madhav (2007) as quoted in Ogundiya (2010), Good Governance has much to do with the ethical grounding of governance and must be evaluated with reference to specific norms and objectives as may be laid down. It looks at the functioning of the given segment of the society from the point of view of its acknowledged stakeholders, beneficiaries and customers.

GOOD GOVERNANCE AND THE CONCEPT OF COMMON GOOD.

The intricate relationship between good governance and common good is evident in the utilitarian ideals underlying both concepts. Governance could be bad or good. It is bad if it is not people centered, if it negates development and promotes ineptitude and inefficiency. It is good if it promotes good life and ensures economic and social development. To describe governance as good or bad according to Ogundiya (2010), requires the understanding of the essence of the state which is not only embedded in the constitution but exist to promote common good.

The Nigerian constitution in Section16 (2) acknowledged that the essence of the Nigerian state is to promote the common good. The implication of this is clearly explained by Eboh (2003) this way; “The common good stands in opposition to the good of rulers or of a ruling group. It implies that every individual, no matter how high or low has a duty to share in promoting the welfare of the community as well as a right to benefit from that welfare”. Common implies that the “good” is all inclusive. In essence, the common good cannot exclude or exempt any section of the population. If any section of the population is in fact excluded from participating in the life of the community, even at a minimal level, then that is a contradiction to the concept of the common good (Eboh, 2003). The above explanations capture the view of Ogundiya (2010) in his analysis of Good Governance as he maintains that Governance is good provided it is able to achieve the desired end of the state defined in terms of justice, equity, protection of life and property, enhanced participation, preservation of the rule of law and improved living standard of the population. Similarly, Nigeria’s Vision 2010 document defined Good Governance as a means of accountability in all its ramifications. It also means the rule of law and an unfettered judiciary; that is freedom of expression and choice in political association. Good governance means transparency, equity and honesty in public office.

From all these assertions, it can be inferred that Good Governance, as a concept, is applicable to all sections of society such as the government, legislature, judiciary, media, private sector, corporate sector, trade unions and non-government organizations (NGOs). The implication is that it is only when all these and other various sections of society conduct their affairs in a socially responsible manner that the objective of achieving larger good of the largest number of people in society can be achieved.

Remarkably, it is only when we appraise the manner in which the affairs of a country are run that we can discern which government is good or bad or which has been a success or failure. Failure of governance implies that those in political control have not properly managed the economy and other social institutions.
According to World Bank (1992) bad governance has many features, among which are: failure to make a clear separation between what is public and what is private, hence a tendency to divert public resources for private gain; failure to establish a predictable framework for law and government behaviour in a manner that is conducive to development, or arbitrariness in the application of rules and laws; excessive rules, regulations, licensing requirements, etc, which impede the functioning of markets and encourage rent-seeking; priorities that are inconsistent with development, thus, resulting in a misallocation of resources and excessively narrow base for, or non-transparencies, decision-making.

However, looking at the rate of unemployment, diversion of resources by public officials, escalating rate of corruption (Nigeria continues to be reported among the most corrupt countries of the world), tribal cum ethnic clashes, abuse of office by public officials, looting of public finances, kidnapping, increased rate of cybercrimes and other types of crimes there is every reason to believe that Good Governance is still a mirage as far as the Nigerian polity is concerned. Leke (2010) expressed similar views as he emphasizes that, the problem of Nigerian development is both a symptom and consequence of the absence of Good Governance. Since Good Governance implies the exercise of power in a responsible and responsive manner that will ensure greater good

MEDIA AND GOOD GOVERNANCE

The roles of the media, including the social media, in promoting Good Governance are being recognized by the governments and policy-makers in various countries. In the UK, a “Survey of Policy Opinion on Governance and the Media” published by BBC (2009) 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 community development. There are also some indicators that media are being more recognized by the policy-makers as having a central role in development.” 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. The relevance of the media in how well or not governance can be executed in the society is best captured in this argument advanced by Joseph Pulitzer several centuries ago as cited in Dune (2013) thus: “Our Republic and its press will rise or 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 generations”

The point being made is that the media can make or break a society by the way and manner they function. In our information-based society, the media has a disproportionately 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 media 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. Indeed this is the critical link between the functioning of the media and Good Governance. The media are the only institution with 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 greatly impacts on the governance process in any society. For it is only when 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. We are now going to examine the concrete ways the media can contribute to good governance within the ambit of the eight elements of good governance identified earlier in this paper. (UNESCO: World Press Freedom Day, 2014)

ASSET DECLARATION AND GOOD GOVERNANCE

Questions have frequently been asked in recent years about the actual worth and real estate portfolios of political office holders and other public servants, including ministers, legislators, governors, government advisors and administrative staff whose earnings have at times been outweighed by their astounding property and asset portfolios, which frequently extend to their immediate families. Of course, it is possible for public servants to be independently wealthy, to inherit, to have rich spouses, or even to win the lottery. The philosophical underpinning underlying asset declaration in whatever level of government is to uphold both the public’s right to scrutinize public office holder and to protect him or herself from erroneous accusations of corruption, both in and out of office, through a constitutionally mandated process of annual asset declaration.
The recurring corrupt practices by our leaders and public office holders has been largely blamed on the attitudes of our leaders towards asset declaration and lack of will power on the part of code of conduct bureau. Idris (2015) observes that corruption and lack of transparency have permeated all aspects of government businesses and today constitute the major challenge facing good governance in Nigeria. Asset declaration which is believed to be very instrumental to transparency and a mechanism to control corruption has never been taken seriously thereby accounting for the enormous corruption and wastages of government funds witnessed in Nigeria.

The need for integrity in governance may not be immediately apparent in Nigeria, since no high profile corrupt case involving any public office holder before the present administration has ever been recorded or investigated and such offender convicted or even fired for corruption. However, several international agencies and reports have highlighted the lack of implementation of existing Nigeria laws that provide for criminal penalties for corrupt public officials (Daggogo; 2015) Nigeria has had a poor ranking in Public Opinion Poll and Transparency International’s Corruption Perception Index.

Late former president Yar’Adua took the bold step of publically declaring his assets before entering office in 2007. As a result citizens of Nigeria were fully aware of the President’s and his wife’s wealth. Though a short lived government, Yar’Adua’s government by that singular act of asset declaration and the amnesty granted to the Niger Delta militants clearly showed a man who was committed to diligently and transparently serve the country. Before him was former president Olusegun Obasanjo whom history did not recognize as having declared his asset or made any bold statement about asset declaration.

Former President Goodluck Jonathan condemned the mounting calls on public office holders to publicly declare their assets while in office, arguing such clamour by Nigerians is not right, as officials should be allowed to determine whether making their assets public agree with their principles (Okafor;2015) Jonathan made it clear his own principle disagree vehemently with allowing the people he governs know how much he is worth and what he really owns. Fielding questions during his third Presidential media chat at the Aso Villa Abuja in 2012, Mr. Jonathan said when the matter came up during his time as Vice President to late President Musa Yar’adua he made it very clear that it was not a right decision to take. All these later translated to the enormous corruption and recklessness witnessed in his government as he had from the onset undermined the instrumentality of asset declaration as a mechanism that would curb corruption.

That President Muhammadu Buhari has declared his assets four times in the course of his public career is soothing, considering that many public officials circumvent this constitutional requirement. Even more remarkable is the fact that the declarations of assets by the President and the Vice President, Yemi Osinbajo, have been made public. Unfortunately, the Code of Conduct Bureau (CCB) provided for by the Third Schedule, Part 1a, to maintain standards and ensure public morality and accountability; and The Code of Conduct Tribunal established by the Fifth Schedule, Part 1, paragraph 15, of the 1999 constitution, to enforce those standards, have not lived up to their obligations. Osademe (2015) observes that President Buhari did not only declared his assets but also challenged the media to seek out his declarations, as he has discharged his constitutional obligations. The President further stated that the governors, ministers and permanent secretaries must declare their assets, as required by the constitution.

The basis for many of the investigations and prosecution of high-level and grand corruption has been a constitutional and legal framework backed by greater demands for accountability from citizens, the media and civil society groups. Asset declaration has become a standard practice in many developing countries as it is seen as a powerful tool in the fight to combat corruption. According to an OECD paper, asset declaration helps to increase transparency and build trust among citizens in public administration, it helps to prevent conflicts of interests and maintain the integrity of institutions, and to monitor irregular wealth variations of public servants. It is generally a measure to dissuade theft.

KEY ATTRIBUTES OF GOOD GOVERNANCE

The concept of good governance has been clarified by the works of the United Nations Commission on human rights. In its resolution 2000/64, the commission identifies key attributes of good governance as participation, transparency, responsibility, accountability, responsiveness, rule of law, equitable and inclusiveness. Lately, scholars have also included the issue of asset declaration as another key element of good governance which has been discussed earlier.

PARTICIPATION

Greater participation is crucial for good governance in two ways: greater participation by citizens in the decision-making process allows greater transparency and can help ensure that political decisions are adapted to the needs of the people affected by them. Secondly, greater participation is important for democratic...
legitimacy, which depends on the investment people have as citizens. Dune (2013) observes that 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 making process and give stakeholders a voice in the process. She further argues that 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 feedback mechanism, 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.

Freedom of the media allows for the formation of a public sphere in which a wide range of debates can take place and a variety of viewpoints represented. The citizenry can thereby use the media to express their assent or dissent or explore aspects of issues not considered through official channels. Government has a responsibility to allow the media to contribute to the participation process, especially in arena where face-to-face participation is not possible. One outstanding example where the media encouraged citizens’ participation in national issue in the country was in the concerted effort of the mass media in raising public debate and discussions across the country in the third term agenda of President Obasanjo. This resulted in public outcry against the third term attempt which led to its demise. Another recent example of the media’s role in aiding citizens participation and affecting outcomes is the Fuel subsidy issue of former President Goodluck Jonathan popularly referred to as the ‘occupy Nigeria Saga’. The Nigerian media’s relentless campaign and the provision of various platforms for debate and discussions, not only ensured public participation in this important national issue but it equally affected the outcome. The media was also very strong and influential in promoting the card reader machine as deployed by INEC in the last general election in the country even as the ruling PDP government discouraged and canvassed against its usage.

**ANTI CORRUPTION, TRANSPARENCY AND ACCOUNTABILITY**

Corruption is one of the hardest issues states have to face in the governance process. Corrupt practices rob governments of the means to ensure the best life for their people and places a big question mark on the issue of good governance, Former President Goodluck Jonathan has been widely criticized for his anti corruption stand. In his regime, corruption was promoted and celebrated with impunity in the magnitude never seen in Nigeria. Observers believe that though corruption has been part of problems facing Nigeria, it was elevated, worshipped and adored under Goodluck Jonathan. Gozie (2015) described the corrupt practices perpetrated by government officials under former President Jonathan as huge, wicked, and the worst Nigeria has ever witnessed in its entire history. NNPC for instance has been in the eye of the storm for what many describe as high profile corruption that has engulfed the company and the overall oil sector, not forgetting other corrupt practices in the customs, immigration, SURE-P the pension scam and even in the fight against insurgency. Corruption under Jonathan was believed to have brought the country to its knee. Journalists who investigate corruption often face severe reprisals as corrupt officials threaten their place of work, their families and their reputation. It is important for governments to take a firm stand against corruption and to protect both whistle-blowers and the media that report on corrupt practices in government. Legitimacy is only aided by a governance strategy that sees independent investigative media as an ally and not as a threat.

A current issue in many governmental reform processes is transparency. As state bureaucracies grow large, practices of secrecy often cover the hidden struggles and interests of particular sectors and civil servants beyond their stated missions. In some cases, the social networks that link civil servants and the broader society lead to conflicts of interest in the practice of governance that are hidden by the secrecy of administration. Greater transparency in public administration allows for checks on these possible conflicts of interest and ensures greater legitimacy for the government. An independent media that is guaranteed access to public documents and to decision-making processes is able to bring possible conflicts of interest to light and assist the government in maintaining clarity in the execution of its directives. Positive expressions of an open relationship between the media and democratic governments include judicial protections for the media, inculcated respect for freedom of expression and access to information, support for national independent broadcasters and news agencies in the public service and the lessening of punitive restrictions on journalistic activities.

Closely linked to the issue of transparency is accountability. Accountability is one of the most important elements of good governance. While transparency focuses on the practices of public administration,
accountability points to the responsibility for judging those practices and their effectiveness by various entities, including the public. Accountability includes a sense of moral accountability to the public with various kinds of sanctions guaranteed by the rule of law. While most forms of state government include internal regimes of accountability, accountability to the public is critical in a democratic society. In an atmosphere in which the public is free to examine the transactions of the government and to hold its representatives accountable for their actions, the public takes responsibility for the functioning of their government through this form of participation.

THE HUMAN RIGHTS, RULE OF LAW AND ACCESS TO INFORMATION

The universal Declaration of Human Rights states that all human beings have certain basic inherent, inalienable and unassailable rights to which they are entitled by birth. Guaranteeing these rights to citizens is a precondition for a functioning democracy.

By reporting and denouncing cases of human rights violations, a free and open media can increase awareness among citizens about their rights and act as a reliable source of information on the basis of which civil society organizations and public authorities can work to bring down the incidences of arbitrary abuse. However, many obstacles often face journalists investigating cases of human rights violations: restrictive censorship, lack of fair access to official information, heavy fines or even prison terms. Ensuring freedom of expression and press freedom should therefore be regarded as a priority as they are rights that make it possible to advance and protect other human rights.

Good governance and human rights are mutually reinforcing. Madubuike (2014) believes that human rights principles provide a set of values to guide the work of government and other political and social actors. They also provide a set of performance standard against which these actors can be held responsible. Human rights principles inform the concept of good governance effort. They also inform the development of legislative frameworks, policies, programs, and budgetary allocations measures.

Related to the principle of human rights is the rule of law and access to information. The rule of law is implied in the existence of law and other judicial systems within societies and is enshrined in the texts of the law itself. The rule of law can be understood both as a set of practices which allow the law to perform a mediating role between various stakeholders in society and as a normative standard invoked by members of society that demonstrate their assent to this principle. The rule of law is fundamental to the stability and smooth functioning of society. Only when the rule of law is respected can citizens have confidence in democratic process over the long term and invest in the sustainable development of their society. When the rule of law is not respected, arbitrariness and impunity dominate the political scene (Ugwu-Odo; 2013). The rule of law depends heavily on the development of an independent and honest judiciary and the will of any particular government to restrain itself and show respect before the law. The rule of law is best seen not as the given state of affairs of any particular society but as an ideal requiring constant instantiation and vigilance.

The media have a crucial function as the sector of society most able to promote vigilance towards the rule of law, especially through fostering investigative journalism, promoting the openness of court, legislative and administrative proceedings, access to official and to public documents. The government has a key role here in protecting the independence and pluralism of the media, especially during critical moments of these processes.

Ensuring wider access to information, through the enactment of freedom of information legislation, ensures greater citizen participation in governance. The freedom of information bill passed by the immediate national assembly and signed into law by former president Goodluck Jonathan was highly praised because it provides for unfettered access to information as it helps for openness and transparency in governance. This allows for maximum verifiability of information and allows all stakeholders to come to the table equally on important issues.

Agbalajobi (2014) reasons that Governments should as much as possible explore ways to strengthen “e-governance” which provides media and citizens with direct access to administrative information and decision-making processes. Openness and transparency in the electoral process is also critical. Media coverage is a crucial component of elections and it is of vital importance that journalists be trained to cover election campaigns and the elections themselves in a fair and impartial manner, giving equal coverage to the viewpoints concerned.

RESPONSIVENESS

Good governance requires that institutions and processes should serve all stakeholders within a reasonable timeframe, by responding to the grievances, needs and aspirations of the citizens. As mentioned earlier in this paper, the media act as a feedback mechanism where the public are given the opportunity to bring their
plight to the notice of the State. Often times, the media do this through various media campaigns that serve to remind the State of their obligations to the public. The vigilance and capacity of the media are particularly important in tracking the availability and accessibility of services to various segments of the public (World bank Document; 2013)

CONSENSUS ORIENTED
There are several 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 the best interest of the whole community and 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 development. This can only result from an understanding of the historical, cultural and social contexts of a given society or community. It is in this 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 programs of 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 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. The Nigerian media were also very active and relentless in mobilizing the populace for other national issues as evident in general elections held in the country.

By providing meaningful information and education on the elections via editorials, news, headlines and other journalistic genres, the media encouraged the huge turnout that was witnessed during the last general election. The intensive coverage given during the period preceding the election in part led to the unprecedented huge turnout of electorates. Indeed the media have been noted as the vanguard for championing development programmes of government in such a way that the citizens will be persuaded to participate.

EQUITY AND INCLUSIVENESS
A society’s well being depends on ensuring that all its members feel that they have a stake in it and not excluded from the mainstream of society. This requires all groups, particularly the most vulnerable, to have opportunities to improve and/or maintain their well being. 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. It is perhaps in this function that the Nigerian media have been greatly faulted.

DEMOCRACY AND GOOD GOVERNANCE IN NIGERIA
Democracy and good governance are the most successful political ideas of the 21st century. Democracy allows people speak their mind and shape their own future. Many people in different parts of the world are prepared to risk so much for these ideas, which is a testimony of their enduring global appeal. The idea of democracy became popular in Nigeria following of nationalist movement to demand for the country’s independence from British colonial rule. This paved way for the introduction of political parties to enable Nigerians contest for elective positions. For instance in 1922, Governor Clifford introduced elective principles in respect of the three legislative seats in Lagos and Calabar. This was followed by the formation of the Nigerian National Democratic Party (NNDP) by Herbert Macaulay in 1923. The development continued with more political parties coming on board and in 1960 Nigeria gained independence under a democratically elected government

Democracy in Nigeria has come a long way in the past decades with a number of transitional elections and several millions of voters. On May 29th 1999, the country restored civil democratic rule after a protracted military rule that lasted for more than three decades. Since then the democratic system including the structures meant to consolidate it have experienced some stress mainly due to the hang-over effect of the prolong military rule whose common denominator was the lack of democracy, accountability and good governance (Balarabe; 2014). The abuse of these principles of good governance was legendary and its negative impact on Nigeria politics is better imagined that stated. Thus after two and have decades of the return to democratic rule in Nigeria, the country is not anywhere near the realization of the ideals of good governance which is the natural accomplishment of democratic rule.
In Nigeria, the exhilaration generated by widespread dehumanizing poverty, and underdevelopment, insecurity, corruption, unemployment among others has created mixed feelings about the desirability or otherwise of democracy. Democracy in Nigeria has gone through difficult times as viable democratic institutions such as credible electoral system, rule of law etc are yet to take root in the country in the face of such flaws like massive corruption in every facet of the nation’s public life. These flaws in the system have become worrisome giving rise to disillusion with politics. The ability of the democratic system to transform the lives of the people is dependent on its provision of adequate mechanism for the smooth conduct of elections that culminates in the transfer of power from one regime to another. The lack of credible elections has resulted in the erosion of political legitimacy on the part of public office holders. For instance the 2003 and 2007 general elections in the country were marred by brazen electoral fraud. Where democracy is devoid of credible elections, good governance is negated and the sovereignty of the people is relegated to the background if not completely denied. The result is that majority of the people would become subservient to the whims and caprice of the political actors who are shielded by any legal action by the immunity clause, hence they conduct themselves based on their proclivities. Even with the noticeable improvement in freedom of speech and the respect for rule of law, the effort of government in establishing a peaceful democratic society has been bedeviled with problems. Some of these problems are systemic and therefore have much to do with the way the institutions of democracy are used for expediency. In a true democracy, the will of the people is the basis of the authority of government. Nigeria operates a nominal democracy in which it maintained the outward appearances of democracy through elections but without the rights and institutions that are equally important aspect of a functioning democratic system. Indeed democracy and good governance are the bases for legitimacy, social mobilization and development because of their responsiveness to the yearnings and aspirations of the poor majority of population. Good governance translates into the provision of basic infrastructures that promotes good life (Ugwu-Odo; 2014)

CONCLUSION AND RECOMMENDATIONS
The role of the media in promoting good governance is clear. All aspects of good governance is facilitated by strong and vibrant media. Good governance is about the process for making and implementing decisions. It is not all about making good decisions only but about the possible process for making those decisions. The enthronement of good governance is necessary for socio economic and political transformation of the country. Indeed, Nigerians demand good governance, justice, equity, fairness, and real development and progress of the country in order to encourage confidence and trust in the polity. The trend of the ruling class and in particular, the leadership seeing itself above the law is an impediment for rule of law to prevail. The increase abuses in public office have weakened the security situation in the country, intensify poverty and are manifestations of the crises of good governance. To address the crises and ensure good governance, the media must endeavor to provide answers to such questions as what has been happening to the issue of corruption, what has been happening to unemployment and what has been happening to the issue of transparency and accountability in governance. Achieving good governance requires the understanding and participation of every member of the society. However it has been observed that for good governance to be just and democratic, leaders must use their power responsibly and for the greater good of all. Systems and procedures need to be put in place that impose restraints on power and encourage government officials to act in the public best interest. The media, their roles, channels, and contents are considered powerful enough to make this aspiration a reality. The Nigerian media have been in the vanguard for the promotion of democracy and good governance, even the struggle for independence was pioneered and fought by the Nigerian media. The Nigerian media must adequately engender better governance in our democratic environment. As the institution mandated to hold those in governance accountable, the media can effectively achieve this if they apply the basic principles of patriotism, accountability, transparency and objectivity in discharging their duties as well as uphold the sanctity of truth and fairness at all times. It is expected that the media should among other efforts they make to promote good governance in the country, focus specifically on the area of mass mobilization, re-orientation and positive values that ensure patriotism, self denial, service and good conscience and a total abhorrence of corruption in all ramifications.
REFERENCES


