

**AUDIENCE PERCEPTION OF NIGERIA'S ECONOMIC DOWNTURN AS A  
CORRELATE TO POOR PERFORMANCE OF PRIVATE BROADCAST MEDIA IN  
NIGERIA. A STUDY OF INDEPENDENCE RADIO/TV AND RAY POWER  
FM/AFRICA INDEPENDENT TELEVISION**

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EDO STATE NIGERIA.**

**DECEMBER, 2022.**

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**A PROJECT WORK SUBMITTED TO THE DEPARTMENT OF MASS  
COMMUNICATION, FEDERAL POLYTECHNIC, AUCHI IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF HIGHER  
NATIONAL DIPLOMA IN MASS COMMUNICATION**

**DECEMBER, 2022.**

## DECLARATION

I declare that this Project entitled “**Audience Perception of Nigeria’s Economic Downturn as a Correlate to Poor Performance of Private Broadcast Media in Nigeria. A Study of Independence Radio/Tv and Ray Power FM/Africa Independent Television**” has been carried out by me. The information obtained from relevant literatures have been duly acknowledged and the citations provided. I also declare that no part of this dissertation was previously presented for another degree or diploma at any institution.

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**IKOZA VANNESA**

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**DATE**

**APPROVAL**

This study is approved base on the student declaration that it is in compliance with the requirement of Mass Communication Auchi Polytechnic, Auchi, In partial fulfilment for the award of the Higher National Diploma (HND)

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**Mr. Kelly Odaro Ekhaguebor**  
(Supervisor)

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**DATE**

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**Mr. Joseph O. Ikerodah**  
(Head of Department)

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**DATE**

## **DEDICATION**

This Research is dedicated to God Almighty for His protection and provision throughout my HND programme, and also to my parents for their love and support.

## ACKNOWLEDGEMENTS

First and foremost, praise and thanks be to God Almighty for his faithfulness and mercy.

I would like to show my deep appreciation to my supervisor Mr. Kelly Odaro for his guidelines and correct during my project work, it was a great privilege and honour to work under his supervision, I am really grateful.

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God bless you all.



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## **ABSTRACT**

This research work is aimed at finding the journalist that is freer between those in private and government owned media organizations, using AIT and ITV Benin City as a focus, to achieve maximum and accurate findings. The researcher made use of survey design. To gather necessary information, copies of questionnaire were administered and retrieved from the respondents who were randomly selected and also personal interview was conducted, the findings show that the journalists in government owned media organizations are freer than those in privately owned media organizations. The researcher also made some recommendations based on the findings of the research. That more opportunities should be given to the journalists in private owned media i.e. they should be allowed to broadcast what they see or the information they get as long as it is proven to be true. Since it has been identified that source credibility is essential in broadcasting, as it affects the audience believe, so both government and private owned journalists should be given equal rights to broadcast what they see and how it was seen without limit and threats.

## CHAPTER ONE

### INTRODUCTION

#### 1.1 BACKGROUND OF THE STUDY

The term mass media according to McQuail (2010) is shortened to describe a means of communication that operates on a large scale reaching and involving virtually everyone in a society to a greater or lesser degree. Media is plural of medium which means a channel or vehicle through which something is transmitted.

In other words, mass media are channels of communication in a modern society, primarily the print and the electronic media. McQuail further describes the mass media as the organized many receivers within a short space of time. The mass media are impersonal communication sources that reach large audiences. The primary function of the mass media system is to provide information to several millions of people. The mass media are extremely influential. Each of the media is presumed to affect perceptions and behaviour in a distinctive way. They can affect the society and vice versa.

The mass media are the uniquely modern means of public communication and much of their importance lies in the fact that they are a major cause of whatever modes of perception, thought, public discourse and political action. Because of their size and the larger number of people they reach the mass media tremendous impact on society.

Murphy (1977) as cited in Omenugha (2015) sums up societal impacts of the media in different way as oil, glue and dynamite. As glue, Murphy asserts that media of communication keep the world running smoothly by helping individuals adjust to the reality of lives. They keep society on and healthy by suggesting solutions that are socially acceptable.

As given, social cohesion is maintained by communication. Murphy contends that the media give all of us including strangers, something to talk about by setting agenda of discussion. And that over the years, communication builds up and reinforces the fabrics that hold a society together. Murphy also describes the mass media as dynamites that can rip the society apart. A good

example of this is the propaganda campaigns that preceded the Russian revolution in 1917 and Hitler's rise to the German chancellorship in 1933.

Similarly, the mass media particularly the newspaper and magazine played a tremendous role in the struggle for Nigeria's independence in 1960. There is a general notion that press freedom is hard to define. While others look at it as the right to communicate ideas, opinions and information through the printed word without government restraint, the difficulty actually lies in defining the word "Press" itself. Is the word "press" made up of newspaper, magazine, journals or does it include broadcasting and other forms of communication yet dreamt of? Another dilemma in demystifying the concept of press freedom is in the degree of freedom sought or implied in the concept.

Press freedom is practically the same thing with freedom of expression which many people believe is the mother of all freedom. Press freedom connotes a free flow of information and the rights to disseminate information. According to Thomas Matting, Resident Representative Nigeria, the relevance of the media in democracy is undisputed. Media freedom is a fundamental political freedom based on the right to free speech.

The media set the stage for public discussion and undertakes to be a watchdog of government action. But media freedom is fragile, good and journalists are particularly exposed to threats. They operate at the frontlines of a battle for political power that is often waged with deadly weapons. Censorship, harassment and imprisonment of journalists and political control of news outlets are some of the most often cited dangers to a free media. Reports about killings of journalists frequently shock the public less often cited is the overall working and welfare situation of journalists.

However, the freedom from fear and want is one of the four fundamental human freedoms that the US president Franklin D. Roosevelt emphasized in 1941. Without it being granted, a country can have perfect media laws; it can establish codes of conduct for journalists and boost media plurality (all this fundamentally endangered it Journalists operate under conditions of fear and deprivation). Though, there is no absolute press freedom anywhere in the world.

## **1.2 STATEMENT OF THE PROBLEM**

Social researchers have argued that media operations are significantly influenced by ownership. Mediated information is always filtered through a prism; that is shaped by actors at all levels of information gathering, packaging and dissemination from the importer/produced through the series of increasingly senior editions. Each brings his various biases to bear as the process the information. Owners are no exception. Content is created within a framework and media owners have their own framework that is shaped by ideological, political, commercial or other interest. Given this background, the study provides an analysis of the contemporary media environment in both private and public organizations.

### **1.3 OBJECTIVE OF THE STUDY**

The aim of the research is to investigate the climate of press freedom in the media environment of public and private organizations. The way to do this research is to analyses the trend in media developments in Nigeria and elsewhere and to investigate the climate of media practice in general. In order to carry out this research the following objectives will be followed.

1. To examine the meaning of additional freedom on public and private media organizations.
2. To define the extent of state interference in the operations of media organizations.
3. To assist in promoting media quality in Nigeria.
4. To define what extent there is a global cultural crisis around freedom of the press

### **1.4 RESEARCH QUESTIONS**

The researcher's attention in this research work will be focused on how to answer the following questions;

1. To what extent is there connection between press freedom, and the structure of media ownership in the private and public organizations
2. How can governmental regulations unintentionally harm press freedom while protecting other freedoms?
3. To what extent does the establishment of a press council guarantee press freedom
4. To what extent is there a global cultural crisis around freedom of the press.

### **1.5 SIGNIFICANCE OF THE STUDY**

The research provides an overview of current professional practice of journalism as against ownership structures and the exercise of press freedom. It also throws light on the major challenges

and the current critical issues impeding the growth and development of the media and hindering their effective functioning as key agents of good governance in Nigeria.

The project also supports journalist in their bid to unit their efforts to raise professional standards and thus strengthen the social standing of journalism.

## **1.6 SCOPE OF THE STUDY**

The aim of this study is to investigate the climate of press freedom in both private public media organizations limiting it to African Independent Television (AIT) and Independent Television and Radio (ITV). And their performance due to the current economy down turn in Nigeria.

## **1.7 DEFINITION OF TERMS**

**Airtime:** starting time of TV to radio programme.

**Freelance:** An unaffiliated writer, photographer, cameraman, artist or other person who is available on assignment or contract basis.

**Internal communication:** communication with personal or members of a company or organisation.

**Documentary:** information film or television show with a unified subject or purpose.

**External publication:** a publication issued by an organisation to people outside its own employee or membership groups, such as to customers, the local community, the financial wild etc.

## **CHAPTER TWO LITERATURE REVIEW**

### **2.1 Concept of Regulation**

In almost every country political system and values, journalistic traditions, social values, and culture have always influenced the level of freedom which the media should (or is allowed to) enjoy and what duties and responsibilities the media should have. In some countries, the government may decide to aggressively regulate the conduct of media professionals. These regulations can take different forms and in many cases, the attempt to regulate media behaviour frequently results in violation of journalists' right press freedom and freedom of expression in the most extreme manner.

In other countries, where the rule of law situation is strong, the media regulates itself through institutions established and managed by the media professionals themselves and media freedom is generally better respected. These institutions include the press council, Ombudsman NUJ, Editors Guilds etc.

According to Omenugha (2015) Journalism practical by wields such enormous power and calls for the highest standards of ethics and commitments to truth. Ethics and truth journalism have assumed global concern as scholars recognize that their basic constituents of objectivity, accuracy, fairness and balance have merely assumed mythical qualities as journalist battle to Asian credibility to their news stories.

### **2.2.0 The Growth of Journalism in Nigeria**

The growth of radio took different patterns in different countries from 1920. In tropical Africa, Broadcasting began in the early 1930's. The initial aim was to provide a service for the European population living in Africa. The BBC provided this service which was intended to establish some link between the United Kingdom and her Colonies.

In 1932, the station, (BBC) started the world's first regular scheduled short wave services: it was popularly called THE EMPIRE SERVICE (Okoye:2018), it made use of a number of

monitoring centers overseas. Those centers, one of which was located in Lagos, became the ear and eye of the BBC. The center did not broadcast its own programmes of BBC. Programmes were carried by wires on wooden poles from the monitoring stations to re-diffusion boxes in subscribers homes. It was “wired” rather than “wireless” systems of broadcasting.

### **2.2.1 Codes of Ethics for Journalist**

In general terms, journalists enjoy protected rights and privileges that ensure the freedom to rights and privileges that ensure the freedom to establish diverse media outlets, to move to public to collect facts and views, to disseminate news and to demand accountability. In turn, journalist must be responsible. They must operate with a clear conscience and transparent objectives.

However, there are times when journalists test the limit of their freedom in the name of defending the public good. The code of conduct observes that journalist must work according to agreed ethical standards of behaviour based on accuracy, fairness, independence and accountability and as such they are less likely to fall foul of the law. Indeed, codes of ethics ensure that press freedom prevails. Good journalism is in the interest of the public.

It offers news that is accurate, fair and balanced, gives voices to the voiceless and contains the diversity of views that a specific story demands. While free to be partisan, it must clearly distinguish between facts, comments and opinions unlike “propaganda journalism” disguised “missionary journalism” or tabloid journalism, which serve specific causes or interest. All good journalists should pay continual attention to codes of ethics.

For media owners and publishers, a code is protection against criticism and legal action for journalist, it serves as a standard against which their work can be judged“ for the public, it guarantees that the information they receive is fair, accurate and checked. It is written in clear language“ it is comprehensive and compact. It is constantly supervised and regularly revised. News outlets are aware of, and influenced by the variety of national, local and private codes. This also promotes good standards.

In addition, the question of privacy has become considerably more important in recent years, and codes requirement on privacy intrusions have been made more sever. Self-regulation protects both freedom of expression and citizens from abuse of this freedom and these two often come into conflict. A clear definition of what is the public interest is necessary. A code may define

privacy and private places and the grounds on which people may complain about press intrusion into their private lives. Also, the perceptions of taste and decency vary from one news outlet to another, as from one country to another and are in a constant state of flux as societies change.

Most quality newspapers have strict rules on taste and decency, and all news outlets have tried to define these concepts updating them to reflect changes in public opinion. When sections of the audience find something in news and comments offensive, this generally undermines the credibility of the outlet.

Several newspapers house often look beyond their regular audiences in order to avoid inadvertently offending non-habitual readers. In recent times, acts of terror should be reported accurately and responsibly. In this regard, special care must be taken with the wording, which should avoid praise for violent act and eliminate terms that contain emotional or value judgments. The term “terrorism” is interpreted in various, sometimes opposite ways. As the BBC lucidly puts it: “The word “terrorists” itself can be a barrier rather than an aid to understanding. Journalist should try to avoid the term without attribution. They should let other people characterize while they report the facts”.

Detailed descriptions of what happened, avoiding terms such as “freedom warriors” or “terrorist”, raise credibly among the audience. The journalist goal remains the same as in reporting any story. To let readers, make their own judgements, Media codes of ethics include the guidelines expressly related to minority issues. The example is the UK Press Complaints Commission that shows what can be done.

Its Editorial code of practice contains a special anti-discrimination clause. “The press must not avoid prejudicial or pejorative reference to an individual’s race, colour, religion, sexual orientation, physical or disability or mental illness must be avoided unless these are genuinely relevant to the story’.

This means, for instance, that a journalist reporting a crime should not mention the racial or ethnic origins of a suspect except when the police have provided a description of a particular wanted individual (“white male” for example, “female” with Asian features”). These principles is widely adhered to in the UK and the PCC has severely criticized newspapers that breached the code when publishing viscous attacks on immigrants (OSCE, 2008).

### **2.2.2 Press Freedom And Right Of Expression One**

One issue that is often discussed in the context of press freedom is whose freedom. Press freedom is, that is, who has the privilege to claim that right? In practice, not everybody can participate equally in the public discourse. But even if one considered only the media organizations themselves, it may be asked whether the proprietor of a newspaper for example, has the right to exercise press freedom, or whether each individual journalist has this right.

Merrill (1989) in Omenugha (2015), makes a distinction between „press freedom“ as an institutional freedom from government control, and journalist freedom“ as an individual freedom of journalist from interference by editors and publishers.

Also, another critical aspect of the concept of press freedom is that press freedom is not only a freedom from, for example government control but also a freedom to report or not to report, a freedom to convey certain messages and opinions and not others. From this standpoint, the issue of a responsible use of press freedom“ becomes very important. Freedom from external interference, certainly, is the foundation for an ethical use of the media, because one can only act ethically if one is free to choose. But in addition, journalists are often required to make responsible decisions about what to report about. They have to consider the possible effects of their reporting on others.

Another issue is that of participation. The question of who is actually free to communicate leads to another factor that is relevant when determining the state of press freedom. The possibilities for participation. Press freedom does not fulfil their democratic functions if it is only freedom for the very few.

As the UNESCO World Report points out, knowledge societies in the twenty first century will only be able to usher in a new era of sustainable human development if they ensure not only universal access to knowledge, but also the participation of all in knowledgeable societies (Blinde, 2005). In this wise, newspaper columns have feedback mechanism to ensure wider participation of all. Therefore, access to the media is open to the public.

### **2.2.3 Access To Information**

In Africa, access to information is at the heart of transparency and public accountability. Information flows may facilitate public oversight of government and increase the accountability of politicians for bad conduct.

In most countries citizens receive the information they need through the media, which serves as the intermediaries that collect information and make it available to the public. Without reliable access to information, the media are severely limited in their capacity to exercise their public accountability function.

In some instances, laws and regulations, such as “official secrets Acts” and similar devices are often used by government to limit press access to sensitive information for reasons of national security in order to balance the citizens’ right to know and the state’s right and duty to protect its security. Under these laws and regulations, however, governments often enjoy considerable discretion to define what constitutes national security, which can be abused by governments to prevent opponents from expressing views through the media.

Also, criminal defamation and libel laws, justified as necessary safeguards to privacy and security, are other legal instruments often used to provide special immunities and special rights to politicians and senior public servants, which prevent the media from doing their job.

### **2.2.4 Media Freedom and The Broadcast Media**

Although the broadcast sector appears to be flourishing, a major challenge for broadcasting in Nigeria is the lack of independence of the regulatory body overseeing the sector. Broadcast licenses are listed directly and renewed by the president. Licences may also be suspended or re-voked at will. Although the National Broadcasting Commission (NBC) has been established as the regulatory body for the sector, it is directly under the control of political authorities and lacks any form of independence.

Besides the regulatory issues, the broadcast media also face other challenges, particularly the problem of government-controlled broadcasters. These broadcast entities which should ideally be public service broadcasters are often used as propaganda outlets for the president, at the Federal level, and for the Governors at the state level, with alternative voices being shut out. This may

have undermined the freedom expected of professional journalist, a clause enshrined in the good working environment.

In the past, there are instances where government controlled broadcasters have been used to incite sections of the society against others, particularly those who are viewed as critics of the government, opposition candidates or political parties and even against the independent media thereby undermining the right of individual journalist to freedom of expression and good working conditions.

Also, during the regime of Olusegun Obasanjo, the opposition has been denied access to the government owned media. In the previous democratic dispensations, it was unheard of for the opposition to be denied all access to the government owned media.

In Benue state, All People's Party (APP) had alleged deliberate effort by the PDP government of Governor George Akume to stifle its voice and perpetrate instead, uncomplimentary views about the party using the state government owned radio station, Radio Benue: . . .only appraisal that eulogies the government of the day are considered newsworthy by the indicted station" (The Punch, 22 June, 2001. P.2).

### **2.2.5 Press Freedom and News Commercialization**

If journalists are expected to report according to the dictates of their conscience, then commercialization of the news items have become another impediments to media freedom and development.

Willie Nnoron (1994 cited in Ekwo 2020:63) defined news commercialization as "a phenomenon whereby the electronic media report as news or news analysis a commercial message by an unidentifiable sponsor, giving the audience the impression that news is fair, objective and socially responsible". We must say that though this definition seems not to include the newspaper industries, news commercialization do occur there too as Scholars have noted (Oso, 2000).

According to recent UNESCO report, the news items have become commercial product in many media organization and important developments in the countryside are pushed aside by unimportant, even trivial news items, concerning urban events and the activities of personalities. UNESCO's assertion certainly has currency in Nigerian media scene as news items have to be paid for by those who want to be heard and the freedom of the media to gather and report news

have been questioned in some instances. Under this scenario, News is no longer about reporting timely occurrences or events, it is now about packaged broadcast or report sponsored or paid for by interested parties. By this practical individuals, communities, private and public organizations, local governments, state government and ministries gain access to the mass media during news time for a prescribed fee. The message they wish to put across is then couched in the formal features of news and passed on to the unsuspecting public as such.

This commercialization at the institutional level is thriving because editors, publishers and owners of the broadcast stations/prints media see the organizations, or their investment, as a profit making venture that should yield the required financial return. Increasingly, commercial-oriented news stories are taking the place of hard news reports. Hanson (2005) observes that “reporters and editors are supposed to be concerned – not with profit rather with reporting the news as best as they can.

But that barrier is coming down and editors are increasingly looking at their newspaper as a product that should appeal to advertisers as well as readers”. Tom Adaba (2001), a onetime Director General of the National Broadcasting Commission (NBC), one of the regulatory bodies in Nigeria, makes a distinction between the “legitimate sales of airtime for paid messages adjacent to or within breaks in the news” and “charging news sources for the privilege of covering and relaying their pre-paid views or messages as news”.

According to him, in the first case, what the sponsors are buying is “the credibility of the newscast and newscasters to confer status by association on their company’s logo, message or product” while in the latter. What the broadcast station is doing is selling cheaply the integrity of its newscast and newscasters by attesting to the “truth” of the claims of the so-called “sponsor”. by also charging and receiving fees by whatever name called, to cover news of company annual conference meeting, weddings, funeral, chieftaincy installations, town festivals, workshops and seminars, even events organized by charity organizations, stations are not only prostituting the integrity of news, they are insulting their audience and breaching the National Broadcasting Code (Adaba, 2010).

The NBC code makes explicit that commercial in news and public affairs programmes shall be clearly identified and presented in a manner that shall make them clearly distinguishable from content". (NBC Code) it is this passing off of the commercial contents as news within the Nigerian news media, the assigning of news quality to the commercial that raises ethical questions and challenges the notion of objectivity in Nigerian news reports.

At the individual journalist level: News commercialization also operates at the level of individual journalist. This occurs when a journalist or group of journalists makes monetary demands to cover an event or report the event. Idowu (1996:198) citing Bamigbetan (1991) recounts a story that buttresses this: The Rt Rev, Abidun Adetiloye, Anglican Archbishop of Nigeria, was sighted at Murtala Mohammed Airport Lagos. Journalists crowded him asking for interview on issues of national importance.

The man of God spoke at length. His views were news worthy. But the journalist felt they needed something more to write on the news. They asked for "transport money". The religious man declined resulting in a mutual blackout. This tendency of Nigerian journalist known as the „brown envelop“ syndrome, has been widely condemned in Nigeria as a very unethical practice, yet Ekwo (1996:65) makes it clear that "the payment for news stories is approximately to official brown envelop or bribe offered to the media house itself against the one offered to the individual reporter".

### **2.2.6 Effects of Political and Economic Downturn On The Media Performance**

According to Andrea Czepek, (2010) structural conditions of the media landscape need to be analyzed on a broader basis. Some scholars have argued that merely stating whether or not press freedom has guaranteed by the constitution and simply counting cases of censorship and harassment against journalists does not alone suffice to describe the state of press freedom in a country.

In a complex society, the different groups within the society such as political, economic and other categories especially religion, education, interact with media systems and their competing objectives overlap and influence those of the media system.. this often applies to the profession of journalism since the media have the function of enabling communication between different groups and are therefore strongly interconnect with them.

In the media environment, the factors that have become increasingly important for its operations are the economic structures in which they exist. Media organizations depend on market mechanism such as high return margins that may limit the freedom of journalist and their reporting. In many countries dependence on economic conditions have become main constraints to freedom of the press. Hence, freedom of the press and of the media in a broader context thus also includes relative independence from economic influences.

The political framework also needs to be looked at more closely. Therefore, questions such as “what are the government’s political objectives towards the media”? Which political goals are dominant at the moment, and in what relation can they be seen to enhance press freedom? For instance, security policies might prevail at a certain time and may render freedom rights secondary. A special concern in the US and several European countries where the pursuit of anti-terrorist have interfered with media freedom, for instance when journalists are subjected to surveillance or are forced to reveal their sources.

When comparing media systems and media freedom, social, cultural, traditional and religious issues are often neglected, but they play an important role. According to researchers, the social structures of a country may be reflected in different ways in the media system. In the United Kingdom, for example, a relatively stratified class society results in a rather segregated newspaper market with different print media types catering to different groups of society. Another aspect is the question of how minorities and disadvantaged groups are represented in the media, have access to them and find their views and concerns reflected in pluralism and participation as desired results of press freedom public media.

### **2.2.7 Media Freedom and Content Development**

The ideas of press freedom in a country can also be measured by exploring how the media landscape is able to produce diverse, critical informational content. An analysis of press freedom would depend on how a broad section of the public able to participate, as consumers and as producers, in this information exchange.

In order to promote media freedom, a democratic media system needs to reflect societal diversity and give all groups within the society the opportunity to be represented and voice their views and interest.

However, in circumstances where there is a lack of diverse media content and restrictions of access to informational media content are observed, it could indicate that freedom of the press is inhibited. It could therefore be possible to measure press freedom by determining whether (informational) media content is diverse and whether all groups of society are represented and have access to the public media in Short, whether media systems performs with regard to their societal functions.

### **2.2.8 Historical Background Of African Independent Television (AIT)**

DAAR Communication did not start broadcasting operations until 1994, six years after its in-corporation. This was due to legislative initiative in Nigeria's broadcasting sector. It was not until August 24, 1992, about fifty years after the advent of broadcasting in Nigeria, that the government promulgated Decree No 38 which deregulated the ownership of the electronic media in the country.

This piece of legislation ushered in a new era of private ownership of radio and television stations. DAAR Communication applied for radio, television and direct broadcasting by satellite license, the license was subsequently granted. It began full commercial broadcasting operation on September 1, 1994 on its high radio channel with the call sign, RAY POWER 100.5, the first private independent radio station in the Federal Republic of Nigeria.

AIT's audience is global; the appeal is to a broad cross-section of popular taste to those seeking authentic and authoritative information about African, Caribbean, and Afro American experience. AIT provides the natural programming choice. The station beams quality programmes round the clock down linked and redistributed in Africa, the whole America, Mexico and the Caribbean. The in-depth coverage aims to keep global viewers fully in tune with the soul of an African broadcaster offering premium quality service.

DAAR Communication Limited broadcasting stations are on air 24-hours daily. Likewise its Internet Company also provides 24-hour services. AIT's main task is to project Africa from a holistic African perspective, undiluted, and absolutely original; AIT offers the world a new insight into the African experience.

The management structure allows for autonomy in running of the distinct service that makes up the broadcast company- RAY POWER 100.5, AIT and DAAR INTERNET with separate general manager for each of the stations, the autonomy of the arms is only limited to the extent that it is answerable to a broad management that is headed by the chief operating officer.

### **2.3 THEORETICAL FRAMEWORK**

Bitnner (1989) explained a number of mass communication theories in an effort to prove that the audience of mass media are not passive.

Development theory is a conglomeration of theories about how desirable change in society is best achieved, such theories draw on a variety of social scientific discipline and approaches.

The underlying fact behind the genesis of development communication theory was that there can be no development without communication under the four classical theories, capitalism was legitimized, but under the development communication theory or development support communication as it is otherwise called, the media undertook the role of carrying out positive developmental programmes, accepting restrictions and instructions from the state.

The media subordinate themselves to political, economic, social and cultural needs; hence the stress on “development communication” and “development journalism”, there was tacit support from the UNESCO for this theory. The weakness of this theory is that “development is often equated with government propaganda”.

Bitnner observed that each individual has a unique quality that results in how he/she reacts to media messages. Therefore, exposure to the contents of both the audience decides whether government television station or private television station is better. So the audience will show their preference although their exposure of their perception and retention of each programme and other qualities observes from the two stations.

All these have been the works and findings of various theorists, behaviourist and communication scholars working within different area of their discipline trying to find out human disposition and how they affect mass communication, under certain circumstances or conditions. Although this is not all the theory available for this project or research topic, the researcher has made an attempt to write on the one at her disposal.

## **CHAPTER THREE RESEARCH METHODOLOGY**

### **3.1 Research Design**

The researcher will adopt survey research method which will be based on a personally administered questionnaire. This study of press freedom in Nigeria, comparative analysis of journalists in public and private owned media. It is aimed at discovery to what extent the journalist is the private and public owned media express themselves without consequences.

### **3.2 Area of Study**

The area of the study has to do with the particular location of the study. The area of this research work is Africa Independent Television and Independent Radio and Television in Benin City Edo State.

### **3.3 Population of The Study**

Africa Independent Television and Independent Radio and Television in Benin City formed the population for this study. According to Africa Independent Television staff records unit, the total population of staff are 75, for both staff and non-staff, while for Independent Radio and Television in Benin City, the staff record unit is 153 for both staff and non-staff. Thus, the total population for this study is 225.

### **3.4 Research Sample Size and Sampling Technique**

In the views of Ujo (2003) sampling technique specifying how elements will be drawn from the population. The sample for this study was (150), one hundred and fifty drawn based on combination of simple random sampling technique. The staff of Africa Independent Television is 75. Therefore, as a consequence of the fewness of the population, there will not be any need for sampling.

In the case of Independent Radio and Television, a simple random technique was used to select 75 members of staff to make up the sample size or population.

### **3.5 Instrument for Data Collection**

The questionnaire is the instrument for data collection. The questionnaire will be in two parts, one will be demography of the respondents like gender, age, marital status etc. and part two will contain questions relating to the study. The questionnaire will consist of about 15 close ended questions appropriate for this study to elicit the desired information.

### **3.6 Validity of The Instrument**

The instrument (questionnaire) used is valid because it is the most appropriate instrument for data collections in survey study because, it removes the influence of the researcher in gathering information for this research. Its personal nature makes data realized from it reliable and most importantly, it makes both respondents and researchers the confidentiality of their communication.

More so, the project supervisor monitored it to ensure its validity both in content and context. This was done by ensuring that the questions contained in the questionnaire though properly constructed were also relevant to the study.

### **3.7 Method of Data Collection**

The researcher used questionnaire to collect her data. The data was collected by herself as the researcher did not employ any assistance to distribute her questionnaire copied on her behalf.

### **3.8 Method of Data Analysis**

Appropriate descriptive and inferential statistical tools of analysis of data, will be used in analyzing the collected data.

## CHAPTER FOUR DATA PRESENTATION AND ANALYSIS

### 4.1 Data Presentation

In presenting primary data generated from the field, the researcher chooses to apply simple percentage tabular presentation made. This is for convenience, clarify and better understanding. The researcher presents all the questionnaire items that would provide answers to the researchers identified problem. All the presentations shall be according to questionnaire items and responses.

In the (15) fifteen questionnaire item developed from the four famed researcher questions, the researcher aimed at using them to elicit answers to his topic problem. So a total of one hundred and fifty (150) copies of the questionnaire were produced and distributed to the researcher's sample population.

In the distribution process which was done personally by the research, effort was made to ensure that target segments or groups perceived to have answers to the problem were reached.

Note: All presentations are done in simple percentage tubular mode, while simple descriptive analysis technique was used to describe what items were contained in the tables.

**Question 1** : What is your Gender?

**Table 1**

Responses	Frequency	Percentage (%)
Male	67	44.7
Female	83	55.3
Total	150	100

In response to the question on the distribution of respondents according to their sex, 67 respondents representing 44.7% of the population are male while 83 representing 55.3% are female.

**Question 2:** What is your age bracket?

**Table II**

Responses	Frequency	Percentage (%)
18 – 25	25	16.7
26 – 35	25	16.7
36 – 45	40	26.7
46 and above	60	40
Total	150	100

In the table above, 25 respondents on 16.7% fall between the age bracket of (18 – 25) years and 25 respondents on 16.7% also fall between the age bracket of (26 – 35) years. For the age bracket of (36 – 45) yeas, we have 40 respondents and then 60 respondents, 40% for 46 years and above.

**Question 3:** What is your occupation?**Table III**

Responses	Frequency	Percentage (%)
Schooling	27	18
Government workers	67	44.7
Others	56	37.4
Total	150	100

Table 3 above shows the occupation of the respondents who were given the questionnaire. According to the table, 27(18%) are students, 67 (44.7%) are government workers while 56 (37.4%) fall under others i.e. people with their various occupation.

**Question 4:** What is your marital status?**Table IV**

Responses	Frequency	Percentage (%)
Single	49	32.7

Married	61	46.7
Divorced	11	7.4
Widow	29	19.4
Total	150	100

Table 4 above shows the marital status of the respondents. According to the table, 49 (32.7%) are single, 61 (40.7%) are married, 11 (7.4%) are divorced and finally 29 (19.4%) are widowed.

**Question 5:** Do you listen to Radio?

**Table V**

Responses	Frequency	Percentage (%)
Yes	139	92.7
No	11	7.3
Total	150	100

The above table shows the number of people that listen to radio and from the table, people that listen to radio are 139 (92.7%) while those that don't listen to radio are 11 (7.4%). From the table we see that more people listen to radio.

**Question 6:** How often do you listen to Radio?

**Table VI**

Responses	Frequency	Percentage (%)
Regularly	69	46
Seldom	52	34.7
Don't listen	29	19.4
Total	150	100

From the table above, the people that listen to radio regularly are 69 (46%), those who listen seldomly are 52(34.7%) and those that don't listen at are 29(19.4%).

**Question 7:** Which station is your favourite?

**Table VII**

Responses	Frequency	Percentage (%)
African Independent Television	130	86.7
Independent Radio and Television	11	7.4
NONE	9	6

Total	150	100
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The above table shows the respondents favourite station, and from the table above 130 (86.7%) say AIT is their favourite station, 11(7.4%) prefer ITV and 9(6%) say non i.e. they don't like any as their favourite station.

**Question 8:** Do you agree that media ownership influences broadcast media?

**Table VIII**

Responses	Frequency	Percentage (%)
Strongly Agree	89	59.4
Agree	41	27.4
Disagree	20	13.4
Total	150	100

Table 8 above shows how the respondents answered the questions above and 89 (59.4%) strongly agree that media ownership influences broadcast media, while 41(27.4%) agree with this and 20(13.4%) disagree with this print.

**Question 9:** Does the establishment of a press council guarantee press freedom?

**Table IX**

Responses	Frequency	Percentage (%)
Strongly Agree	50	33.4
Agree	40	26.7
Strongly Disagree	33	22
Disagree	27	18
Total	150	100

Table 9 above shows how people agree strongly with the question above and the people that strongly agree are 50(33.4%), agree 40(26.7%), strongly disagree 33(22%) and those that disagree 27(18%).

**Question 10:** How free are the journalist in Africa Independent Television?

**Table X**

Responses	Frequency	Percentage (%)
Very free	56	37.4
Free	53	35.4
Not free	41	27.4
Total	150	100

The table above (table 10) shows how the respondents think that the journalist in the AIT are and according to the table 53(35.4%) think they are free, 56(37.4%) think they are very free and 41(27.4%) think they are not free.

**Question 11:** How free are the Journalist in Independent Radio and Television ITV?

**Table XI**

Responses	Frequency	Percentage (%)
Very free	36	24

Free	45	30
Not free	69	46
Total	150	100

The table above, (table 11) shows how the respondents think the journalists in Raypower are and according to the table, a majority of the people agree that they are not free, 69(46%), while 36(24%) said they are very free and 45(30%) agreed that the journalist here are free.

**Question 12:** Which of the two media stations journalist do you think is free?

**Table XII**

Responses	Frequency	Percentage (%)
ITV	45	30
AIT	80	53.4
Don't know	25	16.7
Total	150	100

The table above shows what the respondents think about the free radio station journalists. The respondents think AIT is the freest because they have 80 (53%) and ITV has 45 (30%) and 25(16.7%) don't know.

**Question 13:** To what extent do you prefer ITV programme to those of AIT?

**Table XIII**

Responses	Frequency	Percentage (%)
Little extent	39	26
No opinion	34	22.7
Great extent	77	51.4
Total	150	100

The table above to what extent ITV programmes are preferred over AIT and according to the respondents, to a great extent is 77 (51.4%) and no opinion 34(22.7%) and the little extent 39(26%).

**Question 14:** Who dictates how free the journalist in AIT?

**Table XIV**

Responses	Frequency	Percentage (%)
Government	65	43.4

Advertisers	45	30
Public opinion	40	26.7
Total	150	100

From the table above, the respondents showed that government dictates how free the journalist in AIT are and here, the government are 65(43.3%) advertisers 45(30%) and public opinion 40(26.7%).

**Question 15:** Who dictates how free the journalist in ITV?

**Table XV**

Responses	Frequency	Percentage (%)
Government	75	50
Advertisers	50	33.34
Public opinion	25	16.67
Total	150	100

From the table above, the respondents showed that government mainly dictates how free the journalist in ITV are and also to an extent, the advertisers also help, but not much from the public opinion. From the table, we got that the government had 75 (50%), advertisers 50(33.34%) and public opinion 25(16.67%).

#### **4.2 DISCUSSION AND FINDINGS**

In this research, work, all the questionnaire items were presented and analyzed and opened way for evidence based information in finding out the “comparative analysis of journalists in public and private owned media organisation”, using AIT and ITV Edo State as a case study. The two radio stations are well known to the residents of Edo State.

Findings confine AIT is listened by (130 people i.e. (86.7%) while ITV is listened by 11 people (7.4%). The findings also gathered from the data presentation and analysis above indicated that the data presentation and analysis above shows from all the hypothesis tested that the journalist in government owned media are more free than those in private owned media.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 SUMMARY**

This is a “comparative study on the challenges faced by journalist in private owned media and their performance due to the current economy down turn”. (A case study of AIT and ITV Benin City, Edo State).

Related literatures were reviewed with emphasis on the historical development of radio broadcasting communication media in Nigeria, National broadcasting Commission and Private ownership of broadcasting history of AIT and ITV/Radio, audience perception of the media, the role of broadcasting in Nigeria and also the freedom of journalists.

The population of the journalist in AIT are 75 while those in ITV are 45 according to the research carried out by the researcher.

The sample size is 150 and all of the 150 questionnaire were given out and received from the respondents. Therefore, 150 questionnaires were used as a measuring instrument. The data collected through the questionnaire were presented in tables 1 – 13 and analyzed.

#### **5.2 CONCLUSION**

The journalist in government owned media are more free than the journalist in private owned media likewise their performance. That the journalist in government owned media to an extent bring more trusted information that those of the private owned, because if they say more than they are allowed to their license can be seized.

Because of this, source credibility affects broadcasting media and the private owned media have more audience (AIT) as their journalists are still performance well even amidst the current economy down turn in Nigeria compare to its other counterpart.

### 5.3 RECOMMENDATIONS

Based on the conclusion drawn above, the researcher hereby recommends the following;

- That more opportunities should be given to the journalists in private owned media i.e. they should be allowed to broadcast what they see or the information they get as long as it is proven to be true.
- Since it has been identified that source credibility is essential in broadcasting, as it affects the audience believe, so both government and private owned journalists should be given equal rights to broadcast what they see and how it was seen without limit and threats.
- It is necessary that similar studies on this topic be concluded so that sufficient literature will be made available for comparison in order to reach a concrete position.
- Since this is dealing with the broadcast media ownership and its performance in Nigeria, further studies on this topic should not be restricted and two, the number of media to be sampled should be increased to generalize the true picture of broadcast media activities in Nigeria.
- Enough finance that is money must be made available to the researchers so as to enable them study or sample more media practitioners across the nation.
- Further studies should be conducted within sufficient time to make allowance for the study's findings and objective results.

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**APPENDIX I**

Department of mass communication  
Auchi Polytechnic, Auchi  
Edo State.

Dear Respondent,

I am a final year student of the department of mass communication in Auchi Polytechnic, Auchi currently working on a research project. This proposed questionnaire is designed to obtain information on the “Audience Perception of Nigeria’s Economic Downturn as a Correlate to Poor Performance of Private Broadcast Media in Nigeria. A Study of AIT and ITV”.

The research work is in partial fulfilment for the award of Higher National Diploma (HND) in mass communication.

Therefore, assist to make the study a worthwhile venture. I assure you that all your responses will be used treated with utmost confidentiality and will be strictly for this work.

Thank you for your anticipated co-operation.

Yours faithfully,

**Vanessa IKOZA**  
Student researcher

**APPENDIX II****QUESTIONNAIRE**

Please tick in the appropriate box that indicates your answer to the question.

**PART ONE: PERSONAL DATA**

1. What is your gender?

(a) Male

(b) Female

2. What is your age?

(a) 18 -25yrs

(b) 26 -35yrs

(c) 36 -45yrs

(d) 46 and above

3. What is your occupation?

(a) Schooling

(b) Lecturing

(c) Others

4. What is your marital status?

(a) Single

(b) Married

(c) Divorced

5. Do you listen to Radio?

(a) Yes

(b) No

6. How often do you listen to Radio?

(a) Regularly

(b) Seldom

(c) Don't listen

7. Which Radio station is your favourite?

(a) AIT

(b) ITV

(c) None

8. Do you agree that media ownership influences broadcast media?

(a) Strongly Agree

(b) Agree

(c) Disagree

9. Does the establishment of a press council guarantee press freedom?

(a) Strongly Agree

(b) Agree

(c) Disagree

10. How free are the journalists in AIT?

(a) Free

(b) Very free

(c) Not free

11. How free are the journalists in ITV?

(a) Free

(b) Very free

(c) Not free

12. Which of the two media stations journalist do you think is free?

(a) AIT

(b) ITV

(c) Don't know

13. To what extent do you prefer ITV programmes to those of AIT?

(a) Little extent

(b) No opinion

(c) Great extent

14. Who dictates how free the journalists in AIT are?

(a) Government

(b) Advertisers

(c) Public opinion

15. Who dictates how free the journalists in ITV are?

(a) Government

(b) Advertisers

(c) Public opinion