

Political Communication and Propaganda: Impacts on National Interest and Security

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Abstract

Political communication and propaganda have become increasingly complex, playing crucial roles in shaping political processes. While effective communication strategies are vital for success in political endeavours, inadequate communication strategies can lead to crises detrimental to national interests and security. This paper examines the relationship between political communication, propaganda and their impacts on national interest and security with specific focus on Nigeria. A theoretical study, the paper examines the ways in which both the mainstream media and the new media are influencing political dynamics. The study employs Agenda-Setting Theory to analyse the persuasive and manipulative potential of political communication and propaganda. It argues that while these tools are instrumental in garnering public supports, they can also be exploited to destabilise national security and undermine democratic governance. By investigating how political communication and propaganda affect Nigeria's national interest, the paper sheds light on the potential dangers these practices pose to good governance. It underscores the critical role of the mass media in promoting national peace by providing accurate information, ensuring transparency and most importantly, enabling informed decision-making, free from manipulation. The paper concludes by emphasising the need for responsible communication to safeguard national security and uphold democratic values.

Keywords

Political communication, propaganda, national security, agenda-setting, national interest

Introduction

In animal societies, communication serves as a crucial tool for survival, and similarly, in human societies, effective communication is essential for societal development and well-being. According to Harold Lasswell (1948, p. 223), one of the primary objectives of a rationally organised society is to identify and mitigate any factors that impede efficient communication. Among the key

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indicators of a nation's development are the strength of its democracy and the state of its security, particularly peaceful co-existence among its citizens. Scholars around the world (Bull & Waddle, 2023; McNair, 2011; McQuail, 2010; Palit, 2023) have long recognised that communication plays a central role in political development, helping to shape the democratic processes and governance of a society.

The relationship between communication and democracy is often described as inseparable. Communication is seen as a fundamental tool that drives democratic practices by facilitating informed participation in the political process. It serves as a mechanism for political leaders to engage, persuade, and influence the electorate, shaping their decisions and electoral choices (Aziz, Alam, Khan, Mehmood, Muhammad, & Afzal, 2024). The mass media, as a key component of the communication process, has significant power in shaping public opinion. Through providing timely and accurate information, it ensures that citizens are well-informed about political processes, which enables them to make rational and informed decisions. In turn, this fosters a functioning democracy that contributes to national stability, social cohesion, and, ultimately, national security.

However, while the function of communication in political processes is crucial, its potential for manipulation through propaganda cannot be overlooked. Political actors, particularly in countries like Nigeria, often use propaganda as a strategic tool to sway public opinion, distort political discourse, and undermine national interests. Rather than promoting democratic ideals and national security, propaganda can destabilise the political system, fueling division and conflict.

As McQuail (2010) points out, mass communication has always been intimately connected to the conduct of politics, regardless of the political regime. Bull and Waddle (2023) affirms that the media not only report on politics but also help shape the political environment by influencing policy discussions and decisions. The media provide a platform for politicians to express their views and offer a space for critiquing and evaluating competing political ideologies. Okpoko (2014) also emphasises the significant impact of mass media on the political system, noting that it can either strengthen or weaken democratic structures depending on how it is used.

In recent years, the rise of the internet has exacerbated these dynamics. Studies (National Endowment for Democracy, 2019; Loveless, 2021) highlight how the internet, while democratising information access, has also facilitated the spread of misinformation and propaganda. The lack of editorial gatekeeping in online platforms allows unverified and often politically motivated content to proliferate, thereby compromising the integrity of public discourse (Aziz *et al.*, 2024). This development presents new challenges for

democracies, placing national interests and security at risk. Despite the internet's many advantages, including expanding access to information, it has also become a powerful tool for destabilisation, with profound implications for democratic governance.

This paper examines the complex relationship between political communication, propaganda, and their impact on national interest and security with a specific focus on Nigeria. It examines the ways in which communication, both traditional and digital, influences political dynamics and assesses the risks posed by the misuse of communication for propaganda purposes. Ultimately, the paper seeks to understand how these dynamics can either strengthen or undermine a nation's political stability and security. The central research question is: How do political communication and propaganda influence Nigeria's national interest and security, and what are the implications for democratic governance?

The paper is structured into five sections: the first section presents a theoretical framework on political communication and propaganda, establishing key concepts and their relevance to Nigeria's political context. The second section explores the role of the mass media in Nigeria Political Communication, particularly how it shapes public opinion and political discourse, with emphases on its agenda setting functions. The third section focuses on the impact of digital media and the internet in propagating misinformation and propaganda. The fourth section analyses the implications of propaganda for national security and stability, while the final section, conclusion, examines the how the risks of communication manipulation can be mitigated as well as how the integrity of democracy can be safeguarded. Overall, the paper aims to provide a comprehensive understanding of how political communication, both traditional and digital, can influence Nigeria's political stability, while highlighting the risks that can arise from using communication for manipulative purposes.

Literature Review

Political Communication and Propaganda: A Review

Political communication has always been pivotal in shaping public opinion and influencing political outcomes. As Gregor and Mlejnkova (2021) succinctly put it, "information has always been crucial in politics and warfare, and those who possessed it and could manipulate it were able to confuse the enemy, the adversary, or the public" (p. 3). This statement underscores the central role that information plays not only in political discourse but also in warfare and the protection of national interests.

Political communication, in essence, has existed since the emergence of political systems. Historically, politicians and leaders have needed to engage with their electorates, persuading them to support their policies, elect them to power, and reject their opponents. With the advent of democratic governance,

the significance of political communication has only increased, as the electorate, with his diverse range of interests, becomes the determining factor in election outcomes. As Foster (2010) notes, "as elections became more competitive, politicians sought more efficient means of communicating their messages" (p. 8). In this environment, media platforms serve as vital intermediaries, not only conveying political messages but also framing and transforming them through editorial processes.

McNair (2011) further emphasises that the media is not merely a passive vehicle for transmitting political messages; it actively participates in shaping public discourse. "Media outlets engage in political commentary, editorials, and interviews that can significantly influence the political landscape. These actions have wide-reaching consequences, as they can mold public perceptions and indirectly affect the political environment" (p. 43).

Propaganda on its part is an inherent feature of political communication, which seeks to influence public opinion and behavior on a mass scale. Benkler, Faris and Robert (2018) define propaganda as 'the manipulation of public beliefs, attitudes, and behaviours for political ends, framed in terms that reinforce partisan narratives' (p. 80). This definition underscores the persuasive intent of propaganda and propagandists. This argument was further corroborated by Gregor and Mlejnkova (2021) who noted that propaganda manipulates individuals by shaping their consciousness and influencing how they process information. This is often done through selective dissemination of information, where truths are distorted, manipulated, or entirely fabricated to achieve specific political goals.

Woolley (2023) noted that propaganda often relies on false content, stating that propagandists see the manipulation of truth as a legitimate means to achieve a desirable end. This belief in the end justifying the means allows the use of disinformation, misinformation, and even outright falsehoods to influence public perception and discredit opponents. Lasswell (1948) further this by describing propaganda as the manipulation of symbols to control public attitudes.

The Institutes of Propaganda Analysis (cited in Baran & Davis, 2012) identifies several "tricks of the trade" employed by propagandists. These include techniques such as name-calling (using derogatory terms to attack opponents), glittering generalities (making sweeping statements without evidence), and card-stacking (presenting only favourable information while suppressing the opposition). These methods are readily used by political actors to further their agendas, both domestically and internationally. As Gregor and Mlejnkova (2021) observe that, 'a core element of propaganda is the strategic use of lies or omissions of truth, carefully designed to shape public perception and align it with political objectives' (p. 6).

National Interest: Defining and Protecting it

National interest is a broad and often elusive concept, but it is central to the foreign and domestic policies of states. According to the Kootneeti Team (2022), national interest concerns the objectives and values that guide a nation's foreign policy. According to Ogo, Nwokike and Mbam (2024), 'the concept of national interests refers to the goals and ambition of a nation-state, which guides its foreign policy' (p. 10). These interests typically encompass a wide range of elements, including economic prosperity, security and ideological values'. Scholars also argue that it pertains to the self-interest of states and their ambitions for security, economic well-being, and the projection of power. National interest is often framed as the defense of a nation's core security interests, such as territorial integrity, political sovereignty, and military strength, as well as the promotion of broader objectives like economic prosperity and cultural influence.

Despite its somewhat different definitions, national interest serves as a key framework for state actions. Governments justify a wide range of policies, both domestic and foreign, by appealing to national interest. Whether it involves implementing stricter immigration laws, as seen in the U.S. under former President Donald Trump, or justifying military interventions in foreign countries, national interest is often the rationale that leaders use to legitimize their actions (e.g., wars fought under the banner of "national interest"). In many cases, this concept is invoked to defend policies that protect the country's social, political, and economic order.

For countries like Nigeria, national interest plays a critical role in guiding governmental actions aimed at ensuring the stability and progress of the state. National interest, therefore, is not merely a theoretical construct but a tangible factor shaping both international relations and domestic policies.

National Security: Its Importance and Challenges

National security refers to the protection of a nation from external and internal threats that could compromise its stability, sovereignty, and the well-being of its citizens. It encompasses not only military defense but also the safeguarding of economic, social, and political systems. As Dairo (2017) notes, national security involves a state's efforts to secure its borders and prevent any internal disturbances that may threaten the collective peace.

The importance of national security is particularly acute in developing nations like Nigeria, where frequent internal conflicts, ranging from insurgencies like Boko Haram to ethnic and religious strife, pose significant challenges. These crises disrupt national peace and endanger the state's very survival. The media, often referred to as the "fourth estate," plays a crucial role in this context by shaping public perceptions of security threats and influencing governmental responses. The way political messages are communicated, and the use of propaganda, can significantly affect national security outcomes. For

example, in conflict situations, the strategic use of media to frame a threat or disseminate disinformation can escalate tensions or foster a sense of national unity against perceived external or internal enemies.

The link between political communication, propaganda, national interest, and security is thus evident. As political actors utilize the media to propagate their messages and protect national interests, the effects on national security can be profound, shaping public attitudes and influencing state actions in critical ways. The deliberate manipulation of political narratives, especially through propaganda, may either strengthen or undermine national security, depending on the message conveyed and how it is received by the public.

The Role of the Mass Media in Politics and Governance

Harold Lasswell once stated that mass media organisations are powerful tools of persuasion, capable of reaching vast, geographically dispersed audiences in a short time. Their role in shaping public opinion cannot be overstated, as they serve as key instruments in the communication strategies of political actors. However, alongside their power to inform, media outlets can also manipulate truth to further the goals of political communicators, often leading to the spread of propaganda. This complex dynamic between media and political power is especially potent in democratic societies, where the media not only inform public opinion but also frame political debates.

Studies have shown that the concerns of early theorists like Lasswell, are well founded, who feared that propaganda could allow those in power to spread lies about opponents through the media, thereby manipulating public behavior for political gain. These fears are not only theoretical but manifest in real-world political systems today, where propaganda is often used as a tool for discrediting opponents and influencing public sentiment in ways that are detached from the truth.

Kracauer (2022) offers a chilling view of propaganda, noting that; ‘Never before has there been this connection between terror and mental manipulation—at least in the modern age—nor, until now, has propaganda been not only means of realizing whatever political goals, but also politics itself to such an extent’ (p. 49).

This further indicates that the primary goal of propaganda is not to inform but to incite emotion. Rather than expanding the public’s understanding of complex issues, propaganda seeks to narrow it, focusing emotions and manipulating perceptions to control public behavior. According to what Kracauer (2022) describes as ‘totalitarian propaganda’, the effect of such can be massive, as it sets out to achieve total manipulation of opinion;

With the aid of other hypnotic techniques, which are usually supplemented with elementary rhythms of military marches, the mass speech successfully carries out a totalitarian manipulation of opinion. This mechanism of totalitarian propaganda functions so wonderfully that, once it has been set in motion, it hardly needs to function any longer. (*Kracuaer, 2022, p. 67*)

The mass media play a crucial role in this process, acting as vehicles for propaganda that fuel emotional responses rather than rational discourse.

This aligns with the agenda-setting theory, which was developed by Maxwell McCombs and Donald L. Shaw in the 1970s. According to this theory, the mass media do not merely reflect social reality but actively shape it by selecting and framing specific issues. News is filtered, chosen and shaped by newsroom staff or broadcasters. Few media agenda, which were chosen by professional gatekeepers lead people to perceive given issues as important. In situation of propaganda in the hands of political communicators and other political actors, the media is perceived as setting political agenda for public discourse.

According to Wolfsfeld (2022) the agenda setting describes how the media influence political priorities by bringing into the limelight, certain issues, and steering public focus towards such specific topics. This he notes is very significant especially during elections, as issues that occupy voters' minds often sway their decisions at the ballot box. Wolfsfeld (2022) argues that the media's agenda-setting role extends to elections, where the media's portrayal of issues can influence public opinion and electoral outcomes. The ability of the media to shape political discourse has become particularly pronounced in modern democratic societies, where media are increasingly seen as shaping the political process rather than merely reflecting it. Helfert (2018) had earlier noted that as the societies continue to evolve, 'people attempted to influence the thoughts and actions of others, to propose and discuss principles for societies, and to motivate people to take actions' (p. 2).

The Impact of Digital Media in Promoting Misinformation and Propaganda

The rise of new media platforms, particularly social media, has only intensified the challenges of political communication with propaganda. Social media platforms like Facebook, Twitter or X, and Tiktok, among others, have become key arenas for the dissemination of political propaganda, with minimal gatekeeping. Palit (2023) notes that these platforms have become critical in electoral campaigns worldwide, including in Nigeria, where fake news and hate speech have flourished. The ability of both the 'good' and 'bad' political actors to manipulate these platforms has escalated the spread of disinformation,

fueling divisions within society and posing a significant threat to national security, as ‘global misinformation, malinformation, and disinformation campaigns continue to pollute the social media communication streams Lipschultz (2023, p. 14).

This use of social media for political purposes has been labeled “computational propaganda” (Bradshaw & Howard, 2018), where algorithms and bots are employed to spread political messages at scale, often with little regard for truth. The impact of such disinformation is not just limited to electoral outcomes; it also undermines public trust in institutions, erodes social cohesion, and fuel tensions along ethnic, religious, and political lines.

Bradshaw and Howard (2019) in ‘the Global Disinformation order 2019: Global Inventory of Organised Social Media Manipulation’ a computational Propaganda Research Project, examined ‘the way in which government agencies and political parties have used the media to spread political propaganda, pollute the digital information ecosystem, and suppress freedom of speech and freedom of the press’ according to their findings, ‘there are evidence of organised social media manipulation campaigns in 70 countries of the world’ (p. 23). This is a big increase from 48 countries in 2018 and 28 countries in 2017. The continuous rise, according to scholars calls for concern. This was further confirmed by Lipschultz (2023), who affirms that ‘It is clear that there has been an overall rise in social media propaganda designed to manipulate public opinion and voting decisions’ (p. 106).

Implication of Propaganda on National Interest and Security

Studies (Bradshaw and Howard, 2019; Lipschultz, 2023; Wolfsfeld, 2022) have shown that the practice of political communication and propaganda has become norms all over the world. Many nations’ leaders have won elections by the use of propaganda and political communication and this according to Lipschultz (2023), poses a big threat to democracy.

Nigeria’s political landscape offers a case study in the intricate relationship between political communication, media, and national security. After returning to democratic governance in 1999, Nigeria has faced numerous challenges in consolidating its democratic institutions. While democracy is based on the principle of governance by the people, political communication, particularly through the use of propaganda, often undermines the essence of this system. By manipulating the emotional and cognitive responses of the electorate, political actors divert the will of the people and distort democratic processes.

Woolley (2023) noted that ‘Propaganda has been democratised, with growing arrays of tactics and technologies’. Propaganda can undermine the democratic system by exploiting mass opinion, thereby working against the

very values of democracy, including freedom of choice and expression. Woolley argues that ‘anyone can be a producer of propaganda and anyone can be manipulated’. In many countries of the world, computational propaganda (the use of algorithms, automation and big data to deliberately spread misleading or false information via the social media networks), has become the order of the day.

In Nigeria, the use of propaganda has been particularly evident in recent elections, where media outlets became battlegrounds for political actors to push their narratives, often at the expense of national interest and social cohesion. The 2015, 2019, and 2023 general elections in Nigeria were marred by media war, where trivial matters and sensational issues took precedence over discussions of substantive national interest. The marriage of both the mainstream media and the digital media has further fuel the already heated tension.

For the mainstream media or the traditional media, the commercialisation of the media has further exacerbated the problem. As media ownership has become increasingly concentrated in the hands of a few elites, the media’s role in political communication has become more prone to manipulation. According to Mano and Mkaouar (2023), ‘media owners influence not just editorial integrity and performance but also public policy and attitudes towards elected authorities’ (p. 2). The ownership of mass media in Nigeria heavily influences how political communication is framed, often reflecting the interests of the owners rather than the public interest. This concentration of media power has led to ethical violations and the promotion of biased political narratives.

Scholars agreed that the media, when used to spread hate, can serve as a catalyst for violence. This is especially dangerous in fragile democracies like Nigeria, where the political landscape is already fraught with ethnic and religious tensions. Disinformation campaigns targeting political opponents can dehumanize individuals and groups, making them scapegoats for societal problems. The propagation of hate speech, alongside disinformation, poses a serious threat to national unity and security (Akinola, Adewumi, Ijaiya, 2024; Bradshaw & Howard, 2019; Lipschultz, 2023).

The proliferation of hate speech and disinformation during Nigeria's recent elections is a testament to the power of political communication in shaping public perception. The media, which should ideally serve as a platform for informed debate, became complicit in the dissemination of false narratives. The infamous headline “Buhari will die before 2015 election,” which appeared in one of Nigeria’s daily newspapers, exemplifies the dangerous consequences of this type of propaganda. Similarly, media outlets aired biased documentaries and advertisements that either run down political opponents or glorified certain candidates, often at the expense of ethical journalism.

The impact of these manipulative practices on national interest and security is profound. When media outlets, especially those owned by political

elites, are used as tools of propaganda, they contribute to political instability, erode public trust, and amplify divisions within society. The legitimacy of electoral processes is called into question, and the very foundation of democracy, public participation and informed decision-making, is undermined.

The use of propaganda in political communication has been a significant factor in the destabilisation of societies across the globe, especially in developed countries, where political actors have often exploited the media to manipulate public opinion, with little regard for national interest or societal harmony. This manipulation through propaganda has contributed to the exacerbation of crises, leading nations into states of instability that threaten their very existence. In these instances, the media, which should ideally act as a check on political power, have instead become tools in the hands of political communicators, facilitating divisive agendas and undermining national unity (Lipschultz, 2023; Moy & Neumann, 2024; Wolfsfeld, 2022).

In the case of Nigeria, the political communication strategies employed during the 2015 and 2019 pre-election periods serve as clear examples of how political actors, through their campaign rhetoric and media outreach, contributed to the erosion of the country's fragile security. The pervasive use of media to manipulate public opinion and further political ends led to a climate of distrust, polarization, and heightened tension. The media, which could have been instrumental in promoting informed public discourse, instead became a battleground for political propaganda, deepening divisions within society.

Olatunji and Akinjogbin (2011) highlight in their study on the role of newspaper advertisements during the 2007 Presidential Election in Nigeria that the media often focused on trivial issues that held little significance for the electorate. Large portions of media space were dedicated to "image-boosting" tactics, while pressing national issues were downplayed. Regulatory agencies, tasked with overseeing ethical standards in journalism, often turned a blind eye, allowing these practices to persist unchecked. This failure of oversight illustrates how the media can be used to manipulate the masses, with far-reaching consequences for national stability. As Olatunji and Akinjogbin argue, the media, in their role as political tools, can be more lethal than any weapon, with the power to incite social unrest and destabilise a nation.

Lasswell (1948) posits that in rationally organised societies, communication is most effective when it contributes to the survival and stability of the society. He notes that one of the key tasks of such societies is to control any factors, such as manipulation through propaganda that can interfere with efficient and truthful communication. When political communication is hijacked by propaganda, it distorts public discourse and undermines the societal cohesion necessary for democratic processes to thrive.

Methodology

This researcher relies on secondary data for this paper. These data were selected based on their relevance to political communication, propaganda and their impact on national security. The data sources included relevant academic articles, media reports, relevant books, and government and non-government publications from reputable platforms on political communication and propaganda both in Nigeria and other part of the world. Emphasis was placed on studies conducted and books written between 2010 and 2025 on the concepts of political communication and propaganda. Only sources that examined political communication, propaganda and their effects on national security and democratic governance were included in the study. The analysis of these data followed a quantitative content analysis approach, guided by principles of Agenda-setting theory. For validity and reliability purpose, only those papers published in journal with high impact factor were considered, while reports of recognised and reputable institutions were also included.

Conclusion

There is no gainsaying the fact that the mass media, encompassing both traditional and digital platforms, serve as critical agents in political communication, with the potential to shape national discourse and public opinion. While the media can strengthen democracy by providing citizens with information and fostering open debate, its susceptibility to manipulation by political actors poses a significant threat to national interest and security. The strategic use of propaganda, especially during election cycles, has the capacity to distort public perception, disrupt social cohesion, and destabilize the political landscape. The commercialization of the media, along with the proliferation of social media, has only exacerbated this issue, offering political entities powerful tools for spreading disinformation and inciting division.

In democratic societies such as Nigeria, where national security is already under strain, the unchecked flow of propaganda becomes a critical challenge. Safeguarding the integrity of the democratic process requires a media environment that is not only free and independent but also accountable. It is essential to uphold ethical journalism standards and establish robust mechanisms to combat the spread of false narratives. Only by ensuring that the media operates with transparency and responsibility can it effectively contribute to national security by promoting informed public discourse, strengthening civic engagement, and enhancing national cohesion.

This study emphasises the complex relationship between political communication and propaganda, both of which are powerful forces shaping media content and political outcomes worldwide. Despite existing ethical and legal frameworks intended to guide media conduct, the overlap between political messaging and propaganda often blurs, making it difficult to isolate their effects on public opinion and electoral outcomes. While some scholars

contend that political communication has been ‘democratised’ and “professionalized” within certain political systems, there remains little debate about its profound impact on shaping public attitudes, political behavior, and democratic institutions. Effective management of these dynamics is therefore essential to safeguard national stability and security.

The role of propaganda in political communication carries both potential benefits and significant risks for governance. On one hand, “white propaganda, messages that promote positive ideals, can encourage political participation and reinforce democratic values. Benkler, Faris and Roberts (2018) highlight that media organisations bear a responsibility to counter disinformation and harmful, “hate-provoking messages” to prevent the public from falling victim to manipulation. The media's responsibility in ensuring that the public receives accurate, unbiased, and balanced information is more crucial than ever, especially in contexts where trust in the media is eroding.

The persistence of propaganda within media landscapes highlights the failure of regulatory bodies, such as the Nigerian Broadcasting Commission (NBC) and the Nigerian Union of Journalists (NUJ), to enforce ethical and legal standards. The Nigerian public and government are not exempt from blame, as evidenced by controversies like the NBC's ban of African Independent Television (AIT) for broadcast regulation violations. These incidents underscore the challenges inherent in regulating media content, particularly when media outlets are deeply intertwined with political agendas. However, if the mainstream media can even be controlled, who controls the social media? As Lipschultz (2023) puts it ‘the regulation of social media communication is filled with challenges’ (p. 17).

The rise of social media platforms has further complicated this issue. Platforms like Facebook, Twitter (X), Tiktok, and WhatsApp now serve as key conduits for political messaging, where traditional media gatekeepers no longer hold sway. According to Borah and Neumann (2024) ‘the growth of communication technologies has contributed to an information environment in which political actors have become less dependent on influence of conventional gatekeepers in the mainstream media’ (p. 24). This shift has made it significantly more challenging for regulatory bodies to enforce media standards and mitigate the spread of disinformation. Social media platforms, with their limited editorial oversight, have become fertile ground for computational propaganda, where algorithms, bots, and fake accounts manipulate public discourse to serve political objectives. As Bradshaw and Howard (2018) observe, social media has greatly expanded the reach of political actors, often at the expense of truth, transparency, and democratic values.

In this context, as Lipschultz (2023) aptly states, ‘the future of national and global democratic politics depends upon news and information that is factual, clearly labeled opinions and limits on bad state actor behaviour’ (p. 106). Transparent, honest, and fact-based communication is essential for nurturing public trust, fostering political engagement, and ensuring a stable and secure national environment. In politically volatile countries like Nigeria, where societal tensions are high, the failure of the media to uphold these standards can lead to dangerous consequences, including further polarisation, social unrest, and even violent conflict.

To mitigate these risks, it is imperative that media organisations, regulatory bodies, and political actors work in concert to promote a media ecosystem that prioritises truth, accountability, and national unity. Only through these collective efforts can we ensure that the media remains a powerful force for good, contributing to the protection of national interest and the preservation of national security.

Study Limitation

This study is not without its limitations. First, as a theoretical paper, it relies solely on secondary data. Also, the focus on Nigeria may restrict generalisation to other contexts. Efforts were however made to select credible sources. Also, reliance on existing literature from 2010 to early 2025, make it difficult to fully account for emerging perspectives or new data after the period reviewed. Future research can focus on generating and collecting empirical data to complement the theoretical framework presented in this study.

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