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A PROGRESSION OF MAGAZINE RESEARCH IN NIGERIA: A LITERATURE REVIEW

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ABSTACT

Magazines offer information about current affairs and serve a certain function in society, such as surveillance, correlation, entertainment, and product and service promotion. Despite the common misconception that magazines and newspapers are the same things, magazines differ from newspapers in that they are more specialized and are an excellent and healthy source of information as well as entertainment. Magazines produce a very sensual reading experience that improves recall because they focus visual aesthetics across their pages rather than just on the covers. With a female audience, magazines are often published in a beautiful and glossy design. Readers, especially women, rely on the publication for news on fashion trends, vacation spots, and gossip, travel destinations, and gossip, among other things. Its progression has garnered attention and has become a necessary component of modern culture. People rely on magazines, which are normally released once a week or once a month and contain articles, stories, images, advertisements, and fashion.

Keywords: magazines, people, fashion, published, current events.

Introduction

Newswatch pioneered the printing of news magazines in Nigeria in the 1980s, according to Olorunsola (1997). It is periodic publication containing essays, stories, poems, photographs, and drawings. Magazines are popular with all classes for entertainment, news, and knowledge.

Ukpong (2018) indicates that there is no consensus on how magazines should be classified.. Nevertheless, he suggests that publications be categorized based on both readership categories and content. He continued by mentioning that magazines fall under both of these categories, including News magazines, Quality magazines, Literary Reviews and Academic Journals, Newsletters, Business and Trade magazines, Health magazines, Entertainment magazines, Women's Interest magazines, Sports magazines, Scientific and Religious magazines, as well as Public Relations magazines. Magazines have a variety of structures,

including cover pages, front-of-book content, and feature sections.It covers subjects like Games, Health, History & Literature, Hobbies, and Ehonwa (1992), among others.

According to a 1994 study by Mark Popovich, there was only a little increase from six percent to eight percent when evaluating the development of magazine research since it began publication. What might one anticipate in a developing country like Nigeria, Ifeduba (2018), if the situation in the Global West is not encouraging? According to Olorunsola (1997), the Nigerian magazine Nigeria was under-published 20 years ago, and Ifeduba 2018 revealed that the Nigerian magazine publishing industry grew from 22 to 148 titles in 2010. Some print periodicals have online editions that are accessible worldwide in keeping with current trends. Findings reveal that Magazines have been struggling to keep up with digital media due to ownership interference, legal constraints, loss of revenue, circulation, funding, and low readership. However, even though the progression of magazine production in Nigeria towards an advanced state is rather slow, Magazine printing is still useful, its readers are still interested in having up-to-date information on the latest fashions, cars, beauty, sports among others, and some of the audience still wants a printed magazine.

Objectives of the Study

This study seeks to find out the different areas of research that researchers have covered as it relates to the sectors of society and magazines alongside the progress made and to find out the period in which researchers focused on researching magazines and different sectors of society.

This study also hopes to make recommendations as to which area needs more focus by researchers. To achieve this, a systematic literature review and a content analysis will be carried out on 100 annotated bibliographical articles that relate to research on magazines in Nigeria only.

According to Olorunsola (1997), the study's objective is to update the background of magazine publishing in Nigeria, the various areas of magazine research that researchers have covered, the advancements made, and the time period during which researchers concentrated on magazine research and various societal sectors. This will be done by using a literature review and content analysis to document current trends and ascertain changes that have occurred in Nigeria, Ifeduba (2018).

Research Questions

1. What area of research has more focus from researchers on Society and Magazines?
2. Which period did researchers focus more on researching magazines and different sectors of society?
3. Does the duration rate indicate magazine advancement in Nigeria?

Literature Review

Magazines and Photography

Magazines and artwork are important for their production, with beauty in aesthetics, Ndoma J Brown (2011). Research done in the area of magazines and photography sought to provide solutions to problems relating to magazines and photography.

The research examined educational aspects of magazine presence to enhance the audience's aesthetics and Page layouts and editorial and design goals are essential for magazine page planning.

The use of photography in Nigerian publications is evidence of the information age, according to JI Azi, Ogunwole (2013), who also elaborated on the frontiers of graphic design as well as all the instruments used in its application.

Digital transformation has enabled picture alteration techniques to create magazine front covers and Nigerian journalists must know photo editing methods to advance their professional status. Ifeduba, Sadiq (2014) linking Better Picture Quality to Digital Camera Adoption: According to A Survey of Nigerian Magazines, the adoption of digital cameras, as well as improved skills and paper quality, are all related to magazines having better pictures. Although digital cameras greatly enhance the quality of published photographs, there are numerous other factors, such as photographic skill, printing competence, and paper quality that have a greater impact on the quality of published pictures.

Magazines and Tradition

Tradition is essential for the sustainability of traditional magazines, as evidenced by Adeosun Adewunmi's (2019) research. The study specifically examined the objectives of how Journalists in traditional magazines have been affected by the Internet. Traditional magazines need seasoned journalists to ensure their future in the digital world and they are essential for mass media, supplemented by the internet.

Magazines & Health

Given that it involves the human body, or "our body," health is wealth and is everyone's top priority. The health of women is prioritized in magazines because they give women the spotlight when reporting on health-related concerns, despite the fact that diseases affect men, women, the elderly, and the young. According to Abdulmutallib and Olorede (2014), Magazine's cover health-related topics more than newspapers to raise awareness of cervical cancer.

Furthermore, the study by Ononye (2014) on the harmful effects of smoking shows the Socio-stylistic components used by cigarette marketers to influence undecided buyers. Additionally, it was shown that, regardless of the potential health risks, Advertising texts use semi-specialized vocabulary, adjectives, and collocations.

Magazines & Advertising

Advertising is a form of communication used to encourage the purchase of goods and services, persuade viewers and establish a reputation. Magazines have longer-lasting effects due to consumer retention. Advertising is a reflection of society, expressing cultural ideas, beliefs, and attitudes to help people give meaning to the physical and social world.It creates stereotyped portrayals of social groups and attracts readers with similar interests. According to Agbede (2016), indicates that stylistic elements in bank advertisements are essential for drawing consumers to services and goods being promoted.

Magazines and Sport

Sports are solo or team activities and it is a known truth that practically everyone is interested in sports, but Gender bias occurs when only male athletes are covered in magazines.

Ajibua, Bewaji (2013) found that male athletes were featured more frequently in print media than female athletes, suggesting that all athletes should be covered equally.

Magazines and Women

Magazine market is segmented by demographics and interests, with circulation figures linked to production. Women's publications are further divided into demographic groups based on factors like age and, to a lesser extent, socioeconomic status, although periodicals geared toward the male segment much more frequently based on interests. Women's publications are by far the most researched, making up the majority of the magazine market.

Women's magazines cater for all interests, regardless of gender, age, or financial status. Magazines place a lot of emphasis on women, promoting specific problem definitions, causal interpretations, moral evaluations, and/or treatment recommendations for the item described, according to Ojiakor et al. (2018) in Portrayal of Women in Nigerian News Magazine.

Magazines: Management and Production

The organization is essential for managing and providing services, such as magazine production. Just like the newspaper industry, the magazine industry also has editors, content writers, and production departments among others. Magazines cannot go out of existence.

The study by Chinenye Nwabueze (2022), indicates basic techniques in magazine and newspaper publishing and looks at the management and production aspect, proving details of pre-press, press, and post-press.

The magazine industry is heavily impacted by economic trends and events, with 91% of adults reading periodicals. The periodical organization's sustainability is always decided by its survival plans and tactics. According to Ekeanyanwu, Ita (2017), Media business, Digital Age, shifting social patterns, and the global economy create an informed populace.

Magazines and Children

Magazines are also designed to appeal to children, but few produce them. Magazine for kids, tweens, and teens focuses on activities, interests, and things to do, with suggested reading selections. Children are introduced to experimentation, coding, observation, and creative thinking through character-driven learning. Okafor, Nkoyo (2014) in his study revealed a stereotyped representation of children in magazine advertisements in Nigeria.

Magazines and Music

Music, as they say, is life, but not all mediums showcase music as other columns, particularly Afrobeat music, which some say is old school. Olorunyomi (2013) in his research on Afrobeat revealed Afrobeat music was only featured in Nigerian newspapers and magazines in the 1960s.

Music magazines are shifting to digital publishing due to declining print audiences, it also provides news, interviews, photos, essays, reviews, and covermounts, though Print still has a significant role in music, even though it is less popular.

Magazines and Fashion

Everyone is interested in fashion regardless of age, sex, or gender. Magazines provide access to trendy styles to make decisions. Fashion magazines are essential for promoting and communicating design intent to customers.VN Anioke (2017) found that the fashion industry has expanded to include other products, including bags, shoes, lingerie, fragrances, and other cosmetics.

Magazines, Circulation, and Distribution

New media have changed the way magazines are distributed and distributed. Production of a magazine involves multiple steps from multiple departments. The editor, publisher, printer, and circulation department must meet deadlines to reach the reader, allowing for scheduling and planning. Alakanse F. (2013) postulated Publishers in Nigeria have adopted innovative distribution strategies to reach their diverse audiences, encouraging them to advertise their content online.

Magazines and Television

Magazines have a larger audience than television due to trendy discussions and popular personalities. Popoola (2013) in the research project Impact of 'Sunrise' on viewers was evaluated. The TV show under investigation is beneficial in facilitating the exchange of information to bring about positive change in people's attitudes.

Magazines and Library

Magazines have a role to play in Nigerian public libraries. Library provides access to knowledge for learning and education. According to Richard Olorunsola (1997), he postulated that Nigerian news magazines are popular in libraries, providing access to knowledge and skills. Ima, Usanga (2007) in their research shows that Education is essential for a nation's success, and libraries are essential for literacy and lifelong learning.

Similarly, Atanda, Lucky (2016), in the study of Undergraduates' Perception and Utilization of serial materials in the federal university of petroleum resources library assessed the undergraduates' Perception and utilization of serial materials in the Federal University of Petroleum Resources Library. The main library serial section had the highest number of respondents, with newspapers and theses being regularly used.

Magazines and Language

A medium must understand audience's language to communicate effectively. The type of language used in magazines depends on well the organization knows its audience and their needs. Esther Roberts (2013) in her research work indicated that Organizations must understand their audience and their needs to use the right language. English is the primary language for journalists, but there are differences. Magazine articles are designed to be easy to read and comprehend. Advertisements use graphitic and graphological aspects to arouse emotions and draw attention from readers and clients.

Magazines and Education

Education is the bedrock of life. Education is a legacy given to children from childhood. Globally the print media has made strides in publishing content that is appealing to readers, S Owuor, and Yakub (2020),) found out that secondary school students prefer content on negative behavior, which could lead to risky behavior and detrimental outcomes. This study will help policy-makers media, and academicians establish ethical policies.

Magazines and Religion

Islam emphasizes a strong sense of brotherhood to ensure mutual understanding and peace, rather than violence and love. Awoniyi (1995), in his research, shows that the Nigerian Christian magazine's response to oppression in Nigeria, in order to determine whether the magazine lived up to its founding vision. Nigerian Christian magazine's response to oppression reflects its vision.

Magazines and Government

Talking about government is talking about governance, election, corruption, etc. Every society operates under a government. Chinwe (2017) made a comparative evaluation of Nigerian newspapers and magazine editors' perceptions of the corruption fight. This study examined the perspectives of Nigerian media and magazines on the fight against corruption. Editors' editorial judgment is influenced by racial, religious, and personal beliefs. Further, findings showed that not much coverage has been given to corruption cases, especially by Nigerian magazines

Magazines and Representation

Chibuike Oguh (2015), postulated that Africa has been depicted as a needy "dark continent" due to slavery and colonialism. While Collins Egbulefu (2019) talks about Photo manipulation is used to represent American politicians in Nigerian tabloids. It indicates that Vanguard and Punch newspapers use photomontage, collage, and photo-shopped photographs to convey subliminal messages about American politicians.

Magazines and Environment

There are different environments in Nigeria with its peculiarities. But there are watchdogs, the media performing its roles, based on how important they termed the environmental issues. Godwin (2004) in his article revealed that Nigerian newspapers and magazines raise awareness of gas flaring dangers.

With Content analyses on daily and weekly newspapers and magazines, Newspaper and magazine coverage of gas flaring insufficient to highlight danger.

Magazines and Technology

Technology is the trending issue, and its usage is applied by corporations and industries in their operations. Magazine publication becomes more unique in style as a result of technological advancement. Enyi (2014) proposed in her study that the adoption of online technology by Nigerian newspapers and magazines was studied. Low electricity availability, internet penetration, and cost of internet connection are major issues for newspapers and magazines. Findings show that Nigerian print media is adopting online technology to dominate newspaper publishing.

Magazines and History

The journey of a thousand miles begins with a step, then it all becomes history. History can never be forgotten, same with the history of magazines. Mass media has been a source of entertainment and information since its existence. Ezieshi Ikechukwu Daniel (2017), shows an in-depth study of the history of Mass media and magazines have a global impact.

Stimulation, a subset of the media industry, has taken control of people's minds, both young and old. Ozioma Onuzulike (2001) indicates that Government's influence on Nigeria Magazine influences art development.

Analysis and Discussion of Findings

Research Question 1

What area of research has more focus from researchers on Society and Magazines?

RESULT

S/N	THEME	TOTAL	PERCENTAGE
1	Magazines And Photography	11	11%
2	Magazines And Tradition	1	1%
3	Magazines & Health	3	3%
4	Magazines And Advertising	1	1%
5	Magazines And Sport	2	2%
6	Magazines And Women	10	10%
7	Magazines, Management And Production	13	13%
8	Magazines And Children	1	1%
9	Magazines And Music	1	1%
10	Magazines And Fashion	5	5%
11	Magazines, Circulation And Distribution	3	3%
12	Magazines And Television	1	1%
13	Magazines And Library	4	4%
14	Magazines And Language	11	11%
15	Magazines And Education	6	6%
16	Magazines And Religion	2	2%
17	Magazines And Government	7	7%
18	Magazines And Representation	3	3%
19	Magazines And Environment	3	3%
20	Magazines And Technology	4	4%
21	Magazines And History	8	8%
	TOTAL	100	100%

Based on the one hundred annotated bibliography gathered by the author, findings show that researchers focus more on research that relates to photography, women, language, production, and management. Out of 100%, 13% percent of the articles reviewed were related to Management and Production. The next area that received attention is Language and

photography with 11% each out of 100%. Also, women got 10%. The remaining areas shared the remaining 55% of the 20 different populations.

Research Question 2
Which period did researchers focus more on researching magazines and different sectors of society?

RESULT

S/N	DURATION OF PUBLICATION	TOTAL	PERCENTAGE
1.	**1970-1999**	**10**	**10%**
2.	**2000-2009**	**12**	**12%**
3.	**2010-2019**	**68**	**68%**
4.	**2020-2023**	**10**	**10%**
	Total	**100**	**100%**

Based on the findings of this study, it is revealed that 68% percent of the articles reviewed were published between 2010-2019. After this, from 2020-2023, the articles garnered 10% coverage.

Research Question 3
Does the duration rate indicate magazine advancement in Nigeria?
The duration rate shows that magazines publication and researchers' findings progressed between 2010-2019 at 68%, but declined between 2020 – 2023 to 10%
This indicates that patronage of magazines at present is lower than in previous years.

METHODS
Research methodology is used in this paper titled "Progression of Magazine Research in Nigeria: A Literature Review". A literature review is a research method for collecting and analyzing data from research. The quantitative research method to be used for this research is content analysis, applied to compare media content to the real world. The population of this study contains hundred (100) annotated bibliographies of magazine articles in Nigeria. Data searching was done from February 2023 to March 2023. The database used in this study were Academia, Research Gate, Google Scholar, Library Sources, Journal of Digital Media and Policy, Review of Communication and Media Studies, New Media and Mass Communication, Journal of Communication Studies, etc. These databases provided access to information used in studies, including titles, abstracts, and keywords. After choosing the database, keywords were set, and a search format was made.

Keywords used in this study included magazines, people, fashion, published, and current events.

In Nigerian journals. The selected articles were picked after fulfilling the following criteria:

1. Articles are written in English
2. Articles discussing magazines in Nigeria
3. Articles published by Nigerian authors

Exclusion criteria include:

1. Articles written in mixed language
2. Articles not relating to magazines in Nigeria
3. Articles without any information related to the topic were excluded.

The study was picked by finding papers that related to the study's goals. The abstract and body of the papers were evaluated to see whether the authors' publications met the inclusion criteria. The evaluation was finished in the subsequent stage by selecting relevant articles that fit the inclusion criteria. The study's data were tabulated for analysis.

Conclusion and Recommendations

Based on the study, the result has revealed that researchers between the years 2010 and 2019 focused mainly on topics in magazines relating to television, administration, politics, and community development. While giving less focus on areas like magazines and photography, magazines and women, magazines and advertising, magazines and sport, magazines and education, magazines and fashion, and magazines and health. Also, the progress of magazine research in Nigeria is low, with attribution made to the low production of magazines that were once popular, and the popularity of the Internet affected the continuity and survival of magazine production, hence its diversification by publishers who could afford the subscription for e=magazine. It is therefore recommended that researchers should diversify and research on television and other areas like climate change, culture, business, economy, etc. Researchers are also to monitor the progress of magazine publication and its survival as technological changes keep occurring, and more attractive features should be added.

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