Assessment of Influence of Print Media on Academic Performance of Students in Public Senior Secondary Schools in Rivers State

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ABSTRACT

The study assessed the influence of print media on academic performance of students in public senior secondary schools in Rivers State. Descriptive survey research design was adopted. The population of this study is 66,164 students, while a sample size of 382 students was fixed using the Fluid Survey Sample Calculator. The stratified simple random sampling technique was adopted for the study. Data was collected through a rating scale titled "Assessment of the influence of Print Media on Students' Academic Performance Rating Scale" with a reliability coefficient of 0.79 obtained using the Pearson's Product Moment Correlation analysis. The data was analyzed using mean, standard deviation and z-test. It was found that the various types of print media [text books, journals, periodicals and others] enhance academic performance of students, and that the role of print media in improving academic performance of students include challenging our intellects and insulting our intelligence to mention but a few; the consequences of print media on academic performance of students encompass difficulty in updating facts compared to visual media, providing adaptive alternatives to aggression and others; and the benefits of print media that improve academic performance of students include informing, creation of awareness and educating students to overcome various social problems and development of civic sense, influencing public opinion of students and others. Based on the findings, it was recommended amongst others that students should be integrated more into the learning process by effectively using basic and fundamental print media during teaching and learning process.

Keywords: Academic performance, assessment, Influence, school, students, print media.

INTRODUCTION

Since the massive change in communication occurred at a time when industrial revolution also brought about change of thought process, the role of media triggered a bigger than expected changes in the social life of the masses. The world today is flooded with the presence of the media, and the most ubiquitous media known to the world over the years has been the Print Media which, given its' high information

capacity, has been labeled 'the information super highway, and then social media (Ekwelle, 2012). This improvement in communication technology has broadened the scope of communication through Information and Communication Technologies (ICTs). The rapid growth of print media in almost all the major parts of the world was bound to create across-the-board changes in the life of people. The print media has been largely responsible for running and improving educational activities in secondary schools (Ufuophu & Agobami, 2012).

Not only pieces of information or news are conveyed to readers, experts from almost all the   major fields of   life medicine, education,   environment, economics and religion,   write in   the print media. This is an enormous thing to be done by the media (Seyi, 2012). The term 'media' includes the whole range of modern communication: television, video, radio, photography, newspaper, magazine, recorded music, computer games and the internet. They are usually referred to as mass media because they are used to reach large audiences. Minx (2005) defined media as a means of public communication such as television, radio and widely circulated newspapers that tend to reach a large audience with similar social characteristics. Media can therefore be broadly defined as channels of communication, having the tendency to reach a large audience. The media are vital in the diffusion of knowledge and helps in developing students' academics morally and socially. It encompasses books magazines, newspapers, radio, television, cinemas, records, tapes, and videos. Media texts often use several types of communication, such as visual images (like pictures, still or moving), audio (sound, music or speech), audio-visuals (television and YouTube videos) and written language (Grant, 2015).

Media are basically categorized into three types namely: social media, electronic media and print media. Social media are interactive technologies that allow the creation or sharing/exchange of information, ideas, career interests, and other forms of expression via virtual communities and networks. Users usually access social media services via web-based apps on desktops and laptops, or download services that offer social media functionality to their mobile devices. As users engage with these electronic services, they create highly interactive platforms through which individuals, communities, and organizations can share, co-create, discuss, participate, and modify user-generated content or self-curated content posted online. Additionally, social media are used to document memories; learn about and explore things; advertise oneself; and form friendships along with the growth of ideas from the creation of blogs, podcasts, videos, and gaming sites. This changing relationship between human and technology is the focus of the emerging field of technoself studies (Adegboji & Toyo, 2006).

Electronic media are media that use electronics or electromechanical means for the audience to access the content. This is in contrast to static media (mainly print media), which today are most often created electronically, but do not require electronics to be accessed by the end user in the printed form. The primary electronic media sources familiar to the general public are video recordings, audio recordings, multimedia presentations, slide presentations, CD-ROM and online content. Most new media are in the form of digital media. However, electronic media may be in either analogue electronics data or digital electronic data format (Grant, 2015).

Print media, according to Ndaku (2013), refer to the means to mass communication in the form of printed publications like magazines, newspaper, (which are the dominant traditional print media used in advertising), brochures, flyers, textbooks, periodicals, comic books, phone books, circulars, journals, pamphlets, and periodicals, posters, postcards, media kit and others. It is a means of mass communication in the form of printed publications. Print media are an incredibly important part of information dissemination and can help teachers to engage and extend their reach to their students. Print media are a part of the ATL (Above The Line) promotions adopted by an institution to enhance the academic performance of their students. Print media are given explicit freedom in the First Amendment of the Bill of Rights. With so many different forms of media distribution, traditional print media are struggling to maintain readership and effective information dissemination (Ifeanyi-obi, Olatunji & Akpala, 2014).

The print media have contributed very significantly to bringing about social change in our educational system since the invention of the Gutenberg Printing Press. The renaissance, the scientific revolution and many other political revolutions benefited from the capability of the print to cheaply and conveniently disseminate ideas in the school environment. Although with so many different forms of media distribution, print media are still struggling to maintain readership. Due to the fact that publications lose so

many readers every year, advertisers are beginning to pull money from print media, such as newspapers and magazines. Instead, those funds are put into other media like television, radio, and other digital platforms. Journalists considering a career in this field should recognize that the internet offers the same level of freedom of expression as print media. Publishing written work on the internet is gaining popularity because of the ease of creating a content and dispersing it (Asemah & Edegoh, 2013).

Students need something printed in front of them, otherwise they get distracted. In the view of Ekwelle (2012), theories and aspirations apart, the print media have valid credentials for contributions towards improvement in every facet of societal life. He held further that this point is well recognized in some countries out of their experience and some others in a seeming chorus of a popular but untested view. He opined that in some cases, the print media throughout the world are known as channels for news, information, education, entertainment, leadership and the creation of symbolism among other things. According to Ekwelle (2012), these roles represent the general functions of the print media in our contemporary society, no matter the system of governance in a country. He also explained that the manner in which each medium carries out its duty would go to enhance or undermine the claim that the medium is contributing to national development. he way the print media play their roles in the society revolves largely around national policy, media policy and the reconciliation of both against the background of government intervention. The various types of print media that improve and enhance academic performance of students include; newspapers, magazines, banners, text books, fliers, bill boards, circulars, journals, pamphlets, periodicals and others not covered in this paper (Adegboji & Toyo (2006)). The above-mentioned types of print media are the most popular form of print media and offers extensive readership choices with a mix of content, including food, sport, hobbies, fashion, health, and current affairs. It is a good source of education, the cheapest means of storing and transmitting information to others (Grant, 2015).

Baran (2014), analysing the roles of the print media in improving the academic performance of students, opined that the print media generally enhances our normal lives that we are often unconscious of their presence, not to mention their influence. Further, he asserted that the print media inform us, delight us and annoy us. They also modify our emotions, challenge our intellects and insults our intelligence. According to him, the print media often reduce us to mere commodities for sale to the highest bidder. The print media help reduce us as well as to shape our realities. In the view of Ndimele and Kasarachi (2016), the print media play a number of roles in the society. They held that the print media can be used to cover a relationship or to cause disaffection in the society. Print media provide information in different areas and different places of the world: weather report, outbreak of diseases, earthquakes, and the likes. The print media can be used to enlighten or mislead the general public. The implication here is that they can render positive or negative functional roles.

Adegboji and Toyo (2006) argued that exposure to pro-social media could do the following:
1. Increase the accessibility of pro-social thoughts and scripts, providing adaptive alternatives to aggression.
2. Reduce risky thinking (e.g., believing the world is hostile) that can foster aggression.
3. Reduce the likelihood of imitating aggression by avoiding its glamorization and showing realistic consequences.
4. Increase the likelihood of pro-social behaviour by showing that it is rewarded.
5. Increase empathy and perspective taking towards victims of aggression.

Generally, the basic benefits of the print media include informing, entertaining, educating as well as influencing public opinion of students and scholars. Print media are being used to target global problems such as overpopulation, illiteracy, women's inequality, environmental destruction, and AIDS (Singha, 2004). Some major functions of the print media are the creation of awareness and educating the masses to overcome various social problem and development of civic sense. This means that students who expose themselves to these quality of media contents stand the chances of improving on their knowledge, thereby improving their academic performance. It can be deduced above that some media, especially the electronic media such as television and radio, actually do design programme series aimed at adding value to education and knowledge. Print media are comfortable and easy. There are no difficulties for any

generations in its usage. Printed information can provide more trust in readers' mind. Print media are also long enjoyable.

Statement of the Problem

Today, there are series of comments and accusations against Nigerian media on issues concerning subjective reporting. What is amazing is that similar comments were made by members of the public, majorly on social media just after the attacks on three media houses (This Day, Sun and Moment Newspapers). The comments are not really justifying the attacks but rather calling on them to be objective in their reports in order to regain their fading-away credibility. This, according to them would enhance and substantiate "Peaceful Journalism" practice in Nigeria. History has shown that print media can incite people towards violence. Hitler used the media to create hatred for Jews (Vladimir & Schirch, 2007). Joseph Goebbels, Hitler's Minister of Propaganda, masterminded the most effective effort of mass persuasion, heavily relying on propaganda messages in motion pictures and radiobroadcasting. In the 1992-5 Balkan conflict, electronic and print media helped promote ethnic conflict and hatred leading to violence. While the explicit broadcast of hate messages was rare, the cumulative impact of biased coverage fuelled the hatred over a long period polarizing local communities to the point where violence became an acceptable tool for addressing grievances (Buric, 2010).

Nevertheless, the presence of several print media is gradually washing away the essence and relevance of the school library. Some students limit themselves to the information offered by the print media they patronise. While argument for the print media with regards to their roles in students' academic performance has been diluted by issues of destruction caused by other available interesting contents also provided by the media, arguments against it is also not devoid of criticism regarding the fact that the print media such as the newspaper, has endless routes to information sourcing, and reputation of having contributed positively to students' academic performance. Apart from the negative roles of the print media, several cases have also linked print media to the promotion of peace and reconciliation. These are some of the impetuses that prompted this study. Given the above, the study sought to assess the influence of print media on academic performance of students in public senior secondary schools in Rivers State.

Purpose of the Study

The purpose of this study is to assess the influence of print media on academic performance of students in public senior secondary schools in Rivers State. Specifically, the objectives are to:

1. Identify the types of print media that enhance academic performance of students in public senior secondary schools in Rivers State.
2. Establish the roles of print media in improving academic performance of students in public senior secondary schools in Rivers State.
3. Find out the consequences of print media on academic performance of students in public senior secondary schools in Rivers State.
4. Ascertain the benefits of print media on academic performance of students in public senior secondary schools in Rivers State.

Research Questions

The following research questions guided the study:

5. What are the types of print media that enhance academic performance of students in public senior secondary schools in Rivers State?
6. What are the roles of print media in improving academic performance of students in public senior secondary schools in Rivers State?
7. What are the consequences of print media on academic performance of students in public senior secondary schools in Rivers State?
8. What are the benefits of print media on academic performance of students in public senior secondary schools in Rivers State?

Hypotheses

The following null hypotheses were developed and tested at the 0.05 level of significance:

1. There is no significant difference in the mean perception of male and female students on the types of print media that enhance academic performance of students in public senior secondary schools in Rivers State.

2.   There is no significant difference in the mean perception of male and female students on the roles of print media in improving academic performance of students in public senior secondary schools in Rivers State.
3.   There is no significant difference in the mean perception of male and female students on the consequences of print media on academic performance of students in public senior secondary schools in Rivers State.
4.   There is no significant difference in the mean perception of male and female students on the benefits of print media on academic performance of students in public senior secondary schools in Rivers State.

METHODS
Descriptive survey research design was adopted for the study. The population of this study is 66,164 students which is the total population of senior secondary school students in Rivers State, while a sample size of 382 (149 male and 233 female) students was fixed using the Fluid Survey Sample Calculator. The stratified simple random sampling technique was adopted for the study. Data was collected through a rating scale developed by the researcher titled "Assessment of the Influence of Print Media on Students' Academic Performance Rating Scale" (AIPMSAPRS) with a reliability coefficient of 0.79 obtained using the Pearson's Product Moment Correlation analysis. The research questions were answered using mean and standard deviation, while the null hypotheses were tested at 0.05 level of significance using the z-test.

RESULTS
Research Question 1: *What are the types of print media that enhance academic performance of students in public senior secondary schools in Rivers State?*
Table 1: Descriptive Statistics on the Types of Print Media that Enhance Academic Performance of Students in Public Senior Secondary Schools in Rivers State

S/No.	Items	Male ($n_1 = 149$)			Female ($n_2 = 233$)		
		$\overline{x}$	SD	Decision	$\overline{x}$	SD	Decision
1	Text books	3.14	1.09	Agreed	3.12	1.21	Agreed
2	Journals	3.03	1.22	Agreed	3.10	1.18	Agreed
3	Periodicals	3.01	1.21	Agreed	3.05	1.26	Agreed
4	Pamphlets	3.02	1.20	Agreed	2.99	1.28	Agreed
5	Newspapers	3.21	1.19	Agreed	3.05	1.20	Agreed
6	Magazines	3.19	1.13	Agreed	3.17	1.19	Agreed
7	Banners	3.05	1.28	Agreed	3.02	1.31	Agreed
8	Bill boards	3.17	1.16	Agreed	3.16	1.24	Agreed
	Grand Scores	**3.10**	**1.19**	**Agreed**	**3.08**	**1.23**	**Agreed**

Table 1 shows grand means of 3.10 and 3.19, and standard deviations of 1.19 and 1.23 for male and female students of public senior secondary schools respectively indicating an agreement that items 1 – 8 constitute the various types of print media that enhance academic performance of students in public senior secondary schools in Rivers State. Thus, the various types of print media that enhance academic performance of students in public senior secondary schools in Rivers State include text books, journals, periodicals, pamphlets, newspapers, magazines, banners, and bill boards

Research Question 2: *What are the roles of print media in improving academic performance of students in public senior secondary schools in Rivers State?*

Table 2: Descriptive Statistics on the roles of Print Media in improving Academic Performance of Students in Public Senior Secondary Schools in Rivers State

S/No.	Items	Male (n₁ = 149)			Female (n₂ = 233)		
		$\overline{x}$	SD	Decision	$\overline{x}$	SD	Decision
9	Enhance our normal lives that we are often unconscious of their presence.	3.11	1.15	Agreed	3.12	1.16	Agreed
10	They inform us, delight us and annoy us.	3.05	1.19	Agreed	3.20	1.28	Agreed
11	Provide information on crisis in different areas and different places of the world: weather report, outbreak of diseases, earthquakes, and the likes.	2.79	1.22	Agreed	2.93	1.21	Agreed
12	Challenge our intellects and insult our intelligence	2.91	1.23	Agreed	3.14	1.19	Agreed
13	Reduce us to more commodities	3.03	1.30	Agreed	3.15	1.30	Agreed
14	They are used to cover a relationship or to cause disaffection in the society	2.95	1.25	Agreed	2.97	1.26	Agreed
15	Shape our realities and modify our emotions.	3.00	1.17	Agreed	3.14	1.18	Agreed
16	They are used to enlighten or mislead the general public	3.02	1.19	Agreed	3.01	1.23	Agreed
	Grand Score	**2.98**	**1.21**	**Agreed**	**3.08**	**1.23**	**Agreed**

The data presented in Table 2 shows the mean ratings of the responses of male and female students on the roles of print media in improving academic performance of students in public senior secondary schools in Rivers State. From Table 2, the grand mean of 2.98 and a standard deviation of 1.21 were gotten from male students, while the grand mean of 3.08 and a standard deviation of 1.23 were gotten from the female students indicating a consensus that items 9 – 16 on Table 2 are the roles of print media in improving academic performance of students in public senior secondary schools in Rivers State. Thus, Table 2 revealed that the roles of print media in improving academic performance of students include enhancing our normal lives that we are often unconscious of their presence, providing information on crisis in different areas and different places of the world: weather report, outbreak of diseases, earthquakes, and the likes; challenging our intellects and insulting our intelligence; reducing us to mere commodities used to cover a relationship or to cause disaffection in the society; shape our realities and modify our emotions and used to enlighten or mislead the general public.

Research Question 3: *What are the consequences of print media on academic performance of students in public senior secondary schools in Rivers State?*

Table 3: Descriptive Statistics on Male and Female Students' Rating on the Consequences of Print Media on Academic Performance of Public Senior Secondary Schools in Rivers State

S/No.	Items	Male (n_1 = 149)			Female (n_2 = 233)		
		$\overline{x}$	SD	Decision	$\overline{x}$	SD	Decision
17	They are expensive.	3.14	1.19	Agreed	3.10	1.20	Agreed
18	There are editing expenses.	3.01	1.21	Agreed	2.91	1.19	Agreed
19	Messages can be lost in noise of competitors	2.83	1.16	Agreed	3.21	1.28	Agreed
20	Difficult to mark niche market	3.14	1.10	Agreed	2.86	1.25	Agreed
21	Updating is difficult and slow compared to visual media.	3.00	1.12	Agreed	3.17	1.17	Agreed
22	Increase the accessibility of pro-social thoughts and scripts	3.11	1.20	Agreed	3.12	1.28	Agreed
23	Provide adaptive alternatives to aggression	3.12	1.23	Agreed	3.08	1.24	Agreed
24	Reduce risky thinking that can foster aggression	3.25	1.17	Agreed	2.90	1.21	Agreed
25	Increase empathy and perspective taking towards victims of aggression	3.13	1.29	Agreed	3.15	1.26	Agreed
	Grand Score	**3.08**	**1.19**	**Agreed**	**3.06**	**1.23**	**Agreed**

The data presented in Table 3 shows the mean ratings of the responses of male and female students on the consequences of print media on academic performance of students in public senior secondary schools in Rivers State. From Table 3, the grand mean of 3.08 and a standard deviation of 1.19 were obtained from male students, while the grand mean of 3.06 and a standard deviation of 1.23 were gotten from the female students indicating a consensus that items 17 – 25 on Table 3 constitute the consequences of print media on academic performance of students in public senior secondary schools in Rivers State.

Research Question 4: *What are the benefits of print media that improve academic performance of students in public senior secondary schools in Rivers State?*

Table 4: Descriptive Statistics on the benefits of Print Media that improve Academic Performance of Students in Public Senior Secondary Schools in Rivers State

S/No.	Items	Male ($n_1 = 149$)			Female ($n_2 = 233$)		
		$\overline{x}$	SD	Decision	$\overline{x}$	SD	Decision
26	Provide information	3.12	1.21	Agreed	2.94	1.22	Agreed
27	Provide entertainment	2.90	1.20	Agreed	3.12	1.17	Agreed
28	Creation of awareness and educating students to overcome various social problem and development of civic sense.	3.23	1.24	Agreed	3.08	1.24	Agreed
29	Influencing public opinion of students and scholars.	2.95	1.30	Agreed	3.24	1.18	Agreed
30	Used to target global problems such as overpopulation and illiteracy.	3.13	1.19	Agreed	3.10	1.31	Agreed
31	Used in addressing the challenges facing students' inequality and wrong choice of career.	3.22	1.12	Agreed	3.21	1.18	Agreed
32	Help in developing effective school curriculum.	3.26	1.23	Agreed	3.09	1.25	Agreed
	Grand Score	**3.16**	**1.21**	**Agreed**	**3.11**	**1.22**	**Agreed**

The data presented in Table 4 shows the mean ratings of the responses of male and female students on the benefits of print media that improve academic performance of students in public senior secondary schools in Rivers State. The total displays a grand mean of 3.16 and a standard deviation of 1.21 for male students and grand mean of 3.11 and a standard deviation of 1.22 for female students. This implies male and female students in public senior secondary schools agreed that measures 26 – 32 in Table 4 are the various benefits of print media that improve academic performance of students in public senior secondary schools in Rivers State.

Testing of Hypotheses

Hypothesis 1: There is no significant difference in the mean perception of male and female students on the types of print media that enhance academic performance of students in public senior secondary schools in Rivers State.

Table 5: z-test Analysis on the Types of Print Media that Enhance Academic Performance of Students in Public Senior Secondary Schools in Rivers State

Gender	N	$\overline{x}$	SD	Df	∝	z-cal.	z-crit.	Decision
Male	149	3.10	1.19	380	0.05	0.72	1.96	H_0 Not Rejected
Female	233	3.08	1.23					

Table 5 shows that the z-calculated value of 0.72 is less than the z-critical value of 1.96 using degree of freedom of 380 at 0.05 level of significance which indicates that the null hypothesis that "there is no significant difference in the mean perception of male and female students on the types of print media that enhance academic performance of students in public senior secondary schools in Rivers State" is hereby

accepted. This implies that students in public senior secondary schools in Rivers State are in agreement that the various types of print media [text books, journals, periodicals, pamphlets, newspapers, magazines, banners, bill boards and others] enhance academic performance of students in public senior secondary schools in Rivers State.

Hypothesis 2: There is no significant difference in the mean perception of male and female students on the role of print media in improving academic performance of students in public senior secondary schools in Rivers State.

Table 6: z-test Analysis on the Role of Print Media in Improving Academic Performance of Students in Public Senior Secondary Schools in Rivers State.

Gender	N	$\bar{x}$	SD	Df	$\propto$	z-cal.	z-crit.	Decision
Male	149	2.98	1.21	380	0.05	0.94	1.96	H_0 Not Rejected
Female	233	3.08	1.23					

Table 6 shows that the z-calculated value of 0.94 is less than the z-critical value of 1.96 using degree of freedom of 380 at 0.05 level of significance which indicates that the null hypothesis that "there is no significant difference in the mean perception of male and female students on the role of print media in improving academic performance of students in public senior secondary schools in Rivers State" is hereby accepted. This alludes that students in public senior secondary schools in Rivers State are in accord that the role of print media in improving academic performance of students in public senior secondary schools in Rivers State include enhancing our normal lives that we are often unconscious of their presence; providing information on crisis in different areas and different places of the world: weather report, outbreak of diseases, earthquakes, and the likes; challenging our intellects and insulting our intelligence; reducing us to mere commodities, covering relationships or causing disaffection in the society; shaping our realities and modifying our emotions; and enlightening or misleading the general public.

Hypothesis 3: There is no significant difference in the mean perception of male and female students on the consequences of print media on academic performance of students in public senior secondary schools in Rivers State.

Table 7: z-test Analysis on the Consequences of Print Media on Academic Performance of Students in Public Senior Secondary Schools in Rivers State.

Gender	N	$\bar{x}$	SD	Df	$\propto$	z-cal.	z-crit.	Decision
Male	149	3.13	1.16	380	0.05	1.03	1.96	H_0 Not Rejected
Female	233	3.19	1.23					

Table 7 shows that the z-calculated value of 1.03 is less than the z-critical value of 1.96 using degree of freedom of 380 at 0.05 level of significance which implies that the null hypothesis that "there is no significant difference in the mean perception of male and female students on the consequences of print media on academic performance of students in public senior secondary schools in Rivers State" is accepted. This indicates that students in public senior secondary schools in Rivers State are in consensus that the consequences of print media on academic performance of students in public senior secondary schools in Rivers State encompass difficulty in updating facts compared to visual media, increase in accessibility of pro-social thoughts and scripts, providing adaptive alternatives to aggression, reducing risky thinking and others.

Hypothesis 4: There is no significant difference in the mean perception of male and female students on the benefits of print media that improve academic performance of students in public senior secondary schools in Rivers State.

Table 8: z-test Analysis on the Benefits of Print Media that Improve Academic Performance of Students in Public Senior Secondary Schools in Rivers State.

Gender	N	$\bar{x}$	SD	Df	$\propto$	z-cal.	z-crit.	Decision
Male	149	3.16	1.21	380	0.05	0.81	1.96	H_0 Not Rejected
Female	233	3.11	1.22					

Table 8 shows that the z-calculated value of 0.81 is less than the z-critical value of 1.96 using degree of freedom of 380 at 0.05 level of significance which indicates that the null hypothesis that "there is no significant difference in the mean perception of male and female students on the benefits of print media that improve academic performance of students in public senior secondary schools in Rivers State" is accepted. This implies that students in public senior secondary schools in Rivers State agree that the following are the benefits of print media that improve academic performance: informing, entertaining, creation of awareness and educating students to overcome various social problem and development of civic sense, influencing public opinion of students and scholars and others.

DISCUSSION OF FINDINGS
The study assessed the influence of print media on academic performance of students in public senior secondary schools in Rivers State and found that the various types of print media [text books, journals, periodicals, pamphlets, newspapers, magazines, banners, bill boards and others] enhance academic performance of students in public senior secondary schools in Rivers State. This result agrees with the study conducted by Adegboji and Toyo (2006), who asserted that the above- mentioned types of print media are the most popular form of print media and offer extensive readership choices with a mix of content, including food, sport, hobbies, fashion, health, and current affairs. This finding is also consistent with that of Grant (2015) who established that the aforementioned types of print media are the best source of education, the cheapest means of storing and transmitting information to others.
The study further found that the roles of print media in improving academic performance of students in public senior secondary schools in Rivers State include enhancing our normal lives that we are often unconscious of, providing information on crisis in different areas and different places of the world: weather report, outbreak of diseases, earthquakes, and the likes, challenging our intellects and insulting our intelligence, reducing us to mere commodities and covering relationships or causing disaffection in the society. This result is supported by the findings of Baran (2014) who agreed that the print media generally enhance our normal lives that we are often unconscious of their presence, not to mention their influence. Further, he asserted that the print media shape our realities and modify our emotions, and enlighten or mislead the general public. In the view of Ndimele and Kasarachi (2016), the print media play a number of roles in the society. Some of these roles are positive, while others are negative. They have it that the print media can be used to cover a relationship or to cause disaffection in the society. They also asserted that the print media provide information on crisis in different areas and different places of the world: weather report, outbreak of diseases, earthquakes, and the likes.
The results of the study also showed that the consequences of print media on academic performance of students in public senior secondary schools in Rivers State encompass difficulty in updating facts compared to visual media, increase in accessibility of pro-social thoughts and scripts, providing adaptive alternatives to aggression, reducing risky thinking and others. Seyi (2012) corroborated this finding and posited that although with so many different forms of media distribution, print media is still struggling to maintain readership. In another context, Asemah and Edegoh (2013) opined that due to the fact that publications lose so many readers every year, advertisers are beginning to pull money from print media,

such as newspapers and magazines. Thus, students need something printed in front of them, otherwise they get distracted.

Finally, the study found that the benefits of print media that improve academic performance of students include informing, entertaining, creation of awareness and educating students to overcome various social problems and development of civic sense, influencing public opinion of students and scholars and others. In the view of Singha (2004) students who expose themselves to these quality of media contents stand the chance of improving on their knowledge, thereby improving on their academic performance. Asemah and Edegoh (2013) have concurred that one of the major benefits of the print media is the creation of awareness and educating the masses to overcome various social problems and development of civic sense. Nevertheless, the presence of several print media – traditional, new and social – is gradually washing away the essence and relevance of the school library. Some students limit themselves to the information offered by the print media, they patronise, while getting themselves shut to the wealth of knowledge stored in the library. While argument for the print media with regards to their roles in students' academic performance has been diluted by issues of destruction caused by other available interesting contents also provided by the media, arguments against it is also not devoid of criticism regarding the fact that the print media such as the newspaper, have endless routes to information sourcing, and reputation of having contributed positively to students' academic performance.

CONCLUSION

The findings of this study have revealed the various types of print media prevalent in public senior secondary schools in Rivers State, the role of such print media, their consequences, and the benefits of print media. Given the enormous roles, consequence and benefits of print media, it is pertinent that the print media has contributed very significantly to bringing about social change in our educational system since the invention of the Gutenberg Printing Press. Apart from the negative roles of the print media, several cases have also linked print media to the promotion of peace and reconciliation in the general society.

RECOMMENDATIONS

Based on the findings of this study, the following recommendations are made:
1. Given the enormous influence of print media on students' academic performance, adequate in-service training should be provided for teachers to enable them drive the proper use of print media by students.
2. Students should be integrated more into the learning process by effectively using basic and fundamental print media during teaching and learning process.
3. Relevant materials with today's technology for teaching and learning should be chosen and developed, while irrelevant materials should be identified and discarded.
4. The technological groundwork of the schools should be improved and schools should be designed in a way to present opportunities for the use of print media.

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