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the quint: an interdisciplinary quarterly from the north

EDITORIAL

I hope this issue of *the quint* meets your expectations raised by the editor in the last editorial! This sixty fifth issue of *the quint* is a special one as we take a moment to reflect on the events and changes that have shaped our lives and the media industry in Nigeria. This December special edition of *the quint* brings together a collection of articles on Broadcasting in Nigeria, in all its ramifications. In these pages, we explore key themes of Corporate Social Responsibility (CSR), digital innovation, media ethics, language revitalization, and post-COVID challenges faced by the media.

We begin with an insightful article by Zakari Omale, Ezekiel S. Asemah, and Comfort Ene Obaje titled "Influence of Corporate Social Responsibility (CSR) Initiatives on corporate image and reputation in select private broadcast stations in Katsina State, Nigeria." With a sample size of 378, the authors examine how private broadcast stations engage in CSR activities like awareness campaigns, youth empowerment, and community development. Despite these efforts, their findings showed that public perception of these CSR initiatives remains relatively low. Next, Okechukwu Chukwuma's piece, "Media Convergence: Influence of the adoption of New Media on the Transformation of Mainstream Television Broadcasting in Nigeria" emphasizes the need for mainstream broadcasters like NTA and AIT to fully embrace new media technologies. Okechukwu recommends that training and retraining of relevant staff should be done from time to time so as to gain more skills and mastery of the effective use of new media technologies for television broadcasting

Comfort Ene Obaje and Kevin Inobemhe follow with an article titled, "Dissecting *Vol. 17.1 (December 2024)*

the Digital Innovation Journey of the Broadcast Industry in Nigeria." They explore the challenges and prospects of digital transformation in Nigeria's media sector and concludes that despite the hurdles, technological advancements promise a bright future. Kelvin Inobemhe, Sharifatu Gago Ja'afaru, Oluwatobi Enitan Modeyin, and Santas Tsegyu discuss the decline of traditional educational broadcasting in their article, "New Media Technologies and the Relegation of Nigeria's Traditional Broadcast Educational Broadcasting." Using in-depth interviews, they highlight that new media has reshaped programming and led to the neglect of some traditional educational shows in Nigeria.

In another critical piece, Sharifatu Gago Ja'afaru and Kelvin Inobemhe address "Ethical and Regulatory Concerns of Digital Broadcasting in Crisis Communication in Nigeria." They explore issues like fake news, unethical practices, and the role of regulatory bodies. The authors stress the importance of the National Broadcasting Commission (NBC) in ensuring ethical standards during crises. Salihu Ibrahim Mohammed, Comfort Ene Obaje, and Daniel Ofomegbe Ekhareafo examine the coverage of sporting events in their study. They found that foreign sports often overshadow local leagues, and they recommended that focusing more on the Nigerian Professional Football League (NPFL) could boost its popularity.

Jammy Seigha Guanah's article, "Broadcast Media Deregulation in Nigeria as a Catalyst for Rural Development" looks at how deregulation has allowed stations like Radio Bayelsa 97.1 FM to positively impact rural communities by providing vital information and promoting local development. The study, which was guided by the Democratic Participant Media Theory, reveals that Radio Bayelsa 97.1FM has impacted rural areas in a positive manner through equitable access to information

and its contribution to infrastructure, as well as community development. Osariemen Blessing Osemwenkha explores the impact of broadcast media on the revitalization of the Bini language among youth in Edo State, Nigeria. She notes that while media efforts have engaged young people, challenges like poor audience engagement and limited content still exist.

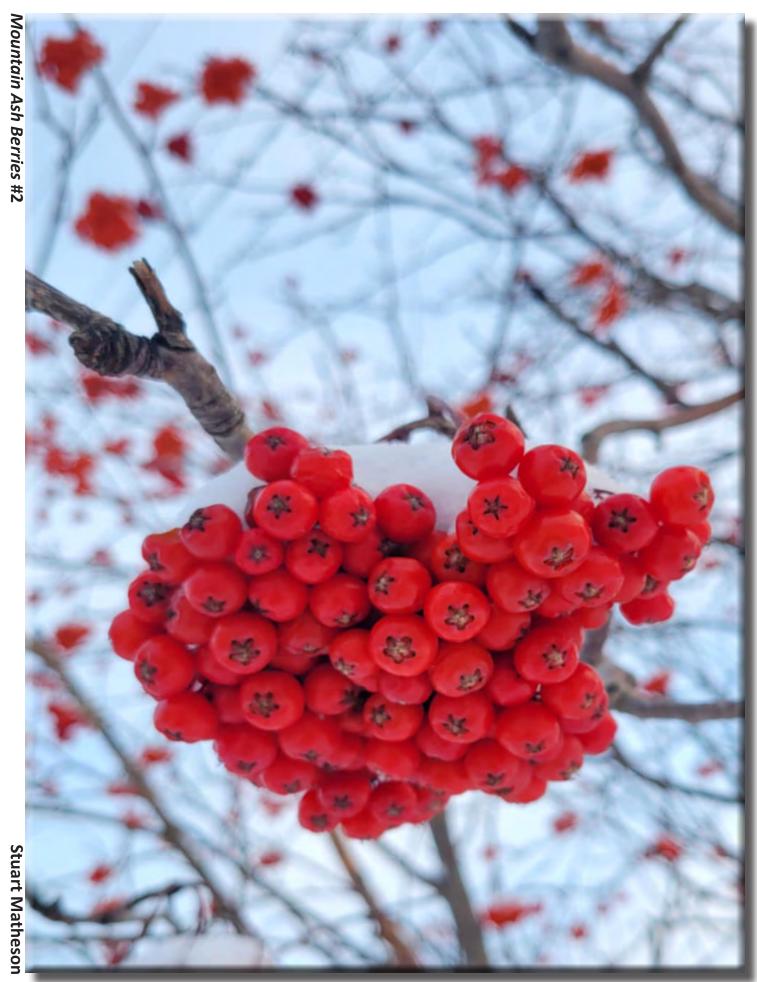
Next, we transition to the post COVID-19 pandemic experience, where Sunday A. Ekerikevwe sheds light on challenges faced by broadcast journalists in Edo State, Nigeria, in the Post COVID-19 era. His research shows that journalists face issues such as low revenue, delayed salaries, and reduced advertising income, many of which predated the pandemic but have worsened since. Then, Collins Kediehor focuses on Broadcast regulatory agencies and the NTA and FRCN operations in Asaba, Delta State. He compares the regulatory roles of the Nigerian Television Authority (NTA) and the Federal Radio Corporation of Nigeria (FRCN) in Asaba and concludes that both agencies have contributed significantly to media development and the public interest. Abari Ijuo Ogah, Stephen Afam Kenechukwu, Adebayo John James and Ali John Ogayi looked into politicking in Nigerian democracy and the level of negative affective language use in broadcast during election campaigns. Their findings show that the coverage of negative affective language by politicians during rallies is a tactic to override their opponents in marketing communication. The study recommends that broadcasters should always filter messages that go on air, especially during elections.

Finally, no publication from *the quint* will be complete without a piece to inspire. Adebowale Ikuesewo-Akinbami, Ramson Oloche Acheme, and Ridwan Babawale Adegboye x-ray the Performance Audit of Visually Impaired Media Professionals in Broadcast Stations in Lagos State. Twelve visually impaired broadcast journalists *10 Vol. 17.1 (December 2024)*

in Lagos were purposively selected and interviewed, and the transcriptions were presented in thematic codes. These researchers reveal that visually impaired media professionals exhibit resilience through self-advocacy, adaptation strategies, and reliance on support networks. Finally, Mary Akhaba spices it up with an article about English pronunciation problems faced by media on-air personalities. She selected existing research, analysed it, and has put forward unified recommendations for improvement. She stresses that with better English pronunciation by On-Air Personalities, Nigerian broadcast stations would experience more efficient, distortion-free delivery of television or radio broadcasts.

As you explore these contributions, we encourage you to reflect on their relevance to both academic inquiry and real-world applications. We wish you a joyful holiday season and a prosperous new year. We look forward to bringing you more thought-provoking content in the coming year. Until then, stay inspired and keep reading!

Comfort Ene Obaje Guest Editor



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The Influence of Corporate Social Responsibility (CSR) Initiatives on Corporate Image and Reputation in Selected Private Broadcast Stations in Katsina State, Nigeria

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Abstract

This study considers the impact that Corporate Social Responsibility (CSR) initiatives have had on the reputations of Martaba FM and African Independent Television in Katsina State, Nigeria, and explores the benefits associated with these initiatives.

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Its findings real that in spite of awareness campaigns, youth empowerment, and community development projects, public perceptions of both stations' CSR is low. The researchers recommend private broadcast stations strengthen their stakeholder engagement and communication strategies and suggest regulatory authorities, like the National Broadcasting Commission, consider implementing regulations or guidelines requiring stations to regularly report their CSR activities to promote accountability and encourage stations to be more proactive when communicating their efforts.

Keywords: Corporate Social Responsibility (CSR), Corporate Image, Private Broadcast Stations, Stakeholder Engagement, Katsina State

Introduction

Corporate Social Responsibility (CSR) is a fundamental aspect of contemporary business practice that transcends the traditional focus on profit maximisation and necessitates a broader consideration of an organisation's impact on society. Multidimensional, CSR directs an organisation's voluntary commitment to ethical conduct and the overall well-being of the communities in which it operates (Adeyanju, 2012). CSR encompasses a range of initiatives that address social, economic, and environmental concerns, creating shared value for both the organisation and its stakeholders.

In recent years, CSR's contribution to a positive corporate image has been recognised. The reputation of a company, held by its customers, employees, investors *14 Vol. 17.1 (December 2024)*

and the general public, is now generally thought to be influenced by its products or services, communication strategies, and its socially responsibile initiatives (Asemah, Okpanachi & Olumuji, 2013). Because CSR activities demonstrate a company's ethical values (Asemah, Edegoh & Anatsui, 2012), they help build trust, credibility, and goodwill among stakeholders by addressing social and environmental issues. This is particularly important in today's landscape. Stakeholders increasingly expect businesses to act responsibly and contribute to our societal well-being (Fombrun, 2005; Fonceca & Jebaseelan, 2012).

The relationship between CSR and the corporate image, however, is not without its challenges. Adeyanju (2012) argues that some companies engage in CSR activities primarily for public relations purposes and do not genuinely address social and environmental issues, practicing a phenomenon known as "greenwashing" or "social washing". This, of course, can undermine the authenticity of CSR efforts and erode a company's corporate image if stakeholders perceive these activities as insincere or superficial. It is, therefore, essential for companies to ensure their CSR initiatives are aligned with their core values and integrated into their business strategies and are not merely marketing tactics (Fonceca & Jebaseelan, 2012).

This study examines the effects that CSR initiatives have had on the reputations of two selected private broadcast stations, Martaba FM and African Independent Television (AIT) in Katsina State, Nigeria. Martaba FM is a private radio station located in Funtua, Katsina State. It broadcasts in Hausa and English languages, targeting a wide audience in the state and beyond. The station focuses on entertainment, news, current affairs, and cultural programmes, promoting local content and talent. AIT is a Nigerian television network that broadcasts a range of programmes, which include

news, entertainment, and educational content. AIT has a transmission station located in Barawa Forest, Batagarawa Local Government Area, Katsina State. This station helps to extend AIT's coverage to Katsina State and surrounding areas.

Statement of the Problem

The private broadcasting industry in Katsina State, Nigeria, is facing significant challenges related to corporate image and reputation. With a growing number of private broadcast stations competing for audiences and advertisers, it is under mounting pressure to differentiate itself and build strong, favourable brands. One key problem is a lack of clarity around the effectiveness of CSR initiatives meant to enhance the corporate reputations of private broadcasters in Katsina. Many stations have implemented CSR initiatives, but it is unclear whether these efforts are changing how these organisations are perceived by their stakeholders. Without a clear understanding of the impact of these broadcasters' efforts, these stations will be unable to optimise their CSR strategies and affect the long-term sustainability and competitiveness of private broadcast stations in Katsina State. This study examines the impact that Corporate Social Responsibility (CSR) initiatives have had on the reputations of Martaba FM and African Independent Television.

Research Objectives

The objectives of this study are:

- 1. To determine the extent to which the selected broadcast stations carry out corporate social responsibilities in host communities;
- 2. To identify the specific CSR initiatives undertaken by these private

broadcast stations in Katsina State, Nigeria;

3. To identify the potential benefits associated with implementing CSR initiatives on the corporate image and reputations of these stations.

Conceptual Review

Corporate Social Responsibility

Corporate social responsibility (CSR) refers to the proactive approach taken by organisations to integrate ethical considerations, sustainability practices, and stakeholder engagement into their core business strategies and operations (Asemah-Ibrahim, Nwaoboli & Asemah, 2022a). In short, CSR demonstrates an organisation's responsibile relationship to its employees, customers, suppliers, local communities, the environment, and society at large (Asemah-Ibrahim, Nwaoboli & Asemah, 2022b). As Olatunji (2008, p. 223) observes, "corporate social responsibility (CSR) encompasses intentional and voluntary initiatives and policies implemented by businesses to enhance the welfare of all stakeholders in both the immediate and broader contexts of the organisation." CSR extends beyond the requirements set by laws and regulations, for it is widely believed that the primary, if not sole, source of responsibility for a corporation lies with its owners or shareholders (Corporate Social Responsibility Forum, 2015). To effectively implement CSR policies, businesses need to adopt a holistic approach that takes into account stakeholders beyond their investors. This includes considering the interests and well-being of workers, suppliers, clients, and their local communities, as well as local and state governments, and being in collaboration with governmental agencies, environmental advocacy organisations,

and special interest groups (Asemah, Okpanachi & Edegoh, 2013). Buchholz & Rosenthal (2002) also define CSR as the additional responsibilities that private companies have towards society. These additional responsibilities ensure companies pursue objectives beyond those of maximising shareholder values. CSR ensures that businesses are driven by objectives that encompass initiatives aimed at enhancing the environment and benefiting society as a whole.

Corporate Image and Reputation

A company's corporate image and its reputation can significantly impact its long-term success and viability (Egbulefu & Nwaoboli, 2023). These interrelated concepts are often used interchangeably, but they do have distinct meanings and implications for businesses. De Leaniz and del Bosque Rodríguez (2016) define corporate image as the overall impression that the public has of an organization, based on their perceptions of the company's products, services, and actions. This image is shaped by various factors, among them, a company's marketing and communication efforts, the quality of its offerings, and the public's experiences and interactions with the brand. A strong, positive corporate image can lead to increased customer loyalty, enhanced brand recognition, and improved employee retention. It helps to differentiate a company from its competitors.

A company's corporate reputation is the collective evaluation of its past actions and future prospects, as it is perceived by its stakeholders (Nguyen & Leblanc, 2001). This perception is formed over time and is influenced by factors such as the company's financial performance, ethical conduct, social responsibility, and overall treatment of its employees, customers, and the community. A positive corporate reputation can confer significant benefits to a company, promoting increased investor 18 Vol. 17.1 (December 2024)

confidence, improving its ability to attract and retain talent, and fostering a higher level of customer trust and loyalty. A negative reputation can have detrimental effects on a company's bottom line and long-term viability.

Pruzan (2001) emphasizes that the management of a company's corporate image and reputation should be its top priority, as these factors directly impact a company's competitiveness and long-term success. A positive image and reputation can provide a company with a significant competitive advantage, helping to differentiate the brand, attract and retain customers, and enhance its stakeholders' and the public's overall perceptions of its value and trustworthiness. Maintaining a positive corporate image and reputation requires a multi-faceted approach that involves effective communication, ethical conduct, crisis management, stakeholder engagement, and continuous improvement (De Leaniz and del Bosque Rodríguez, 2016).

Literature Review

Corporate Image and its Importance in the Broadcast Industry

As Anyanwu (2004) says, the corporate image of a broadcast station is reflected in its overall reputation n the eyes of the public. It transmits how that station is perceived in terms of its credibility, trustworthiness, and professionalism. A positive corporate image enhances a station's brand value and creates a favorable perception among stakeholders; a negative image can tarnish the station's reputation, leading to a loss of viewership, advertising revenue and stakeholder trust (Nwaoboli, 2023). Carroll & Buchholtz (2003) emphasise the importance of corporate image in establishing and maintaining relationships with stakeholders. They argue that a strong and positive corporate image helps build trust and loyalty among viewers, advertisers and other

stakeholders, because viewers are more likely to tune in to a broadcast station that they perceive as reliable and credible, delivering quality content and news. Advertisers, too, prefer to associate their brands with stations that have a strong positive image, as this also enhances their own brand reputations.

Freeman, Harrison & Wicks (2007) discuss the concept of managing for stakeholders' survival, reputation, and success. They argue that corporate image is an important aspect of managing stakeholder relationships, because a positive corporate image demonstrates the station is committed to meeting the expectations and needs of its stakeholders. This, in turn, contributes to the long-term survival and success of the station. Hillman & Keim (2001) shed light on the connection between shareholder value, stakeholder management, and social issues. They argue that a positive corporate image, which is built on effective stakeholder management, positively impacts shareholder value. When a broadcast station is seen as being socially responsible, that is ethical and responsive to stakeholder concerns, it enhances its reputation and attracts investors. When shareholders perceive a station is being managed in a responsible manner, this also contributes to its financial performance and long-term sustainability.

Macintosh (2007) argues that ethical business practices, community engagement, and environmental sustainability not only enhance a company's corporate image but also strengthen its brand integrity. Brand integrity reflects the alignment between the station's values, actions and its public image, which in turn builds trust and credibility among stakeholders. A positive corporate image always enhances the credibility of a private broadcast station. Anyanwu (2004) observes viewers and stakeholders are more likely to rely on stations with a positive image for accurate and reliable information. In

times of fake news and misinformation, a strong corporate image fosters confidence among the members of its audience and leads to increased engagement.

Communication Strategies for Enhancing Corporate Image in Broadcast Stations

In the broadcasting industry, effective communication strategies enable stations to shape the perceptions and reputations of their brands among stakeholders, including viewers, advertisers, employees and the general public. One important strategy is maintaining transparent and consistent communication with stakeholders. Oyebola (2006) emphasises the importance of open and honest communication in building trust and credibility. Broadcast stations that strive to provide accurate and reliable information to viewers ensure transparency in their operations and decision-making processes. Fostering a culture of openness and consistency in communication, they present themselves as reliable sources of news and content, strengthening their corporate images.

Effective public relations practices also enhance a company's corporate image. Sambe (2007) highlights the role of public relations in managing communication and information effectively. Broadcast stations often employ public relations professionals to develop and implement communication strategies that align with the station's values and objectives. These strategies include media relations, community engagement and crisis communication. CSR initiatives can also enrich a corporate image. As Sen & Bhattacharya (2004) remark, socially responsible practices, such as supporting local communities, promoting environmental sustainability and championing social causes, produce positive consumer reactions and impact brand perception. Proactive stakeholder engagement is crucial for boosting corporate image the quint: an interdisciplinary quarterly from the north 21

(Udoakah & Asemah, 2018). Tallontire (2007) also emphasises broadcast stations can actively engage with viewers, advertisers, employees and local communities to understand their expectations, their concerns, and their feedback.

Empirical Review

Asemah's (2015) study examines the Corporate Social Responsibility (CSR) practices of selected food and beverage companies in Plateau State, Nigeria. Its key objectives were to evaluate the companies' awareness of the significance of CSR, analyse the specific CSR initiatives the companies were implementing, and assess the influence of these CSR efforts on the companies' market performance. The researcher utilised a mixed-methods approach, employing both questionnaires and interviews to gather the necessary data. The questionnaire data were analysed using frequency tables and percentages, while the interview data were subjected to Yin's (1984) explanationbuilding technique, enabling a more profound comprehension and interpretation of the information. Its findings indicate that the food and beverage companies recognised the importance of CSR and implemented initiatives focused on providing water and employment opportunities to the local community. However, the host community did not actively participate in managing these CSR programmes. Nonetheless, the analysis suggests that the companies' CSR initiatives had a positive impact on their market performance.

Asemah (2015) also identifies areas for improvement, such as strengthening CSR efforts and involving the host community more in the planning and execution of CSR programmes. Also, Zhang & Myers (2010) examine the correlation between CSR and crisis management (CM). Identifying similarities between crisis management and corporate social responsibility, their study and its survey is a valuable tool for 22 *Vol. 17.1 (December 2024)*

strategic planning, Its primary findings indicate a significant correlation between CM and CSR. As in Asemah (2015), case analysis and industry experts emphasise the importance of product development and quality.

Mensah (2009) also investigates how corporate social responsibility affects sustainable development. The gold mining community in Ghana's Obuasi Municipality was the main focus of this inquiry into its municipality's adoption of Aga Company's corporate social responsibility policy. This study's main objective was to evaluate the Angolo Mine's CSR programme in Obuasi, Ghana, by evaluating how well policy was applied to the business's daily activities. Our current study differs from Mensah's in terms of its industry focus (private broadcast stations), stakeholders (private broadcast stations) and research objectives regarding CSR performance and corporate image. However, it does share the same focus, that of image building and management.

Theoretical Framework

Reputational Management Theory

Reputational management theory focuses on the strategic management of an organisation's reputation. It seeks to understand how organisations can proactively shape and maintain their reputation to achieve various goals, such as enhancing stakeholder perceptions, attracting customers and gaining a competitive advantage. Reputational management theory can be attributed to the work of scholars like Branco & Rodrigues (2007), who discuss matters of reputation in the context of corporate social responsibility and Porter and Kramer (2006), who explore the link between reputation and CSR in their *Harvard Business Review* article. Charles J. Fombrun and Cees B.M. van Riel have also made significant contributions to the understanding and the quint: an interdisciplinary quarterly from the north 23

development of reputational management concepts.

This theory also recognises the multi-dimensional nature of reputation and acknowledges that an organisation's reputation is formed by its ethical practices, social responsibility initiatives, product quality, and customer service and communication strategies. It emphasises the need for organisations to align their actions and messages to create a consistent and positive reputation across these dimensions. Philips (2004), in the Ivey Business Journal, raises questions about the key drivers of reputation and the strategies that organisations can employ to manage and improve their reputations.

Methodology

This study adopted survey design as its methodology and a standardised questionnaire as its instrument. The population for this study consisted of two communities hosting the broadcast stations under investigation: Martaba FM in the Funtua Local Government Area and AIT in the Batagarawa Local Government Area. According to the National Bureau of Statistics (2023), the population of Funtua LGA is reported as 402,400, while Batagarawa LGA has a population of 337,900. The Kretch and Morgan formula (with a 95% confidence level and a margin of error of 5%) determined the survey sample size. A total of 384 copies of the questionnaire were distributed in the field study, and 378 copies were returned and validated for final analysis, making a return rate of 98.4%.

Data Presentation

Table 1: Extent to which Martaba FM and AIT in Katsina State carry out corporate social responsibilities in host communities

Variable	Frequency	Percentage
Very High	53	14.0
High	63	16.7
Neutral	35	9.3
Low	114	30.2
Very Low	113	29.9
Total	378	100.1

Source: Field Survey, 2024

Table 1 shows that the majority of respondents (60%) believe Martaba FM and AIT in Katsina State have a low or very low levels of the CSR.

Table 2: CSR initiatives undertaken by Martaba FM and AIT broadcast stations in Katsina State, Nigeria

Variable	Frequency	Percentage
Community development	58	15.3
projects		
Environmental conservation	19	5.0
initiatives		
Educational scholarships and	44	11.6
support programmes		
Sanitation improvements	7	1.9
Disaster relief and humanitarian	0	0
aid		
Youth empowerment and skill	92	24.3
development workshops		
Sponsorship of local cultural	0	0
events and festivals		
Awareness campaigns on social	158	41.8
issues		

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Infrastructure development in	0	0
underserved areas		
Charitable donations and	0	0
partnerships with non-profit		
organisations		
Total	378	100

Source: Field Survey, 2024

Table 2 shows that the broadcast stations in the host communities have executed various CSR activities, including community development projects, educational scholarships, youth empowerment workshops, awareness campaigns on social issues and environmental conservation initiatives. However, the major one (41.8%) was the awareness campaigns on social issues.

Table 3: Potential benefits associated with implementing CSR initiatives on the corporate image and reputation of the select private broadcast stations

Variable	Frequency	Percentage
Improved access to	141	37.3
information		
Enhanced educational	79	20.8
opportunities		
Strengthened community	95	25.1
development		
Environmental sustainability	63	16.7
Others	0	0
Total	378	100

Source: Field Survey, 2024

Table 3 reveals that the top potential social benefits of the select private broadcast stations implementing CSR are improved access to information (37.3%), and strengthened community development (20.8%).

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Discussion of Findings

Findings show private broadcast stations in Katsina State, Nigeria are actively engaged in various CSR initiatives, but the public's perception and recognition of these efforts has been muted. One striking finding is the disconnect between the stations' CSR activities and their public perceptions. The majority of respondents (60.1%) perceive the CSR performance of Martaba FM and AIT to be low or very low, despite the stations' efforts. This suggests that the stations may need to re-evaluate their communication strategies to better convey the impact of their CSR initiatives to the host communities.

Notably, data identifies the specific areas in which the stations have focused their CSR efforts. The top initiatives include awareness campaigns on social issues (41.8%), youth empowerment and skill development workshops (24.3%), and community development projects (15.3%). This data aligns with the potential benefits identified by respondents, which highlighted improved access to information, strengthened community development, and enhanced educational opportunities as the key outcomes.

All these findings resonate with the scholarly work of Nguyen and Leblanc (2001), who emphasize the importance of corporate image and reputation in developing customer loyalty, particularly in the service industry. De Leaniz and del Bosque Rodríguez (2016) also have underscored the role of corporate image and reputation as drivers of customer loyalty and satisfaction. However, the data also points to a disconnect between the stations' CSR activities and their perceived impact. While the stations are engaged in a range of initiatives, the public's recognition of these efforts remains relatively low. Addressing this disconnect, the stations can leverage their

CSR efforts to enhance their corporate image and reputations and ultimately foster stronger ties with their audiences and communities to increase customer loyalty, trust, and overall business performance, outcomes that are consistent with the existing scholarly literature.

Conclusion and Recommendations

This study concludes that despite Martaba FM's and African Independent Television's' CSR initiatives in Katsina State, the general public's perception of these stations' CSR performance is low. This points to a disconnect between the stations' communication and stakeholder engagement strategies that hinders their CSR efforts being translated into public recognition and tangible appreciation.

The researchers recommend:

- 1. Private broadcast stations strengthen stakeholder engagement and communication strategies and implement more proactive and transparent communication channels to effectively showcase the impact of their CSR initiatives to the public. This may include regular reporting of CSR initiatives, community outreach programs, and strategic partnerships with local organizations.
- 2. Regulatory authorities such as the National Broadcasting Commission consider implementing regulations or guidelines that require private broadcast stations to regularly report on their CSR activities and impact. This can help promote accountability and drive the stations to be more proactive in communicating their efforts.

3. Community-based organisations and Non-Governmental Organisations proactively reach out to private broadcast stations and explore opportunities for collaborative CSR initiatives.

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Media Convergence: the Adoption of New Media and the Transformation of Mainstream Television Broadcasting in Nigeria

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Abstract

This study examines the influx of new media in mainstream television broadcasting in Nigeria with particular focus on the Nigerian Television Authority (NTA) and the African Independent Television (AIT). Its findings show a high level of adoption of new media technologies in the information gathering conducted by the NTA and the AIT, particularly in the area of programme transmission. The adoption of new media technologies promoting the reception of audience feedback also is high. The researcher recommends the Nigerian Television Authority and the African Independent Television continue to implement and utilize new media technologies in their daily operations to keep their contemporary television broadcasting practices relevant.

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Training and retraining of relevant staff should also be done to effectively utilize new media technologies, and future researchers should expand the scope of this inquiry to include other forms of media, such as radio, newspaper and magazine.

Keywords: Media Convergence, New Media, TV Broadcasting, Mainstream TV

Introduction

Media convergence blurs the differences between all forms of media nowadays. In particular, the new media trend has significantly repositioned the entire media world. Constant accessibility, availability, and ease of use are some of the most visible advantages of new media, accounting for its unprecedented popularity. Social networking, for instance, has become hugely popular. Consider this: it took 38 years for radio to reach 50 million users, 13 years for television to attract the same number, and 4 years for the internet to do the same. The social networking site Facebook gained 200 million users in only a 12-month period (Awake, 2011).

Perhaps the best descriptor of the merger of new and old media is 'convergence culture' (Jenkins, 2006). This media culture is both a 'top-down corporate-driven process and a bottom-up consumer-driven process' (Jenkins and Deuze, 2008). Convergence culture has had a decentralizing effect on journalism: it 'has concentrated the power of traditional gatekeepers and agenda setters and in other ways, it has disintegrated their tight control over our culture' (Jenkins and Deuze, 2008, p.6). Convergence culture also has affected the production and the consumption of media (Deuze, 2009), 36 Vol. 17.1 (December 2024)

making changes in the day-to-day realities of journalism while journalists maintain their integral role, creating and deciding what is news. As Slevin (2000) points out, new media have probably become the most celebrated journalistic tool, especially now that digital media have replaced analogue media. Njoku (2020), cited in Pavlik (2005, p. 117), agrees that new media is the "journalist's medium", arguing that it not just "embraces all the capabilities of the older media (text, images, graphics, animation, audio, video, real-time delivery) but also offers a broad spectrum of new capabilities, including interactivity, on-demand access, user control and customization". New media offer a "multiplicity of communication practices" which allow for multimedia productions and delivery (Dahlgren, Ekstrom and Nohrstedt 2006).

Redefining information dissemination, the arrival of new media technologies has impacted the daily operations of the traditional/mainstream media like television and radio (Bruns & Highfield, 2012). News and information, which previously reached the public only after undergoing professional scrutiny and careful gatekeeping, is now available within seconds of happening on the Internet (Jurrat, 2011). Social networks, like Facebook, Twitter (now referred to as X), Linkedin, and Myspace, also produce and share information. Twitter, especially, is described as breaking news in a manner close to CCTV for collective intelligence (Kwak et al. 2010). Twitter often spreads news faster than other type of media. As the Turkish Statistical Institute claims, accessing social network and news sites have increasingly become two of the major reasons for internet users to go online in recent years (TUIK Data, 2004-2010 cited in Abbas, 2021). CNN, The New York Times, and Time reach millions of people via Twitter. Journalists and the columnists on Twitter are also very popular; they have millions of followers who follow them during the day to read their coverage of events.

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As Castells (2000) points out, technology has inevitably and drastically changed the way traditional media disseminate information and the way members of a society access it. New media platforms have, over the years, evolved at an exponential rate (Peppard & Rylander, 2006) and transformed the media landscape's traditional/mainstream broadcasting (Manika, Gregory & Graham, 2015). As new channels have been created and extensively used to complement broadcasting by the mainstream broadcast stations (Manika, Gregory & Graham, 2015), broadcast media has experienced a paradigm shift in its operations' adoption of the internet space and extension to digital media platforms like YouTube, Twitter (now X), Facebook and Instagram (Njoku, 2020). Online multimedia content has easily become the fastest growing source of news and the most accessible. And in addition to the digital natives, most TV channels are also present online and use social media to reach more people.

Statement of the Problem

The Nigerian Television Authority (NTA) and the African Independent Television (AIT) are two leading television organizations in Nigeria. The NTA is owned by the Federal Government of Nigeria while the AIT is privately owned. These stations strive to transmit information, education, and entertainment to their audiences and society in general. To remain effective and relevant for their viewers, both have adopedt new media technologies to enhance their daily operations.

General Objective

This study investigates the impact of new media technologies on the daily transmissions of the Nigerian Television Authority and the African Independent Television.

Specific objectives

This study proposes:

- 1. To reveal the extent to which the adoption of new media technologies has improved information gathering in the Nigerian Television Authority and African Independent Television;
- 2. To determine the extent to which the adoption of new media technologies has enhanced the transmission of programmes by the Nigerian Television Authority and African Independent Television;
- 3. To establish the extent to which the adoption of new media technologies has enhanced the reception of audience feedback by the Nigerian Television Authority and African Independent Television.

Research Questions

- 1. What is the extent to which the adoption of new media technologies has improved information gathering in the Nigerian Television Authority and African Independent Television?
- 2. To what extent has the adoption of new media technologies enhanced the transmission of programmes by Nigerian Television Authority and African Independent Television?
- 3. What is the extent to which the adoption of new media technologies has enhanced the reception of audience feedback by the Nigerian

Background

The invention of the new media has greatly assisted globalization in the conquest of distance, in the saving of time and in the removing of cultural barriers hindering the free flow of information. New media technologies are perceived to empower people and democratize the relationships between consumers and producers of content (which could be news or information). This perception is also connected with on-line media logic (as a concept) which includes notions of the audience as an active agent in redefining the workings of journalism (Olorede and Oyewole, 2013; Deuze, 2009).

Traditionally, news is information about events that are currently happening or that have happened recently. New technologies now allow news to be more current as its audience is virtually transported to the scene of the event. The presence of Google news, X, Facebook and other social networking media are also changing the face of journalism, including television broadcasting. Now it is possible to build a customized news report from all the articles being read in the morning from the reader's social network. Digg, for instance, is a network site devoted to such news stories. Digg's web sites provide contents that have been selected by other users from prominent news sources (according to the votes of Digg's members) to give highlights, radically challenging the concept of professional journalist as gatekeeper and the concept of traditional news values (Rodman, 2009 cited in Tababi, 2011).

As Nielsen and Ganter (2016) remark, the media environment has become increasingly digital over the last two decades as a result of the development of ever more advanced and often digital platforms, improved connectivity, and increased 40 Vol. 17.1 (December 2024)

supply of digital media content, products, and services. Print readership is declining in general, while television viewing has remained relatively stable (though the audience is aging), thanks to the widespread use of digital media. Aziz (2014) observes that the shift from electronic media, such as radio and television, to digital media was unavoidable due to the need of the media industry's trend, which created more opportunities than negative challenges. To keep up with the trend, digital distribution furnished more channels with more information distribution options to the audience. Traditional media began to reconsider how they could deliver to their audiences in a variety of ways to meet demand. Even in recent years, production and distribution have struggled (Aziz, 2014). User-generated pictures or video scoops regularly lead television bulletins. Now, a new category of opinionated blogging is redefining the frontiers of journalism. New media and user generated contents (UGC) are fundamentally changing the nature of breaking news, contributing to the compression of the 'news cycle' and putting more pressure on editors including those in the broadcast stations over what to report and when. News organisations are already abandoning attempts to be first for breaking news, focusing instead on being the best at verifying and curating it. (Newman, 2009).

New media technologies enable journalists to gather news from every nook and cranny of the globe, and send it to the newsrooms with relative ease. The internet provides media personnel with unlimited access to information on any subject, and email newsgroups allow journalists to tap into the collective brain of thousands of journalists and knowledgeable non-journalists (Berger, 2010). Specifically, the emergence of the new media technologies has redefined the operations of broadcast stations. Broadcast journalists are adopting new media technologies to source news the quint: an interdisciplinary quarterly from the north 41

online. For instance, professional media practitioners now get story ideas from social media platforms, like Facebook, X, YouTube, and Instagram. These ideas are explored and the necessary fact-checking is done by the journalists to come up with clean and verifiable reports. The information gleaned from these platforms is also utilized to enrich the contents of reports by professional broadcast journalists.

Furthermore, the new media technologies are said to be redefining the way broadcast stations transmit information to the audience. The adoption of new media technologies create more transmission channels and make audience reception of broadcast contents more instantaneous. Abbas (2021) notes that "new media technologies are significantly transforming information dissemination in various broadcast stations. The technologies have increased transmission sources and have increased the immediacy aspect of transmissions from broadcast stations." There are also obvious instances of broadcast media transmitting news from social media channels. In some cases, in a bid to be the first to break the news, they post such news on their social media platforms before transmitting it from their conventional channels.

The adoption of new media technologies also impacts the reception of audience feedback by the broadcast media. Sources of audience feedback are increasing, and feedbacks is becoming more instantaneous. In fact, the new media technologies have made real time feedback extremely easy such that while transmissions are still ongoing, the audience are giving the required feedbacks by way of making comments on the comment sections of the broadcast station's social media handles.

Literature Review

Bongo (2022) asserts that "new media platforms have improved broadcasting in various ways including widening the space for the reception of audience feedback and fast-tracking the reception of the feedbacks." Drake (2021) studies the influence of digital media technology on broadcast stations in Ghana, using survey, interview, and observation methods. Selected broadcast media professionals were used for this study while observations were made across various radio and television stations. Its findings revealed that digital media platforms have significantly improved the quality of broadcasting among the selected broadcast stations in the country, specifically, that the digital media has strengthened the way information is gathered as well as the way broadcast stations receive feedback from the audience. This affirms arguments from some scholars that digital media are redefining broadcasting globally.

Nassanga, Manyozo, and Lopes (2013) have also examined the impact of new digital communication technology and computer-mediated communication on newsroom cultures among television journalists, focusing on the use of digital platforms and the internet. Conducted on the basis of the argument that the incorporation of digital communication technology has had favorable impact on journalism practice because it increases information gathering, processing, distribution, storage, and community interaction, notably via digital platforms and the internet, their study investigates the impact of digital communication technology on television journalists in a multiple case study approach to analyze television stations in Mali, Mozambique, and Uganda. Its mehodology was grounded in triangulation and its instruments included surveys, Key Informant Interviews (KII), and Focus Group Discussions. Its findings reveal that television stations in semi-urban areas or in areas with fairly good infrastructure the quint: an interdisciplinary quarterly from the north 43

have a better capacity for integrating digital communication technology and the sustainability. They apply it in the production and dissemination of information through the use of digital platforms as an additional way of capturing the emerging audience, the remote community (Nassanga, Manyozo, & Lopes, 2013).

Mushi and Chukwuma (2024) examined the influence of digital communication technology on Star Television and the Tanzania Broadcasting Corporation (TBC1), specifically how the adoption of digital communication technology impacted on their operations. Survey research was used and a questionnaire was administered to selected staff of the two broadcast stations who showed significant knowledge of media convergence. The researchers found that digital communication technology has significantly improved information gathering, information dissemination and the reception of audience feedback by the two television stations. These findings support arguments by scholars that digital platforms are positively impacting on the operations of traditional media.

ALarrondo, Domingo, Erdal, Msipi, and Bulk (2016) explored key convergence challenges affecting public service broadcasting newsrooms. Their article offers a multiple-case study that investigates the current convergence processes of five European mid-sized public broadcasting corporations: BBC Scotland in the United Kingdom, the CCMA and EITB in Spain, the NRK in Norway, and the Flemish-Belgian VRT in Belgium. Like many other news media organizations, European public service broadcasters and leaders are adapting their corporate strategies in response to the specific demands of their communicative environments, aiming to look at digitization and convergence as an opportunity.

Larrondo, Domingo, Erdal, Msipi, and Bulk (2016) applied the theory of technological determinism (and a variety of qualitative methods) to specific convergence parameters, such as newsroom physical structure and management, cross-media production routines and workflows, journalists' level of multi-skilling, professional identities, and attitudes toward convergence. Their findings revealed in digital technology communication leaders, broadcasters tend to alliterate the flow of a similar pattern in its basic aspects, locating radio, television, and online newsrooms in the same physical space. This study challenges an overly technological and deterministic view of convergence by revealing the impact of human factors and other, sometimes external, contextual issues on integration process implementation, contributing to the idea that, despite being a technology-related process, convergent processes in media organizations are very much driven by journalistic practices and newsroom floor cultures. This research also demonstrates the importance of thorough planning and consistent follow-up, allowing time for people, work processes, and identities to re-stabilize (Larrondo, et al. 2016).

Bongo (2022) studied on the effect of digital media adoption on broadcasting in Kenya. This study aimed to establish the level of impact media convergence has promoted broadcasting in Kenya. The interview method was used to collect data from selected professional broadcast practitioners in the country, and its findings indicated he digital media platforms have positively improved broadcasting to a very high extent. This improvement includes what has occured in the activities of newsgathering, editing and transmission. Again, the findings of this study give credence to the findings of other studies reviewed above which indicate that digital media are improving broadcasting in no small measure. The findings of a study carried the quint: an interdisciplinary quarterly from the north 45

out by Abbas (2021) revealed that traditional media contents are now adequately circulated through the digital media platforms. Njoku (2020) also found that digital media are redefining media practice in Nigeria. More so, Kofi and Hassan (2022) found that online platforms are adequately supporting the mainstream broadcast media in receiving feedback from their audience.

Kaewkhum (2020) did a study on the television industry and its role in the new media landscape within the context of the digital economy. This study investigated the changes in the television industry in Thailand under the digital economy system, to explore new media adaptation by the television industry in Thailand. It also examined the roles of television in the new media landscape, and to investigate viewers' perspectives on the roles and adaptation of television in the new media landscape. This study used the technical determinism theory and a mixed-method approach that included both qualitative and quantitative data. For the qualitative research, documentary research and content analysis on TV show schedules. Indepth interviews with television industry professionals were also used as the study's instruments. For the quantitative research, survey questionnaires were distributed to viewers to investigate their viewing habits as well as their perspectives on television's functions and adaption in the changing media landscape. The researchers discovered that technological considerations have had a significant impact on the current state of the television industry. As senders, all TV stations have modified their broadcasting and management strategies. In terms of messaging, the information is more personalized in order to appeal to and engage viewers. Communication routes, especially OTT channels, are increasingly being digitalized. All changes were influenced by viewers' shifts from being passive to active audiences. More so, its findings revealed that TV 46 Vol. 17.1 (December 2024)

organizations' adaptation to the digital economy system changed their organizational structures, communication channels, genres of content display, and content. The roles played by television, however, did not change significantly. It was discovered that modern television stations must first learn about its viewers, and then alter their presentation genres and channels to meet changing societal and audience needs. The most crucial element for TV stations to consider is the content of their programming (Kaewkhum, 2020).

Theoretical Framework

Technological determinism, propounded by Marshall McLuhan in 1962, explains (in part) how innovation in modern technology has helped help engineer some types of social change. Baran and Davis (2012) assert that McLuhan's theory is actually a collection of lots of intriguing ideas bound together by some common assumptions. The most central of these assumptions is that changes in communication technology inevitably produce changes in both cultural and social order as "McLuhan seemed ready to accept whatever changes were dictated by and inherent in communications technology. Technology inevitably causes specific changes in how people think, in how society is structured, and in the forms of culture that are created". Because the invention of new media technologies is redefining television broadcasting globally, mainstream television stations are beginning to experience media convergence the adoption of new media in mainstream media. Adopting such technologies will strengthen mainstream television's operations, enabling its stations to respond effectively to the changes in information gathering, transmission and audience feedback, may have far reaching implications. As McQuail (2010, p. 103) points out,

- 1. Communication technology is fundamental to society.
- 2. Each technology has a bias to particular communication forms, contents and uses.
- 3. The sequence of invention and application of communication technology influences the direction and pace of social change.
- 4. Communication revolutions lead to social revolutions.

Methodology

This study used survey research as its methodology and a questionnaire as its instrument. Totalling 54, the staff of the Nigerian Television Authority and the African Independent Television constituted its target population, and 39 respondents were purposively selected for this study, determined by their availability and willingness to participate as well as their good understanding of media convergence determined through preliminary interactions before copies of the questionnaire were administered. Drawn from the NTA, 26 respondents participated; 13 respondents were included from the AIT.

Data Presentation

Table 1: Extent of influence of new media technologies on information gathering

Response	NTA	AIT	Total
Options			
High	18 (46.2%)	9 (23.1%)	27 (69.2%)
Moderate	6 (15.4%)	3 (7.7%)	9 (23%)
Low	2 (5%)	1 (2.6%)	3 (7.7%)
Not at all	0	0	0
Total	26 (66.6%)	13 (33.4%)	39 (100%)

Table 1 above shows the extent of the influence of the adoption of new media 48 Vol. 17.1 (December 2024)

technologies had on improving information gathering practices in NTA and AIT. Data as presented in the table indicated respondents found the adoption of new media technologies highly influenced the improvement of information gathering practices in both television stations.

Table 2: Extent of influence of new media technologies on programme transmission

Response	NTA	AIT	Total
Options			
High	22 (56.4%)	12 (31%)	34 (87.1%)
Moderate	4 (10.2%)	0	4 (10.2%)
Low	0	1 (2.5%)	1 (2.5%)
Not at all	0	0	0
Total	26 (66.6%)	13 (33.5%)	39 (100%)

Table 2 above shows the extent of the influence of the adoption of new media technologies to enhance programmes transmission practices in NTA and AIT. Data as presented in the table indicated respondents found new media technologies highly influenced programmes' transmissions.

Table 3: Extent of influence of new media technologies on the reception of audience feedback

Response	NTA	AIT	Total
Options			
High	25 (64.1%)	9 (23.1%)	34 (87.2%)
Moderate	1 (2.5%)	4 (10.3%)	5 (12.8%)
Low	0	0	0
Not at all	0	0	0
Total	26 (66.6%)	13 (33.4%)	39 (100%)

Table 3 above shows the extent of the influence of the adoption of new media

technologies to enhance the reception of audience feedback by NTA and AIT. Data as presented in the table indicated respondents found new media technologies highly influenced the reception of audience feedback to both stations.

Discussion of Findings

Research Question One: What is the extent to which the adoption of new media technologies has improved information gathering in the Nigerian Television Authority and the African Independent Television?

This research question is aimed at determining the extent information gathering practices have been improved in NTA and AIT through the adoption of new media technologies. The data in Table 1 shows new media technologies highly influenced the improvement of information gathering in both television stations. This finding supports the arguments by media researchers and practitioners that adopting new media technologies by mainstream media significantly facilitates access to information. Specifically, the finding is supported by Njoku (2020) who found in his study that digital media are redefining media practice in Nigeria.

Research Question Two: To what extent has the adoption of new media technologies enhanced programmes transmission by Nigerian Television Authority and the African Independent Television?

The transmission of programmes is the core of broadcast operations. If there is a problem with programme transmission, the broadcast station cannot operate. It is in recognition of this cardinal rule of broadcast media operations that this second research question was put forward. The research question is aimed at determining the 50 Vol. 17.1 (December 2024)

extent to which the adoption of new media has promoted programme transmission by the two television stations. The data presented in Table 2 indicated the adoption of new media technologies highly enhanced programme transmission by the two TV stations. This finding gives further credence to the argument by some scholars and practitioners that digital media is boosting media practice in significant ways. Similarly, the finding of Abbas (2021) reveals that traditional media contents are now adequately circulated through the digital media platforms.

Research Question Three: What is the extent to which the adoption of new media technologies has enhanced the reception of audience feedback by the Nigerian Television Authority and the African Independent Television?

Another core aspect of broadcasting is its audience feedback. This is very important because no media outfit can effectively operate without knowing the reactions of the audience to their content. This research question targeted determining the extent to which the adoption of new media technologies have facilitated the reception of audience feedback by both television stations. The data in the Table 3 indicates new media technologies highly influenced the reception of audience feedback. Kofi and Hassan (2022) also find that online platforms are adequately supporting the mainstream broadcast media in receiving feedback from their audiences.

This study reveals:

- 1. New media highly influences information gathering by the Nigerian Television Authority and the African Independent Television;
- 2. New media technologies highly enhance programme transmission

by the Nigerian Television Authority and the African Independent Television;

3. New media technologies highly promote the reception of audience feedback by the Nigerian Television Authority and the African Independent Television.

Conclusion

Based on this study's findings and outcome, it is safe to say that the adoption of new media technologies in broadcasting has been to the advantage of broadcast media organizations. New media technologies are significantly facilitating information gathering, programme transmission, and the reception of audience feedback, redefining television broadcasting and making it more effective by actualizing its mandate to reach its audience, deliver quality contents, and ultimately contribute to the development of the society.

Recommendations

The researcher recommends:

- 1. NTA and AIT should continue to adopt and utilize new media technologies in their daily operations so as to remain relevant;
- 2. Training and retraining of relevant staff should be done from time to time so broadcasters can gain more skills and effectively utilize new media technologies for television broadcasting;
- 3. Future researchers should expand the scope of this inquiry to include other forms of media, such as radio, newspaper and magazine.

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Dissecting the Digital Innovation Journey of the Broadcast Industry in Nigeria

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Abstract

This inquiry investigates the digital innovation of the broadcast industry in Nigeria. Its findings show some areas of adoption and certain broadcast channels have shown significant progress in the direction of total overhaul of analogue processes, but the total switchover recommended by the International Telecommunication Unions (ITU) has not occured. Economic, socio-political, and technical challenges are also advanced in these findings. This study concludes that the future of Nigerian broadcasting promises

to be bright once digital technologies are fully integrated, and if partnerships in digital content creation have been established because, proper funding has been advanced by the authorities concerned.

Keywords: Broadcasting, Digitisation, Innovation, Media, Switchover

Introduction

Kimachia (2023) points out that the conversion of analogue data into a digital format for broadcasting consists of three basic steps: sampling and quantisation, signal manipulation, and storage and transmission. Out of a series of debates in Nigeria about the awareness of and preparedness for the eventual switch-over, a number of studies have been conducted (Akinola-Badmus & Ojebuyi, 2021). There are discussions focused on the challenges of the change from analogue to digital (Ezeaku, 2024; Ihechu & Uche, 2012; Olajide & Olanrewaju, 2022). Other conversations have focused on the benefits of the switch (Idachaba, 2018; Ugochukwu & John, 2024). Successive governments have also emphasised the need for the media in Nigeria to migrate from analogue to digital broadcasting. According to Oyedokun et al. (2022), government has dedicated funding and also granted licenses for the manufacturing of set-top-boxes, and other instruments, such as the signal distributors and transmission carriers, to ensure a successful switchover. Some radio and television stations have made progress in their migration through the acquisition of the requisite digital equipment necessary for broadcasting, but the journey has not been a smooth one.

Escor et al. (2017) point out, that several states in Nigeria have yet to go digital. This is a major setback, because a national switch-over cannot take place if a segment of the industry is left behind.

As Onyiaji and Okwumba (2019) find, the progress of Nigeria's analogue to digital switch has been slow. The broadcast media's digital innovation journey can been traced to 2007, when the National Broadcasting Commission (NBC) set up its inhouse committee in response to the International Telecommunication Unions' (ITU) mandate to switch from analogue broadcasting. According to Olajide and Olanrewaju (2022), the committee was mandated to create a roadmap to guide the transition and made several recommendations, among them, the setting up of an advisory committee to oversee the process. The committee also pointed out that the stakeholders that must be involved in the process were the government and its established regulatory body, made of practitioners (broadcasters), signal carriers, and the consumers, who were, in fact, the primary reason for the switch. As Mutenyo et al. (2022) observe, the prospects of the digital switch are vast. Its impact on a quality signal, for example, has the capacity to transform the viewing experiences of the TV audiences and radio listeners (Ogah, 2014).

Statement of the Problem

When the idea of a digital switch in broadcasting was first introduced, it was enthusiastically received by media stakeholders anticipating improvements of the industry's business and audience experience. Since Geneva 2006, the ITU's regional radiocommunication conference, tagged "RRC-06", media in developed countries have recorded huge successes with their switchovers from analog data to digital formats. Developing nations, however, are still struggling to embrace the digital the quint: an interdisciplinary quarterly from the north 59

innovation needed in areas like technologies, manpower, and skill sets. Some studies have examined the problems that made their country's broadcast industry unable to fully integrate the technological advances of a digital switchover (Abikanlu, 2020; Aragba-Akpore, 2023; Ihechu, 2012; Ogah, 2014). This study offers an overview of the journey so far, detailing the prospects, the challenges, and the future of a digitally-inclined Nigerian media industry for all its stakeholders – practitioners and audiences alike.

Objectives of the Study

This study has the following objectives:

- 1. To critically detail the digital innovation journey of the broadcast industry in Nigeria;
- 2. To identify the prospects and challenges of the Nigerian broadcast industry during the change from a analogue broadcasting to a full switchover to digital broadcasting;
- 3. To consider the future of digital innovation in Nigeria's broadcast media.

Theoretical Framework

As Singer (2016) points out, the Diffusion of Innovation is one of the oldest of all the theories of the social sciences. Developed by E. M. Rogers, it outlines how technology-related innovations (and other advancements) are adopted in stages by people who take part in their diffusion. The first group of people examined are the innovators, those who are open to 'try new ideas' regardless of the risks involved. 60 Vol. 17.1 (December 2024)

This group is followed by the early adopters, people with a keen interest in trying new technologies to establish utility in their social milieu. Then the early majority follows the early adopters. The early majority, those who pave the way for others in the mainstream to use an innovation, is followed by the late majority and then, finally, the laggards (Halton, 2023). The late majority consists of the segment of the general population which follows the early majority in the adoption process, while the laggards lag behind, being slower than the general population to adopt new ideas and products.

Conceptual Review

Digital Innovation

In the social sciences, digital innovation is about the creation and integration of new physical and digital components to develop services or products or to coalesce digital technology into areas that are traditionally non-digital (Ramilo & Embi, 2014). These innovations actualize possibilities in ways never seen before (Hussain et al., 2024). Digital innovation transforms processes, products, and business models (Endres, 2018; Endres et al., 2022). When new digital technologies are integrated into the media industry, new ways of content creation emerge, and more choice is created with abundant channel offerings and diverse contents presented across different spectrums. Pickett (2023) says digital innovation as the amalgamation of digital technology in a business changes how it operates and delivers value to its customers. Business becomes better and processes more effective and efficient, when there is integration of technologies into all its aspects emphasizing the effect on its deliverables as "value."

Broadcast Industry

Television and radio stations and the services they render are grounded in electronic transmission and intended for the general public, an activity that distinguishes them from private signals directed to specific receiver (Manvell & Camacho, 2024). As Manvell and Camacho (2024) point out, the broadcast industry systematically disseminates information and entertainment for simultaneous reception to diverse audiences with appropriate apparatus that can receive the signals beamed. Deliberate about its programming, this industry caters to all the entertainment, information, and educational needs of its audience. Because its audience is the consumer of its broadcast content, whenever the industry intends a modification or upgrade, its members number among the stakeholders usually considered. The migration from analogue to digital broadcasting by the industry also includes the audience in its planning and implementation processes. Its members are the targets of these innovations.

Literature Review

Digital Innovations as a Catalyst for Development of Broadcast Industry

Oleyede et al. (2023) observe that the digital economy, driven by Information and Communication Technolgy (ICT), is a catalyst for growth. In broadcasting, when the audience sees the sharper images and hears the enhanced sound of digital television, higher patronage of the contents delivered to the screen ensues (Sennit, in Sijuade et al., 2023). As people get more value for their money, they tend to maintain their loyalty to the media that supplies this, through monthly or annual subscriptions, adding to the bottom-line of that media organisation and, by extension, to the industry.

Owe et al. (2023) observe that technology is one way through which professional processes come to be improved. The media is said to want to broaden its reach and 62 *Vol. 17.1 (December 2024)*

expand its influence in Nigeria and on a global scale (Ugo et al., 2023). Technology is why *CNN*, *Aljazeera*, and other elite broadcast organisations have become household names. Digital media also have gradually taken over content creation and consumption as people continue to abandon mass media's traditional platforms. Hongcharu (2024) asserts as the more people in Hong Kong have access to the Innovative Technology Commission (ITC), they spend more time on digital media than mass media platforms, taking advantage of the advantages offered in the digital era by the digital media: anonymity, privacy, control of information processing speed, direct delivery of information products, information processing formats, electronic data quality, storage of information and linkages of databases, context availability, notification, and synchronicity.

Nigeria's Digital Innovation

The way people communicate and live their lives has been transformed by digital innovation, making it an integral part of the 21st century living (Eke, 2023). Nigeria's media landscape is said to be undergoing a seismic shift with rapid digitisation being the main propeller of the tsunami in the industry (Adamu, 2024). In no small measure, these changes also drive the speed of the adoption and utilisation of digital technologies in the entire news process – from news gathering to production to its dissemination. ICTs have altered the media landscape in Nigeria and changed the consumption patterns of the news (Arowolo, 2024), and the technologies which drive the process of digitisation have changed the ways news is transmitted by the media (Adelabu & Benson, 2022). As Eke (2023) remarks, digital innovation also improves the infrastructure required to foster it. The Internet, for example, provides new ways for people to search for information. Getting the news and putting it at the fingertips the quint: an interdisciplinary quarterly from the north 63

of consumers is one of the notable benefits of new media technologies like mobile phones and tablet computers. Consumer habits and preferences too have changed, creating space for competition among the media outlets in Nigeria for over 500 radio/ TV stations and dozens of newspapers and magazines (Adamu, 2024).

But as the media's landscape experiences positive growth, there also are attendant challenges. Oyedokun et al. (2022) remark that power failures, the high costs of acquiring and maintaining ICTs, and incompetent employees are some of the challenges that have worked against against the full implementation of ICTs in media organisations in Nigeria. According to these authors, inadequate funding, lack of awareness, the lack of political will, and technical challenges have also slowed the full transition from analogue to digital broadcasting in the country.

Review of Empirical Studies

Findings by Akinola-Badmus and Ojebuyi (2021) show technical knowledge and related skills are required by journalists and other practitioners to handle the digital switch-over. This study also reveals that literacy regarding the operation of digital technologies is a requisite to stay relevant in the profession in the digital era. Another significant challenge identified is the high cost of replacing old analogue equipment with modern digital ones. Knowledge and awareness are also considered important in the Digital Switch-Over (DSO) process. Obot and Iwang's (2017) findings demonstrate that educators of Communication in Uyo have begun teaching courses that relate to digitisation in tertiary institutions. Regarding the impact of digitisation on broadcasting, findings from a study by Obisi and Rem (2016) show employee productivity is one of its positives. On a related note, Acholonu (2018) demonstrates that completely digitisated broadcast stations offer job opportunities and healthy 64 Vol. 17.1 (December 2024)

competition among workers and different media organisations.

Methodology

This study used desk research as its methodology. As Gell (2023) observes, desk research gathers useful insights and information via synthesis and analysis of existing data sources instead of eliciting data through surveys and field works.

Discussion

Digital Innovation in the Nigerian Broadcast Industry Post-2006

Before tracing the journey of the digital innovation in the Nigerian broadcast industry, it is important to that what is "new" or considered an "innovation" is done in respect to the factor of "time". For example, satellite, analogue broadcastings are important innovations of their time. It is also important to note that the post-2006 era is the crux of the drive for the migration from analogue to digital broadcasting that was launched more than a decade and half ago.

The International Telecommunication Union's 2006 Conference on digital broadcasting was the starting point of this migration. As it was popularly called, the RRC-06 offered its members the opportunity to set June 2015 as the deadline for their switchover from analogue to digital signals in broadcasting. This deadline was later extended to 2020, so all the countries across the world could be on same page. Olajide and Olanrewaju (2021) have provided a list of countries that had completed their migrations, showing countries in Europe, the America, Asia, Africa and other continents have demonstrated some level of compliance ,with dates ranging from 1998, as in the case of the United Kingdom and Northern Ireland, to 1999 for Sweden, and 2015 for others.

In Nigeria, the migration has been that of a mixed experience with the DSO being good for some and not-so-good for others. In the forefront of this process, the National Broadcasting Commission (NBC), charged to midwife anything that has to do with broadcasting in Nigeria, was saddled with the responsibility of collecting data, examining trends, and acting as an advisory to government regarding any change required in broadcast operations and practices. Olajide and Olanrewaju (2021) have observed that regardless of stations' ownership patterns, the Commission was also backed to accept, process, and evaluate applications for the ownership, establishment, and operation of broadcast stations in Nigeria, including any requests that cover direct satellite transmission and cable TV. In response to the ITU report on the migration, the Federal Government of Nigeria also set up a Presidential Advisory Committee (PAC). This committee was the brainchild of the in-house committee that the NBC created in 2007 to work out modalities for the transition. Launched in October 2008 by the then government of President Umar Musa Yar'Adua, PAC was mandated to design a policy framework for a smooth DSO. The committee was also tasked to analyse how the process would affect consumers and make recommendations to carve a direction for government interventions.

Collaborating with the NBC, PAC came up with recommendations that suggested the adoption of a new regulatory and policy framework. Additionally, it recommended that broadcast services be divided into signal distribution and broadcast content provisions and that a restructuring of the broadcast industry's licensing procedures and processes take place. Olajide and Olanrewaju (2021) noted that the government of Nigeria adopted and approved these recommendations in March 2014, and also approved a white paper on ultra-high-frequency (UHF) platform DSO based on the

report submitted by PAC.

In December of same year, the Nigerian government, having failed to meet its June 2012 deadline for the DSO, set up a 14-man DigiTeam Nigeria Committee mandated to collaborate with the NBC and implement a successful DSO on the UHF. This committee was headed by Edward Amana designated as the lead champion to drive the transition programme (Onyiaji & Okwumba, 2019). Their collaborations ranged from content creation to publicity and even included discussion about the minimum allowable technical features for receivers and set-top-boxes. The idea to split the broadcast services in the country into broadcast content creators and signal distributors was also theirs. Broadcasters and/or TV stations were tasked with creating broadcast content for the audience, and the signal carriers or distributors were given permission to transmit and distribute broadcast signals to the homes of viewers.

Another date was projected for the digitisation, and this time around, its launch was scheduled for June 30,2014 with Jos selected as the location for the digital terrestrial transmission (DDT) rollout. According to Olajide and Olanrewaju (2021),meeting this target failed on account of the inability of set-top-boxes manufacturers hire local manufacturing companies. This failure prompted the Nigerian government to grant waivers to 13 STB manufacturers to import a specified number of boxes to the country for the transition to be launched. This was also followed by approval to distribute free boxes to residents of Jos paving way for a successful take-off on April 30, 2016, which, according to Olajide and Olanrewaju (2021) began with 15 channels offered by the carrier.

The next phase was set to begin in December of 2016. It saw Abuja, the federal capital territory which is the seat of power of Nigeria, overseeing the switchover.

Other states, including Delta, Enugu, Kaduna and Kwara had their switchovers occur sometime between 2017 and 2018, when they too joined the FCT and Plateau. In fact, Enugu was described as the fifth state in the country to benefit from the migration ten years after the plan was first announced (Anukwuoji, 2018). The second phase of the DSO, which included states like Gombe, Kano, Lagos, and Rivers, was achieved around April 2021. According to Adediran (2021), the change to digital television was delivered in the brand name "FreeTV". Not all of these states where rollout was announced achieved a completely successful transformation. Cases in point are those of Enugu, Rivers, Abuja, Osun, Lagos, Abuja, Kano, and Plateau which were reported to be partially covered (Adepetun, 2023).

Though the process was slated to have been concluded by December 7, 2022, by the government of President Muhammadu Buhari, the process has not been completed. Nigeria's switchover has faltered, in sharp contrast with the DOSs of neighbouring African countries like Kenya, Botswana, Gabon, Namibia, Burkina Faso, and Cote d'Ivoire, where the process of switching from analogue to digital broadcasting has reportedly concluded (Adepetun, 2023; Olajide & Olanrewaju, 2021). According to Adepetun (2023), about 29 states in the federation are still on the analogue dial more than 10 years after the nation began the journey to digital broadcasting.

Prospects and Challenges of Digital Innovation in Nigeria Prospects

The prospects of the digital innovation in the Nigerian media industry are numerous. They include:

1. Job creation: the switch from analogue to digital broadcasting is

not just about new equipment, quality sound and picture. It will also create jobs for the Nigerian youths and at the same time stimulate growth through local content and channels owners. Estimates project within the shortest period after the switchover, more than a million jobs will be created through direct and indirect means covering areas such as manufacturing of STBs, film/TV production, online/TV and advertising (Ezeaku, 2024).

- **2. Regulatory and national interest:** This is another benefit of the DSO as the regulators NCC and NBC will generate huge incomes from the licensing of operators post-DSO as the digitisation process is expected to accommodate more radio and television operations in Nigeria (Otuosorchi et al., 2023). The resulting access to an array of choices in broadcasting will translate into great gains for the regulatory authorities and the nation.
- 3. Enhanced content creation: The broadcasting space has become increasingly liberalised to the point that creators of its contents are required to do more to serve the wide audience that is demanding improved and captivating content. Udeorah (2008), as cited in Oyedokun et al. (2022), asserts increasingly accessible channels put content producers on their toes as audience members make more demands of them. Increased channels require more contents. The digital tools available will make content production faster and seamless.

- **4. Offering of value-added services:** Free TV is one offering of value-added services of digital innovation seen in the Nigerian media space. According to Ezeaku (2024), premium payTV platforms, the enforcement and offering of TV licenses, and push video on demand are some of the value added services offered by the free TV phenomenon also made possible through DSO.
- **5. Reduced storage cost:** Creating and maintaining filing cabinets is expensive as different costs are associated with space, equipment, and even the salaries paid to individuals for maintenance (Ugochukwu & John, 2024). This makes the storage of content materials in the form of CDs and DVDs cumbersome. However, digitisation will change this because of its storage capabilities. Media organisations are able to create unique storage platforms to archive their materials or use platforms like the cloud.

Challenges

Much has been written about the challenges of on-going digital innovation in Nigeria. Remarkably, these challenges have proven themselves multidimensional. Some of them militate against the migration from analogue to digital media, and others are created by new technologies. They may be divided into the following socio-political, economic, and technical categories.

1. Technical Challenges

According to Olajide and Olarenwaju (2021), financial issues and

technical issues are closely linked, however, lack of technology has greatly impacted Nigeria's DSO and and created problems for DSOs elsewhere in sub-Saharan Africa. For the broadcaster, there is the need to upgrade existing equipment to broadcast digital signals and this upgrading must be made when the switchover is actualised. The audience's equipment too must be upgraded, as a digital signal receiver must be available.

As we examine the challenges of digital innovation, it is important to consider case scenarios of technological problems. Worthy of note is the 2001 visit of the 43rd President of America, Bill Clinton in the company of his daughter Chelsea to Nigeria. His arrival at the airport was covered "live" by the CNN and other major American TV and cable networks, but no Nigerian local TV station was able to provide live footage to their viewers. His movement from the airport in a motorcade to the presidential villa of Nigeria was also covered by the major networks. His visit to Ushafa village (nicknamed Clinton village) in the outskirts of Abujaby was also covered by CNN and other major American TV and cable networks. Again Nigerian TV stations were unable to provide live footage. Some local stations in Nigeria had to relay the visit by joining foreign media to beam the coverage. One was Delta broadcasting Service TV (Ekhareafo, 2024).

Another technical challenge is digital media's tendency towards information overload caused by its users' easy access to the Internet

and media platforms carrying different versions of stories, news and information. Search results can return a thousand or more sources, making the process of sifting through them to identify credible sources cumbersome, because every source of information seems to be credible (Sijuade et al., 2023). Now, the burden is on the audience to fact-check before accepting a piece of information as true.

2. Socio-political Challenges

There are also challenges of social and political dimensions working against implmentations of the DSO. One of the most glaring is the knowledge gap or a lack of awareness. As Oyedokun et al. (2022) observe, Nigeria has a sizable illiterate population, the majority of which are rural dwellers who did not get information about the digital switchover. Also, lack of political will coupled with other political considerations has been identified as another major challenge. The government's desire to apply the DSO as recommended by ITU was first expressed by President Yar'Adua who took office in 2007 and more than a decade later, Nigeria has not achieved a complete switchover. Aragba-Akpore (2023) has noted that political considerations have had a significant impact on the DSO, limiting its progress at various stages of its implementation. Additionally, Nigeria has been plagued with the problem of corruption described as endemic, especially in the public sector (Mahmoud, 2023; Nzeaka et al., 2022; Ojo, 2024). According to Dyikuk and Chinda (2017), the inability of those in charge to deliver the DSO to the Nigerian

people may be traced to bribery and corruption.

Administrative bottlenecks can also be seen as another challenge that has militated against digital transformation in the Nigerian broadcast industry. There were reported cases of waiver granted by the government for set-boxes to be imported when it appeared that the local manufacturers would not be able to deliver them during the first scheduled rollout (Olajide & Olanrewaju, 2021), but there has also been a series of administrative chokepoints. The approval process for acquisition of new broadcast technologies in government-owned media is said to be one of these that has contributed to the slow pace of DSO in the country.

3. Economic Challenges

A major economic challenge is acquiring the funding necessary for the acquisition of technology and other technical services to ensure a successful launch and the completion of the process. Again, political will, coupled with funding as part of government's support for the digitisation process, was lacking (Ezeaku, 2024). Since the failure of the 2015 deadline to the partial switchover was seen in the five states covered by the digital services, poor funding has been provided by the appropriate authorities. In this case, the government of the federal republic of Nigeria has failed in its earlier decision to support the programme with what it takes to achieve the switch-over as scheduled.

of has been attributed to technological innovation and the DSO (Oyedokun et al., 2022). The audience's economic power matters, because set-boxes must be purchased to gain access to digital TV programming,. In some cases, a total upgrade will be required for families to enjoy the full benefits of the migration, and this will include total replacement of the old television set. With low purchasing power being a reality for most Nigerians, especially in rural locations, it is practically impossible to purchase a set-box or replace the old television set.

The epileptic power supply in Nigeria has also contributed to the slow pace of the migration, despite the government spending huge sums of money to revamp the sector (Ihechu & Uche, 2012). Nigeria's poor power supply is a serious challenge. It would cost a media house huge sums to be on alternative power source, like generator sets.

Future Digital Innovation in Nigeria's Broadcast Media

There are beautiful things in the future, if untapped potentials in broadcasting are realised, because Nigerian entrepreneurs have the capacity to drive the digital economy through innovation and technological advancements (Ariyo, 2023). Fully deployed, online streaming services and OTT platforms will lead to greater restructuring of the media's traditional broadcasting models. Currently, streaming platforms dominate the entertainment space in the country. Simon (2024) posits their catalyzing function which is reconfiguring audience consumption calls for interrogation. As a cultural practice, he says, streaming shapes the experience and expectations of its users. 74 Vol. 17.1 (December 2024)

Dyako (2023) predicts the integration of digital tools will be made possible through convergence, and technologies, like virtual reality, AI, and 5G, will transform the media landscape and lead to new user experiences with media content: 5G capability, for instance, offers a higher speed of connection and access to content on virtual spaces like the Internet. According to Manamperi (2023), a 5G network will also provide high quality service. Nicole (2024) lends credence to the argument that AI has the power of personalisation, and that via AI, personalised contents will be delivered for better customer engagement. This is possible, because AI has advanced data capabilities in addition to predictive analysis and content creation. Also, there will be virtual and augmented reality experiences that involve immersive experiences for broadcasting. These technologies will also bring about new patterns of viewer engagement. As Slavin and Slavin (2022) point out, the future of the media industry lies in its users partnering in content creation efforts. Once the digital space is integrative, the focus will shift to the development of local content and talent to showcase unique Nigerian stories. This will also promote the creative spirit in the Nigerian content creators.

The digital future also looks to be one in which digital monetisation and revenue models will be explored. With the digital economy fully integrated and media digital innovation in full gear, new revenue streams can be investigated – these include digital advertising, marketing, and related subscription-based services. As consumers accept digital technologies and the world experiences a growing space of paid content, the future of media will be characterised by new streams of revenue (Böhm et al., 2021). According to Böhm et al., 2021, user donations by consumers to online and news media will be a new source of the revenue generation referred to in revenue models for 21st century and future media. Merchandising, ecommerce, and increase advertising

are also expected to be explored as well. This convergence of broadcast and digital media will raise issues of regulation and policy development. New polcies will need to be created and existing ones updated.

Conclusion

Digital innovation in Nigerian broadcasting has not been easy – some switchovers have made good the promise to deliver value to the audience, other attempts have been marred by a number of challenges. Poor funding, inadequate manpower, and lack of technical know-how has upset broadcast's ability to migrate from analogue. And regardless of how important digital transition is for the media industry's consumers, the country itself seems unprepared for a drastic change unless something urgent is done. The future of a digitisation in Nigeria, however, is still bright, promising partnerships in content creation and ease-of-access.

Recommendations

Having considered the challenges that militate against a successful digital switchover in Nigeria, the researchers recommend:

- 1. Nigeria must now take the matter of DSO seriously for the sake of consumers and the abundant potential for growth of the sector. Funding should not inhibit the process as alternative avenues of funding now can be sought by concerned stakeholders. These may be bonds, subscriptions, and other available streams for smooth transitioning.
- 2. The people must be sensitised to the consumer benefits associated

with the DSO to get them to appreciate the process. This way, it is believed, they will make sacrifices necessary to actualise the much desired switch-over. This may take the form of making contributions to receive the best of the broadcast industry in Nigeria.

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The Relegation of Educational Broadcasting and New Media Technology in Nigeria

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Abstract

This inquiry examines the impact that new media technology has had on Nigeria's educational broadcasting. Its findings show traditional media-enabled broadcasts, like

Flava, Speak-Up, Ajuwaya, and Kiddies World, have been abandoned in favor by broadcast stations for gamified programming that contains new media. This study also reveals sponsorship problems and a dearth of the knowledge needed for the content development of traditional media-based programmes are responsible for resting them. With this in mind, the researchers recommend the training and retraining of content creators to revive broadcasting's traditional media-enabled educational programmes.

Keywords: Broadcasting, Communication, Education, New Media, 21st Century; Educational broadcasting

Introduction

As Singh (2022) points out, the "technology" factor is now an integral part of education. Digital learning tools are enhancing the instructional capacity of the traditional classroom, making it an immediate learning environment supported by quality engagement and faster evaluations (Haleem et al., 2022). Radio and TV broadcasting are effective teaching platforms (Ijeh & Ojebode, 2015), but time and distance are no longer considerations for content creators and learners (Hennig-Thurau et al., 2010). It is commonplace for users to interact with new media, comprised of newspapers, podcast, and music, delivered in their digital format (Cote, 2022). Users are now proactive, employing real-time memory in visible, ubiquitous digital networks (Hennig-Thurau et al., 2010). Whether its learning takes place in real time or asynchronously, educational broadcasting has become part of the information the quint: an interdisciplinary quarterly from the north 87

age. Promoting new media, educational broadcasting has been replacing traditional media-enabled, programmes that McNulty (2013) found informative and intellectually stimulating. This radical termination of excellent programming calls for review.

Statement of the Problem

The 21st century has seen tremendous changes in the operations and practice of the media, prompting stakeholders and experts to say local broadcasting in Nigeria is on a downward slope, dying slowly as the time goes by (Falaiye, 2023; Madu, 2023). In part, this disturbing trend, referred to as "disruption" by digital platforms (Kolawole & Umejei, 2018), has been attributed to technological innovation. Online journalism, in particular, has changed and democratised the delivery of information in Nigeria (Agboola, 2014; Chukwu, 2014; Oyeleye, 2019). Circulation and its associated patterns have also been impacted (Okon et al., 2022), marked by the absence or slow pace of technological innovations' migration and adoption (Okwumba & Onyiaji, 2019)..

Traditional educational programming has also been disrupted by the introduction of new media to the classroom (Chukwu, 2014; Okon et al., 2022; Salman et al., 2011) Findings from different studies also show there has been significant technological impacts (Chukwu, 2014; Okon et al., 2022; Salman et al., 2011). As Udoudo and Ojo (2016) point out, new media has been gradually introduced to all levels of learning – to nursery, primary, and secondary schools through blogs, podcasts, Twitter, and Facebook. E-learning software, school management solutions, and learning management system are some of these digital technological innovations of

learning media (Kholil et al., 2020), The use of new media has even been extended to the gamification of education to make learning interesting and engaging (Singh, 2022). Gupta (2016) notes that gamify tools available in the education system include MineCraft Edu, KnowRe, Play Brighter, Course Hero, Socrative Virtomics, and Class Realm.

Objectives of the Study

This study pursues three basic objectives:

- 1. To identify traditional media-based educational broadcasting programmes and initiatives in Nigeria;
- 2. To confirm educational programmes have been abandoned by broadcast media in Nigeria;
- 3. To discover the ways new media technologies have contributed to traditional media-based educational initiatives and programmes being relegated to the background in television programming.

Conceptual Review

The concept "new media" is a term that is applied in a number of ways (Yujie et al., 2022). According to Feder (2023), new media technology is a term that specifically refers to blogs, websites, and Internet ads. Websites, blogs and other types of new media offer new ways to access contents across virtual platforms. New media is also a generic term used to describe all forms of web-related or computer-based technology that enables interactive user interface and creative participation, such as blogs, wikis, mobile phones, social networking sites, video games, and the virtual world (Oyero et the quint: an interdisciplinary quarterly from the north 89

al., 2020).

New media is also a catch-all phrase used to describe innovative kinds of electronic communication in computer technology (Rouse, 2022). These include email, online audio/video streams, online communities, online social platforms, blogs, online forums, web advertisements, Internet telephony, websites, and online education platforms. Rouse says new media contrasts sharply with "old media" which include television, radio, books, newspapers, magazines, and other non-interactive media forms. New media's instantaneity also distinguishes it from old media. New media promote the instant posting of stories and contents. New media technology is also set apart by its information processing and said to possess more powerful information storage and dissemination capacity (Guo, 2023). Its reliance on powerful data processing propels the growth of technology in the digital age.

Guo (2023) observes new media technologies have an enormous impact on traditional TV news media, their challenges and lessons propelling the development of broadcasting. Here it is important to note that new media, as Marshal McLuhan would remark, cannot be dismissed as "mechanical gimmicks" created to imagine worlds of illusions, because they are new languages with unique powers of expression (Welsh & Wright, 2010). Chaffee (2001)says that new media technologies (NMTs) also offer alternatives to one another, giving consumers more choices and eroding the typical mass communication's centralised control

According to McNulty (2013), educational broadcasting, as radio/TV programming that provides courses of study in programmes was developed to inform, enlighten, and stimulate the intellects of audience members. Educational programming can also be defined as the dissemination of messages that pertain to education

through the mediums of radio/or television with a target audience for the purpose of enlightenment or the development of knowledge in specific fields (Nwabueze et al., 2012). The standard objectives envisioned and pursued in educational broadcasting cover three domains of learning—the affective, cognitive, and psychomotor—supporting and furthering the purpose of education to inform, educate, and direct (Ijeh & Ojebode, 2017).

Because audiences have confidence in the media's dissemination of information, educational broadcasting is specifically created and curated to align with its programme objectives. This also includes media created to educate in an intentional or accidental manner (Kirkorian & Anderson, as cited in Linebarger, 2015). When the media is deliberate about education, it also lays its emphasis on content development towards actualising the aim and objectives of its programme idea. For example, media can be used for active learning in case studies and group discussions (Mateer et al., 2010). The media used may be a podcast of a lecture, a video clip that is shown on TV, a song aired on radio, or even a newspaper article printed or posted online. These formats enhance the learning experience and complement traditional classroom methods.

Now, new media technologies and educational broadcasting intersect with one another serving as a platform on which programming contents are developed and utilised. These platforms create mobile applications and use the Internet to enable one-to-one and one-to-many educational content deliveries. This has been a significant boost to educational broadcasting in the digital age.

Literature/Empirical Review

The beginnings of educational broadcasting in Nigeria can be traced to the Nigeria Broadcasting Service in 1951 when a few educational programmes were commissioned the quint: an interdisciplinary quarterly from the north 91

(Nkwam-Uwaoma, 2016). Recently, Sanusi et al. (2021) have proposed total literacy can be achieved in Nigeria through the use of multivariate channels including the mass media as tools for teaching and learning. Radio also remains an important channel for learning, especially in Nigeria's rural areas (Adams, 2024; Nweze et al., 2019).

Despite its importance, traditional educational broadcasting changed after the introduction of NMTs in Nigeria (Idoko, 2023), and elsewhere in the world (Zheng et al., 2023). New media channels/platforms have made a considerable impact on traditional media – leading to improvement in the daily experiences of audience members (Salman et al., 2011). These platforms have increased innovation, heightened involvement, and generated a higher availability of information (Zhang, 2024). Remarkably, traditional media platforms have taken advantage of features of new media to cater for all segments of their audience base.

Nweze et al. (2019) argue the future of distance education in Nigeria lies in evaluating the role of radio in educating rural people, pinpointing strategies used for educational broadcasting, assessing media roles in education, identifying challenges faced, and finally proffering solutions. Santas and Asemah (2013) have found broadcast media is very useful in rural education. Findings of this study show that rural-tailored broadcasting enhances people's participation when its messages are delivered in local languages. Goodluck (2021) also links educational outcomes to media technology, showing established technology has been helpful, because it provides learners and teachers with access to books and other reference materials directly relevant to the subject of study. The findings of both these studies are not far from those of Udoudo and Ojo (2016) which list the positives gained by the adoption of new media in education. Their finding also show that seven of the eight schools

studied in Obio/Akpor, LGA, also encountered challenges when adopting media technology. Erratic power supply, software and hardware problems, and inadequate manpower and network coverage were problems experienced by their students using new media. Other studies related to education and technology have also explored the role of media in education (Kadirov, 2020; Raju, 2019), the impact of educational broadcasting on development (Santas & Asemah), and how new media has redefined education (Goodluck, 2021; Singh, 2022). To date, there is little literature regarding NMTs making traditional media-based educational broadcasting obsolete in Nigeria (or elsewhere).

Theoretical Framework

In the aftermath of *The Gutenberg Galaxy: The Making of Typographic Man* (1962) Marshal McLuhan proposed media technology shapes the way we, as a society, act, think, and feel, and it affects how the society operates as it transitions from one technological period to another (Tribal – Literate – Print – Electronic). McLuhan's technological determinism continues to be useful. It not only helps to explain how NMTs determine media in contemporary society, it also provides a theoretical foundation for understanding the reasons for the relegation of traditional media-based broadcasting to the background of television's educational programming.

Methodology

This study uses in-depth interview research and thematic analysis as its methodologies and the IDI guide as its instrument. The researchers collected data from four (4) carefully selected individuals from the two dominant broadcast media genres (radio and television). Each had more than twenty (20) years experience in the industry in

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Nigeria. A 25-minute interview was scheduled, with each interviewee choosing a convenient time. The interviewers (Danjuma, 2024; Suleiman, 2024; Leonard, 2024; Momoh, 2024) made audio recordings of each session and produced a transcript. Thematic analysis identified and interpreted themes in the data set (see Elliot, cited in Naeem et al., 2023). Explanation building propounded by Yin (1984) was used to present the qualitative data.

Findings

Traditional Media Educational Broadcasting Programmes in Nigeria

In Nigeria, a number of television and radio stations/outlets have designed educational programmes to address the needs of their audiences. Responding to Danjuma and Suleiman, respondents express dissatisfaction with these programmes designed to fill voids created by inadequate access to education. They point out:

[e]ducational broadcasting in Nigeria has not been very well structured in the sense that it is the government-owned TV stations that engage in educational broadcasting. With the deregulation of the broadcast industry, the new private media that came onboard are also trying – but essentially, it has been NTA and the states TV stations that have been more involved in educational broadcasting. Some radio stations are probably doing more than TV stations, because I know that for many decades Radio Nigeria has been greatly involved in educational broadcasting through the network service of the FRCN involving all its affiliate radio stations. So radio did more than TV, but overall, the broadcast sector in Nigeria has not done justice to educational broadcasting. I do not

know as a matter of fact what the exact challenge has been. Perhaps it might be a lack of functional policy on educational broadcasting. Maybe members of the broadcast audience have not been demanding for it, or is it the private sector that has not been getting involved in educational broadcasting in terms of funding? It may also be a combination of all the reasons that I have mentioned. (Danjuma, 2024)

Generally, broadcasting has to do with educating, informing and entertaining the listeners; the general public. Educational broadcasting is educating the public either in primary, secondary or tertiary institutions as well those that have not even been through formal school or educational system. It has to do with educating members of the public about the entire socio-economic and political activities of a given society where you impact education to the children as well as adults through the use of radio or television. (Suleiman, 2024)

Leonard's and Momoh's respondents considered nuanced concepts of educational programming, reaching beyond kiddies' programmes to those educational in orientation and philosophy:

[i]n Nigeria educational broadcasting is about putting out programmes that educate people. Now what I have seen so far in Nigeria are programmes for children and school-related kind of programmes. For me as a media development and development communications person, the ideal conceptualisation of educational broadcasting is that it is any content that gives information and knowledge to the people about the quint: an interdisciplinary quarterly from the north 95

something and helps them move from one level to the next. This definition is at variant with that of the regulators and the Nigerian mainstream media anyways. It is not supposed to be restricted to contents within the educational sector or those meant for children or age-specific segment of the population. In Nigeria, the regulation requires that every station has 30 percent educational programmes as part of its programming which is not being strictly adhered to and the body not doing so much to ensure stations have that as aspects of programming. (Leonard, 2024)

I have quite some knowledge of educational broadcasting in Nigeria. But it's important to note that there is technically no such thing as educational broadcasting in Nigeria – what we have in all the stations are mostly kiddies programmes. Therefore, they categorise kiddies' programmes under 'educational' because there are different genres of programming. For kiddies programmes, the appropriate categorisation is educational. Until recently where we have NTA knowledge which is the only channel in Nigeria known to me that can be called 'educational.' So every other one called educational are mostly kiddies programmes. From the days of 'Tales by Moonlight' on TV and 'Sesame Street' so referred to as educational are mostly targeted at children. The target audiences are children so you might as well call them programme. Kiddies' programmes are mostly educational but targeted at children – hence the educational attachments to them. (Momoh, 2024)

Educational Broadcast Programmes Abandoned in Nigeria

While unboxing abandoment of educational programmes, it is important to remember Nigerian broadcasting is no longer government-owned. Diversifying its ownership structure has brought changes to the programming and philosophies of the different media organisations. Regarding the the broadcast industry's rested educational programmes, Danjuma's and Suleiman's speakers remarked,

I am a broadcaster but not an average dedicated viewer (audience member) of the NTA. However, I can say that there were educational programmes in the past (especially quiz educational programmes) that discussed education on NTA network which have been aired in the past but which may not be on air anymore. I do not watch TV that much; I cannot tell as a matter of fact that a particular programme has been discontinued. But I know that there were one or two or even three of educational programmes that were running on the broadcast network of the NTA that are no longer on air. (Danjuma, 2024)

Yes, I can tell you that even to draw radio schedule of programmes without any educational programme is incomplete. So it is compulsory that when drawing up a schedule for broadcasting, there must be an educational programme; particularly in those days. Even as early as the 50s, 60s, 70s and then 80s to 90s and even present-day, there are radio and television stations that have educational programmes. And at the FRCN (Radio Nigeria), I can say we have educational programmes created to educated children and students and sometimes even in schools,

it is compulsory for students and particularly those of English to tune in to programmes on radio. In those days, students were asked to converge in the classrooms so the teacher tunes to radio and then they listen to an educational programme related to their activities. Subjects are taught through the radio; English, Mathematics, Chemistry, Geography and so on. This was created for them to have the grasp of what the teacher was offering them. It was particularly created because back in the days, radio was used to bridge the gaps created by lack of adequate teaching manpower. Therefore, radio and TV were used as sources for educating and entertaining the children. At Radio Nigeria, we had 'education by radio' and these programmes were broadcast in Hausa, Igbo and Yoruba. In those days, Radio Nigeria Ibadan broadcast in Yoruba and English for the South West audience. In the South East, Radio Nigeria Enugu were focused on such programmes delivered in Igbo, while in the Northern part of the country, Radio Nigeria Kaduna did theirs in Hausa. On the NTA, there was 'Tales by Moonlight' while the radio version of such led to children being gathered in the studio and they were told stories and educated on a particular subject and then in so many households, families tuned in to catch-up. English version of 'education by radio' programming was compulsory for all the stations under FRCN to hook to the national station to ensure that a vast majority of the audience members benefit. In fact, even UNICEF sponsored such educational programme on FRCN that was broadcast in the evenings. There were decentralisations efforts that led to FM stations having their own versions

of the national programme. (Suleiman, 2024)

Danjuma's and Suleiman's respondents differed in their understanding of educational programming, but both agreed shows have been abandoned. Their memories align with those of Leonard's and Momoh's respondents also differed in degree but not in kind. The broadcasters interviewed by Leonard and Momah said:

I may not remember the abandonment aspect because the NTA recently got involved in doing educational programmes. However, we have several educational programmes on TV in Nigeria in those days like "Speak Up," and the Nigerian version of "Mind Your Language" that used to be done in the evenings and such programmes that no longer air across broadcast media channels. (Leonard, 2024)

Yes. Two programmes. One is called 'Kiddies World'. It was an in-house production of Aso Radio – we've abandoned it. And the second is called 'Literacy by Radio' – that was produced by the FCT Department of Adult Education (FTC-DAE). They were sponsoring that programme known as literacy by radio targeted at adults who did not have opportunity of going to school. They had work books that they got from DAE and in the evening, by 5 pm it is broadcast for them wherever they are within the FCT; they tunedin to Aso Radio and then they go through the work book. So they were taken through the work book from the radio. These two programmes have been abandoned. (Momoh, 2024)

Factors Responsible for the Relegation of Traditional Media-Based Educational Broadcasting

Determining reasons for the relegation of traditional media-based programmes to the background of Nigeria's educational broadcasting is the crux of this study. IDI questions dealt exhaustively with this subject. Specifically, interviewees were asked whether new media technologies had anything to do with the relegation. Danjuma's, Suleiman's, and Leonard's respondents thought:

[m]aybe yes and maybe no. I will say yes because with the advent of digital technologies and the revolution, traditional television broadcasting was affected. It was so affected because members of TV audience now, who are mostly young people, belong to the new media generation. They are mostly young and they have become more sophisticated, more critical, and more technology savvy. Also don't forget that every item of technology especially TV broadcasting needs electricity, setting up a TV station is capital intensive. The new media mostly use the mobile phone which has become a constant companion of most people especially the young people. So, educational broadcast programmes have been collapsed into a very tiny device that's easily accessible to millions of people. Who has time to be watching the conventional broadcast stations? Practically, the mobile phone contains many applications that you can access educational information and educational programmes. There are many applications like the YouTube, Google, and many other digital applications in the mobile phone. And in the comfort of your room, you can easily flip open, put some data and access educational materials. The audience is made

put some data and access educational materials. The audience is mad 100 Vol. 17.1 (December 2024)

up of young people who watch educational programmes based on their needs. They are mostly high school students, university students and so on and so forth. Essentially, the new media belongs to the young and they are moving in tandem with new technology, new way of thinking, which is digital in nature, fast paced and which satisfies their needs on the go. (Danjuma, 2024)

There were programmes that were aired for the children that no longer air on the network service. They were not actually abandoned; but phased out because of the commercialisation of radio and television in Nigeria. Almost all of such educational programmes were being sponsored – so programmes without sponsorship gave way for those that received sponsorship. So it is in that direction that some of the programmes were stopped – not because of any other thing but sponsorship drawing from the commercialisation and privatisation notions of the time. Then the proliferation of radio stations in the country – and another reason is the changing technological landscape. Learning in modern times does not require that the learner listen to radio. People are able to leverage on the mobile phone technology to learn. So many other platforms for learning/ outfits have also been created for learning. To that extent, some of the programmes were jettisoned. Aside commercialisation, the news media technologies factors also played a part on why the programmes were phased out. (Suleiman, 2024)

Lack of knowledge of/or deficiency in content development capacity and

not new media led to the abandonment of the programmes. Programmes production skills are absent. There is a dearth of knowledge on the account of lack of training. Some broadcast training institutes in Nigeria still teach their students theories of programme and things on how long a documentary should last etc. Nobody trains practitioners on how to creatively produce a programme. Creativity in programme production can be seen on "Flava" a health programme on radio about HIV/AIDs turned out to be the most exiting youth programme in Nigeria running on 178 radio stations nationwide. Imagine if the programme belonged to a local station. That is what we mean by dearth of knowledge in educational programme production. For instance, Cosmo FM before its shutdown created a programme "Off Campus" and became just like Flava as it was exciting. Ajuwaya on Aso Radio used as training ground for youth corps members. Similarly to this is "Generation Next" that still runs on Joy FM Oturkpo. Being creative about programme production will attract a wide audience including the youths (herein described as upwardly mobile). They will stay and not desert the programme just as they stayed and followed "Flava" and other similar programmes that were well-packaged. So it is not about sponsorship or even new media; it is all about creativity. (Leonard, 2024)

In Nigeria, sponsorship was also a problem for educational broadcasting. Content producers needed funding for their projects. Momoh's respondent pointed out,

[t]he first programme which is an in-house production of Aso Radio

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'Kiddies' World' was abandoned because there's no sponsorship and to do kiddies educational programme cost a lot of money. You need the teachers, you need the children, and to get children to the studio is a whole lot of work. You can get adults to the studio; they will work on their logistics, transportation, their feeding. In fact, they will be glad to come around to contribute their own part as responsible citizens. You can't get that with children. You need to prepare for them, you need to get their caregivers to bring them to the studio, and you need to take care of the logistics, their welfare and all of those. It's not easy to do such a programme without sponsorship. The second programme sponsored by the FCT Department of Adult Education was also supported by some international organisations who are interested in educating adults. All of that sponsorship has stopped and the FCT is no longer running those programmes. The new media technological innovations have nothing to do with abandonment of the programmes. If anything, the new media technological innovations offer what we call 'convergence' of the media where through social media and the new media we're able to create more channels to reach more audience who might be out there depending on their platforms. As a radio station, we're proud to put all of those platforms on our channels and to tell people to get to get us through our social media platforms, websites and other aspects of the new media. For us, the convergence offer greater opportunities and make us abandon any of our programmes but can only strengthen

our programmes. (Momoh, 2024)

Other reasons why programmes were abandoned put forward were also colored by the respondents' memories. Danjuma's, Suleiman's, and Leonard's respondents asserted:

[i]t's important to mention a very important point on the relegation of traditional educational broadcasting to the background by the new media. The audience, which is made up of young people, is a very impatient audience. So messages that are coded and uploaded on the Internet and which provide information and educational material are very short and straight-to-point, moving in tandem with the way young people are thinking. And I think it is because the smartphone makes one a fast thinker. It's unlike a book, or a structured conventional television programme which takes more planning, expansive set-up and more resources. Young people are able to relate to the knowledge and the speed with which messages on the new media are delivered. So where they gained social skills in the past through the classroom or educational broadcasting which is structured with a 30 minutes running time and a formal set-up, that has radically changed with the new media. The messages in the new media are fast paced and because young people belong to the digital age, their brains are adapted to the new media. They can relate to the phenomenon very easily and very quickly. Whether this trend is viewed from a negative or positive perspective; it remains the reality. So, who will like to go through the mainstream conventional

media or through radio to listen to educational broadcast? Young people see this as a boring process. One may require electricity (which is not there every time) to power the TV set. People fall back on the comfort, convenience, availability, and accessibility of the mobile phone. To that extent, one can see that it has affected the traditional method of broadcasting educational materials. So we can say some of the factors are the features of the new media such as accessibility, instantaneity and these people especially the young ones can relate immediately. (Danjuma, 2024)

Major reasons by educational programmes being phased out are the establishment of so many schools (both public and private) all over the country. In those days, schools were regional-based; secondary schools universities were not found everywhere in the country. That situation contrasts with what is obtainable now – where there are schools belonging to government or private at different level either primary or secondary or even the university. The emergence of so many schools all over the country has no doubt affected educational broadcasting. There is no state in Nigeria that does not have the presence of state or federal university in Nigeria. In addition, the emergence of the new media has affected educational broadcast programmes because on your laptop or handset you can access social media; Facebook, Instagram, YouTube that offer alternatives to broadcast programmes. This also extends to other areas of education as e-learning enables people to obtain degrees online from the comfort of their homes. Universities are online. The world is moving

away from "certificated education" to "skill-based education." Most advanced countries have skilled graduates because certificates are just mere status symbols. The world has moved from computer-based to AI. A thesis can be produced with AI just as speech, essay and thesis. These programmes and technological innovations have all contributed to the phasing-out of education by radio. (Suleiman, 2024)

New media have nothing to do with the abandonment of such programmes. If for anything, those platforms are part of what is trying to bring them back. For instance, we now have Pineapple TV, Teens TV, and Cool/Wazobia Group's Kids Radio come up. These initiatives are coming up as a result of items and things that have popped up online. What led to the abandonment of those ones was just the general abandonment of content development in Nigeria. The mainstream traditional media are not paying attention to content development. Even some do not even have the skills to develop such contents. (Leonard, 2024)

The data in this study also reveals there were efforts aimed at reviving rested programmes. Momoh's interviewee, for example, remembered:

a time that we partnered with an independent producer who had the clout and the connections to get sponsors. When she came in we ran the programme for like two quarters until we were not able to continue with those who were our sponsors and we had to drop it off again. The only reason why those programmes don't run is commercial – it's because of sponsorship. They are not like news and current affairs programmes

where you can just look at the newspaper headlines, sit there and begin to talk about the content of the newspaper headlines and then get a guest who is an adult to discuss those issues. But in this particular case, it takes much more than that. (Momoh, 2024)

Discussion of Findings

Educational broadcasting is not a new phenomenon in Nigeria. Before the country's independence, educational programmes catered to the needs of Nigerians, Our findings show there as been abandonment of traditional media-enabled educational programmes. Education-by-Radio, Flava, Off Campus, Ajuwaya, Literacy-by-Radio, Mind your Language, and Speak-Up now are rested. These were programmes that exposed their audiences to things that would help them navigate their social milieu. They also were opportunities for relaxation and to learn in different ways. Notably, features offered by new media platforms, like interactivity in learning and flexibility of storage, were advanced as reasons why young people prefer new media applications to TV-powered educational programmes. This study also finds commercialisation, sponsorship, and lack of the required technical expertise reasons for traditional education programmes being abandoned. commercialisation, sponsorship, and lack of the required technical expertise commercialisation, sponsorship, and lack of the required technical expertise

Conclusion

This study concludes the shift from the traditional media-enabled educational broadcasting that has taken place in Nigeria can be attributed to two types of factors. First, circumstances associated with the production of traditional educational the quint: an interdisciplinary quarterly from the north 107

broadcasting are to blame. Commercialisation, the lack of sponsorship, and the lack of technical expertise have made traditional educational programming no longer viable. Also, the dearth of knowledge required for its programmes and content development has contributed to its relegation to the background of the industry. Second, new media have also contributed to educational broadcasting's relegation of traditional media-enabled programming to the past. New media applications enable people to learn on their own terms. Their ease-of-access, speed, and ease-of-use has swung the audience's focus away from purely broadcast-oriented programming.

Recommendations

This study's recommendations are:

- 1. Traditional media proponents and stakeholders must realise the trends and then consider digitisation and go fully-online while still leveraging on their powers in the traditional broadcasting terrain. All TV and radio stations must also ensure that dedicated channels that offer presentation-like education programmes are prioritised to win over the audience members.
- 2. There is urgent need for training and retraining of broadcasters and content developers to develop educational and entertaining contents that are in tune with new generation of learners. This will increase educational broadcasting's audience base and promote educational programming in Nigeria.

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Ethical and Regulatory Concerns about Digital Broadcasting and Crisis Communication in Nigeria

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Abstract

In Nigeria, privately owned digital broadcasting platforms have repeatedly disseminated contents stuffed with vitriolic rhetoric, disinformation, character assassination, sedition, copyright infringements, and unsubstantiated stories. This study finds crisis communication in privately owned digital broadcasts particularly 116 Vol. 17.1 (December 2024)

calls for reform. They also show the decision making of Nigerian broadcasting's primary regulatory body has not been even-handed when complaints have been brought to its attention. This study concludes content on some digital platforms is disseminated without ethical consideration. The researchers recommend the National Broadcasting Commission should reconsider in the way and manner with which it deals with issues regarding private media organisations.

Keywords: Crisis communication, Digital broadcasting, Ethics, Media, Nigeria, Regulation

Introduction

According to McCarson (2024), crisis communication is the practice of sharing critical information to members of an organisation during company emergencies. Generally, crisis communication raises stakeholders' awareness of a threat to the company and shares the steps that need to be taken to reduce it. Crisis communication is also used to manage public incidents, emergencies, or disasters. Journalism often practices crisis communication, providing accurate information that informs and protects the public. Nigeria has suffered many emergencies since its independence in 1960. When governments have been unable to contain crises, Nigerian journalists have stepped in to act as critical stakeholders in peacebuilding. Today, some broadcasters in Nigeria are taking advantage of digital broadcasting platforms to communicate crisis messages timely and effectively. But others are not.

Social media, a constituent of new media, is increasing in popularity and influence (Inobemhe, Santas Asemah, & Igyuve, 2022). Worldwide, smartphones account for the bulk of virtual time and facilitate easy access to digital broadcasting platforms, putting the control of connecting to the world in the palm of every hand (Simplilearn, 2024). The versatility of these platforms provides journalists with new ways to clear away ambiguity, verify stories, and present truths. Social networks should help digital broadcasters handle crisis communications with caution because of the potency of the platforms they operate on (Baltezarević & Baltezarević, 2020). The Internet and its liberties—freedom of expression, freedom of information, anonymity of source, global connectivity, open communication, access to alternative media and net neutrality—also pose ethical challenges. During emergencies, there has been the spreading disinformation, misinformation, fake news, hate speech, sensationalism, objectivity issues, quackery, and invasion of privacy on digital platforms compounding crisis narratives, especially on digital broadcasting platforms like social media.

Without ethics, there cannot be public trust. The proliferation of fake news and disinformation has become a global phenomenon relegating the canon of accuracy and objectivity that journalism is known for to the background. Individuals now prefer trending issues to objective reporting. This has led to a decline in media ethics (Ugo, Peter-Wagbara & Omaka, 2023). Nigeria's ethical conundrum has been characterised by disinformation, vitriolic rhetoric, unverified sources, and charlatanism. In particular, concerns have been raised about the information desseminated by digital broadcasting platforms. Idowu (2018), in Ugo et al. (2023), even describes digital journalists being plunderers of ethical practices.

Statement of the Problem

Since digital broadcasting was recognised in Nigeria, ethical breaches have became frequent occurrences on the superhighway. In the past twenty years, digital broadcasting platforms have repeatedly disseminated contents stuffed with vitriolic rhetoric, disinformation, character assassination, sedition, copyright infringements, and unsubstantiated stories. Sensational (and amateur) reporting has subjected media practices to disrepute in several quarters across the country. Media law does place limitations on stories, especially those that could harm the government and policies of the country. Some digital broadcasters, however, feature such reports and seek valuable information about eminent persons, corporate figures, and activities of the state identified as government secrets. Citing freedom of sppech, they threaten government executives for personal gain (Banjo & Oduwobi, 2023; Ugo et al., 2023). Crisis communication on digital broadcasting platforms is certainly a pressing issue of concern.

Research Objectives

The objectives of this study are:

- 1. To identify digital broadcasting platforms used for crisis communication;
- 2. To examine ethical and regulatory concerns concerning the use of digital broadcasting for crises communication;
- 3. To determine the regulatory approaches to digital broadcasting in Nigeria;

4. To identify the challenges and prospects of ethics and regulations in digital broadcasting.

Conceptual Review

The following terms are defined for this study: ethics, media ethics, media law, digital broadcasting, and crisis communication.

Ethics are codes of conduct that guide professionals in their various disciplines. They are the moral standards to which professionals should strictly adhere. The ethics of a particular profession explicitly sates the do's and don'ts of the profession. A profession's emphasis on its ethics always expects its practitioners will respect them. For Banjo & Oduwobi (2023), ethics are a rational path to organising, protecting, and promoting codes of morality. Singer (2024) sees ethics as a field that is focused on distinguishing what is morally acceptable from what is immoral.

Media ethics are the values that guide media men and women in every society. They clearly state the obligations of media practitioners to deliver timely, responsible communications in broadcasting, print, webcasting, advertising, or public relations. Marsen (2016) describes media ethics as a practical method of evaluating and comprehending media activities that is informed by a deep understanding of moral values and concepts. Unethical media activities are marked by sensationalism, fake news, disinformation, invasion of privacy, copyright infringement, hate speech, unverifiable stories, questionable sources, and quackery.

Digital broadcasting is an advanced method of relaying broadcast signals to a desired audience that offers clear visuals and lucid sound. Digital broadcasting provides platforms on which media organisations and content producers showcase their works. Audiences are encouraged to use computers, smart TVs, mobile devices 120 Vol. 17.1 (December 2024)

and the Internet. Television networks may choose to go digital by transmitting or streaming their programmes over the Internet by using digital platforms (Oyedokun, Molindo and Ajayi, 2022).

Morales (2024) defines media law as governing the use of media and the production of its contents. Media law regulates what can be broadcast or published and is written to curb defamation, sedition, privacy, copyright, contempt of court, and cover. Media ethics inform and support these laws. The objectives of media ethics promote quality reporting, ethical decision making, and respect for the public and information sources as well as credibility in reporting.

A crisis is an unforeseen event that happens suddenly. Baltezarević & Baltezarević (2020) define crisis as a key occurrence harmful to an organisation, a nation, or a state of affairs. In this paper, crisis communication simply refers to the gathering, collection, evaluation, and dissemination of messages needed to curb a crisis situation. It is essential for any agency, group, or institution handling emergencies to communicate ethically, constantly update the public about the situation as it unfolds, and keep the lines of communication open after a crisis to avoid its further occurrence (Marsen, 2020; Upadhyay & Upadhyay, 2023).

Empirical Review

Ugo et al. (2023) consider ethical issues in internet-based journalism in Nigeria and identifiy the factors that trigger ethical concerns among its practitioners. Findings of this study reveal there is little understanding of media law. The study also identifies source credibility and editorial policy as viable means to tackle problems of inciting hatred and spreading fake news amongst digital journalists and to counteract quacks who claim to be media influencers on online platforms. It also points out that ethical the quint: an interdisciplinary quarterly from the north 121

breaches can be curtailed by creating awareness of ethical issues, complying with media laws to establish digital broadcasting outlets that are free from legal troubles, and educating practitioners to set higher standards of reporting.

Apuke & Omar (2021) examine the ethical challenges of online journalism in Nigeria by seeking responses from media professionals and academics. Findings of the study show ethical breaches on Internet platforms are on the rise, the most prevalent being fake news. Unauthorized disclosures are common. Sensational reporting, biased reporting, and hate speech are widespread. The study attributes them to political interest and unmonitored platforms' need to break news. The researchers recommend regulation of online media platforms through licensing and training and suggest telecommunication companies in partnership with Nigerian Communications Commission (NCC) devise a remedy by restricting platforms guilty of unethical activities.

Literature Review

As Martinez (2019), in Banjo & Oduwobi (2023), observes, ethics frame discussions of morality. Tilak (2020) remarks ethics function offer moral views, ideals, and beliefs, enabling us to analyse situations, distinguish good from evil, and decide what to do in certain situations. Tailak finds ethics guide proper decision making and determine how society operates. Broadcasters, guided by ethics, weigh the consequences of their work before their information is aired.

Banjo & Oduwobi (2023), Fab-Ukozor (2008), and Nigerian Press Council (2024) find journalists' professional responsibilities to accuracy and fairness, privacy, privilege and non-disclosure, copright. Tilak (2020) observes that media ethics focus on the appropriate manner for journalists to conduct themselves. Their decency and 122 Vol. 17.1 (December 2024)

discrimination is designed to protect public interests. As Lee (2016) points out, journalists' obligations ensure their platforms' credibility and maintain public trust. Todorovic (2023) points out that media ethics also affect the span and reach of different disciplines and apply to scholars, practitioners, or experts in practice, principle, and approach.

Morales (2024) examines the media law that covers broadcasting, digital media, film, music, publishing, and theatre as well as advertising, marketing and public relations. This study shows media laws often overlap other kinds of law, especially intellectual property law, because issues of piracy are prevalent. Morales also finds the policing of media differs, noting the Internet and subscription radio are less regulated.

Ingram, McAthur & Vora (2022) argue digital technology can aid the progress of sustainable development and accelerate worldwide prosperity, because it encourages participatory processes. Findings made by Onyiaji & Okwumba (2019) also show digital media channels have changed the nature of communication. Te (2021) remarks digital broadcasting allows immediate collaborative flow of communication which impacts on how crisis is perceived. This study finds open access to digital broadcasting helps individuals and organisations develop contents, evaluate possible crises, and participate and interact in matters of public interest.

According to George (2016), digital broadcasting is part of the teamwork done during a crisis. George finds online broadcasting's ability to leverage and sustain different plaforms, restore trust, and foster civic engagement. superior to traditional media.. Ruggiero & Vos, (2014), cited in Te (2021), also show crisis communication is an interactive collaborative effort. Baltezarević & Baltezarević (2020) note prompt

communication during an emergency crisis via social media can cushion the effects of a crisis. For this study, the main objective of crisis management is to assemble important information and make efforts to counter wrongly-circulated information. The researchers finds that communicating honestly and promptly in times of crisis essential and recommend credibility and trust be proactively guarded.

Theoretical Framework

Thomas Hobbes' Social Contract Theory argues authority, based on consensus, safeguards explicit rights and disciplines. Adhering to established guidelines, political institutions ensure their citizens respective rights, but in times of crisis require people to relinquish individual freedoms to guarantee the safety of the greater good (Cartwright (2024). Ggood corporate citizens, broadcasters are trained to act ethically and uphold the safety of the collective, protecting the public's good health and goodwill. Hobbes would advise digital broadcasters who breach these ethical guidelines be punished by the state. Digital broadcasting in crisis communication, in particular, is a moral obligation and civic duty for all.

Methodology

This qualitative study used library research as its methodology, relying on a sample pool of applicable secondary data in Internet sources, articles, books, journals, book chapters, reports and public archives to assemble relevant data in available literature. A thematic analysis was used to analyse the qualitative data.

Discussion

Digital Broadcasting Platforms

Prominent, available, and relevant, 21st century digital broadcasting platforms are:

- 1) Smart Digital Television Smart digital TVs are IoT-enabled. They are equipped with online access and browsing abilities as a common peculiarity unlike conventional TVs with limited functionalities, these devices come with inbuilt online access. Digital TVs can access the Internet with the help of external devices like gaming console or streaming boxes. This platform offers a reliable means of disseminating critical information, and Nigeria can utilise it to communicate crisis messages.
- 2) Computers Computers comprise the heart of digital broadcasting, integrating the ability to listen to radio, watch TV and have increased access points. This development significantly enhances crisis communication management, because content materials can be easily created in various formats and disseminated efficiently to a diverse audience.
- 3) Mobile devices Mobile devices offer user-friendly access and are classified as platforms of digital broadcasting. They include smartphones, tablets, laptops, E-reader, and mobile hotspots, among the plethora of devices. They provide access to digital broadcasting contents, either on streaming platforms or social media. Leveraging mobile devices, targeted crisis communications can be created

to reach audiences on their mobile devices ensuring maximum effectiveness. Many Nigerians use mobile phones and have access to web connectivity. Taylor (2023) notes that the total number of smartphone subscribers in Nigeria stands between 24 and 40 million.

- 4) The Internet The Internet provides access to online news sources. It facilitates the broadcasting of video, audio, and multimedia contents. It is central to all other digital platforms as it allows users to access these contents with computers and other digital devices. Crisis communication messages can be spread on different digital platforms online.
- 5) Social Media Social media are modern platforms. They facilitate communication and make information dissemination a seamless process. Social media are digital-based and allow users of media contents worldwide to have instant access to digital communication products that consist of documents, multimedia messages, pictures, videos, and private data. The users of social media have unlimited access to information once they are linked to the Internet, using any smart device (smartphones, computers of all kinds, tablets, and smart TVs) that facilitates the use of social media (Ihechu & Jones, 2023; Inobemhe, Ugber & Udeh, 2020; Stasi, 2019). These platforms serve 5 billion people (Chaffey, 2024). Instagram, YouTube, Facebook, X, and TikTok are all viable platforms that can be used by digital broadcasting aimed at crisis communication in Nigeria.

6) Live streaming – Live streaming platforms use digital spaces to broadcast real-time videos. On them, events are not pre-recorded. Revolutionary media technology such as AI is an exceptional factor among the live streaming options on websites (Prakash, 2024). ICT and media technologies have also created platforms like Apple TV, Sling TV, Netflix, Hulu, and Fubo. These have been integrated into social media platforms like YouTube, Instagram, and Facebook to produce YouTube Live, Instagram Live, and Facebook Live. These live streaming platforms have the capacity to effectively disseminate crisis communication messages and make Nigeria more habitable and cohesive.

New media platforms are already augmenting the broadcasting abilities of traditional broadcast organisations worldwide (Priyal, 2023). Their reach, simultaneity, interactivity, instantaneity, and ease-of-access provide the flexibility needed to make crisis communication broadcasting a viable means of engagement.

Ethical and Regulatory Concerns

During crises, early and reliable communication is essential, but reaching out irresponsibly to the public can escalate a crisis. In Nigeria, this is often the case, because social media platforms give less attention to sound objective reporting than traditional media-based platforms. Digital broadcasting on social media platforms, evidences a lack of internal censorship and credibile sources, junk journalism and charlatanism, misinformation, disinformation, fake news, and hate speech. Apuke & Omar (2021) attributes this to the platforms' need to provide breaking news, to

political expediency, and to unmonitored undertakings. As Apuke & Omar (2021) point out, the following constantly complicate the gains of digital broadcasting in Nigeria:

- 1) Brown envelope syndrome: When journalists accept bribes, they undermine accuracy, objectivity, transparency, accountability, and privacy.
- 2) Misleading narratives: Digital broadcasting platforms practice junk journalism with sensationalised, misleading stories and headlines that do not mirror their contents. This technique is used to draw traffic and top the charts (Ugo et al., 2023). It is important for digital broadcasters to avoid obfuscation when reporting on crises. The media can either magnify or mitigate an emergency by how stories are framed.
- 3) Fake news: This is invented news (Ogbette, Idam, Kareem & Ogbette, 2019, cited in Ugo et al., 2023). These news stories are usually featured on digital broadcasting platforms with no rationale. Based on assumption and are often unsubstantiated, the information they contain could be correct, but fabricated details added to them alter their meaning. Digital broadcasting platforms facilitate the spread of fake news like wild fire, and simple human curiosity about bad news making more news than good news boosts the desire to spread fake news. Fake news tends is to spread fear among Nigerians, who are placed in the dilemma of not knowing whether to believe it.

- 4) Charlatanism: When unprofessional elements and quacks are allowed to possess and manage digital broadcasting platforms, what the public gets is a dose of biased and lopsided reporting. Most of these digital broadcast platforms are managed by unqualified persons who act as influencers (Medialooks, 2024; Ngozi & Nzan-Ayang, 2023). Ugo et al. (2023) express sadness when they aver that these amateurs show no desire to learn the ethics of the profession.
- 5) Lack of **Precision:** The genuineness of digital contents has long been questioned. Internet users are often overwhelmed by the flood of unsubstantiated.stories treleased to the public.
- 6) **Misattribution:** Contents of digital media are used without acknowledging the source of the message. Plagiarism is part and parcel of the code of ethics clearly stated by the Nigerian Press Council. In it, journalists are cautioned against using works without attribution or the consent of the originator. Attribution, of course, shifts the responsibility of contents to the owner a media outlet or platform is not affected when legal issues arise.
- 7) **Profanity:** This refers to the use of vulgar words in the media. This also also entails the use of derogatory language that defies ethical principles, for instance, words that are related to sexuality, violence, the depiction of gore, or that discriminate against a gender, race, group, or nation.

jumbled. As much as some digital broadcast managers violate the regulations, others obey the laws. The regulatory concerns of this study are:

- 1) Control The National Broadcasting Commision Act stipulates that it is in the interest of the nation for its natives to control broadcasting. There are internationally-owned and controlled media companies operating in Nigeria that may not be in compliance with this. Other companies, however, have, by relinquishing control to Nigerian investors.
- 2) License Issues of unauthorised broadcasting are on the rise in Nigeria even though most broadcasting organisations have legitimately acquired licenses from the National Broadcasting Comission (NBC). The NBC has made several attempts to curtail this unethical behaviour by seizing licenses or stopping operations.
- 3) Digital advertising contents Misleading ads are everywhere on digital broadcasting platforms. Though APCON is constantly sanctioning violators, the virality, real-time, and universal outreach of digital spaces continuously hinder their efforts.
- 4) Iindigenous media offerings Meeting indigenous content criteria has always been a dilemma for most broadcast stations in Nigeria.Part of the difficulty involves producing engaging content. Some stations are facing legal charges for violating the law.

Here, the onus is on the regulatory agencies to constantly monitor digital

broadcasting spaces to ensure their adherence to the rules despite the challenges they may encounter. Without monitoring mechanisms and provisions, some operators in the digital space will act outside the NBC Act law and other codes guiding the practice of journalism.

Regulatory Approaches to Digital Broadcasting in Nigeria

Different nations employ different methods to assess broadcast activities in their countries. When those obligations are not met, regulatory bodies sanction the defaulters. The NBC holds accountable broadcast outlets with unethical practices. In as much as the right to freedom of expression is explicitly enshrined in the Nigerian constitution, freedom for Nigerians comes with concomitant responsibilities. Primarily, the NBC's regulation of broadcasting involves the granting of approval in the form of operational permits. The NBC also receives applications for the possession of television and radio, managing media industry, addressing inequalities and handling complaints. It is responsible for establishing the country's broadcast requirements, advancing professional principles and technical proficiency, and supporting Nigerian traditions.

The NBC controls broadcasting licenses, promotes excellent human resource development, and settls disputes in the professional sphere. Its regulatory duties include:

1) Permit issuance – The NBC issues licenses to the government and private bodies in the country. This body has been reviewed for impunity and demagoguism. Although the process of getting authorisation is open, the real registration formalities are unfathomable. Unlike South Africa which operates an open system, Nigeria's system is not

transparent. Getting authorisation for a broadcasting permit involves many hurdles. Permits can be unjustifiably delayed with higher political authorities exerting influence over the outcome. The high cost of acquiring a permit by private broadcast outlets also impedes a station's chances and restricts media freedom. The short license period of five years is inadequate, boosting commercialisation as government stations have a smooth sail despite the NBC's mandate to uphold the national interest.

2) Media supervision – The NBC stipulates 80% of Nigeria's radio programmes must be indigenous content, with a 60% proviso for open TV, and a 20% stipulation for satellite/cable. Programmes designed for family consumption must refrain from obscenity, and the curbing vulgar language usage is also part of the stipulated rules. Unstable regulation of the NBC applies only to private entities rather than public stations, paying no attention to international programming (Ihechu & Okugo, 2013). For example, religious programmes that sometimes carry sentimental views which do not align with the common good are not properly sanctioned. In addition, certain programmes often criticised by religious adherents who insist they ought not be shown allowed for the public on the digital broadcast space are common examples of issues with media supervision. One of the many is Big Brother Nigeria which has escaped culpability several times, implying biased implementation, possible political interference and even economic considerations like employment generation.

Nigerians usually consider such programmes a diversionary tactic on the part of the government.

- 3) Penalisation measures There are three levels of disciplinary action employed by the NBC for noncompliance: the cancellation of permit and confiscation of property, financial punishments for paying no attention to previous instructions, and cautionary correspondence accompanied by financial sanctions. The yardsticks for these penalties are ambiguous, resulting in uneven prosecution controlled by specific interests. For instance, Adaba FM's permit confiscation seemed politically-driven, implying the NBC's inclination to submit to official directives (Ihechu & Okugo, 2013).
- 4) Regulatory gaps The function of the NBC as broadcasting's supervisory authority is contentious. There have been allegations of favouritism of government outlets over private organisations suppressing independent media. Analysts are of the view that FRCN and NTA, which are government-owned, are supported by the NBC to the detriment of private competitors: for example, the NBC blocked Channels Television from broadcasting the Euro 2000, supporting NTA. Similarly, in the case of the Sydney 2000 Olympics, the NBC restricted private stations from covering the event and originally denied/prohibited the AIT from airing the Nigeria 2009 youth championship, in spite of FIFA's endorsements. These decisions point to bias and lack of credibility on the part of the NBC, awhich

should be an unbiased and autonomous monitoring agency (Ihechu & Okugo, 2013).

Cases of Crisis Communication in which Digital Broadcasting was used to Address Crisis and the Issues of Ethics and Regulation that Arose

The End SARS protest that took place on October 20, 2020 at the Lekki Toll Gate in Lagos State is a prime example digital broadcasting has been employed for crisis communication in Nigeria. The demonstration, organised and carried out by a youth-led movement against police brutality, mainly targeted the Special Anti-Robbery Squad (SARS) arm of the police force. As support for the movement spread rapidly nationwide, tensions between the demonstrators and security operatives intensified. Digital channels, particularly social media platforms, such as X, Facebook, Instagram, and YouTube, were used ito share protest locations, dessiminate on-the-spot updates, and circulate video clips of police mistreatment of protesters. Digital news channels also fed the public real-time coverage. Misinformation, however, was spread in unconfirmed reports and videos, and led to panic and escalating violence.

Prejudice from the media became another concern, as some broadcasting outlets faced allegations of partisanship. The accusations raised ethical questions about the code of accuracy and fairness that guides Nigerian journalists and broadcasters when they are covering crises. Reacting to the uproar, the Nigerian government tried to manage this online narrative by temporarily suspending X's operations. Equally, some broadcasters were fined for disseminating inciteful footage, and an immediate directive was issued by the National Broadcasting Commission (NBC) for broadcasters to avoid airing content that could tarnish the image of the government, This action sparked more debates about press freedom and striking a balance between freedom 134 Vol. 17.1 (December 2024)

of expression and national security.

The COVID-19 pandemic with its huge health and economic challenges is another significant instance of how emergencies were communicated by digital broadcasting. During the pandemic, government took swift action to inform and protect its citizens. Lockdown were imposed, and health adversories were issued to curb the spread of the disease. Because the virus spreads through human contact, government turned to the services of digital platforms like the Nigerian Television Authority's online streaming services, social media platforms, and news websites. Digital press briefings, radio shows, and live debates kept the curious public abreast of the situation. Ethical issues, however, arose, mainly about the privacy of individuals as health details, and personal stories were disseminated. Misinformation about preventive measures, COVID-19 statistics, and information about the vaccine generated public mistrust. Also, the Nigerian government in an attempt to curb misinformation during the crisis strengthened its rules about reporting the pandemic, prompting the media and the public to accuse it of censorship. The NBC's fine on broadcasters created a scare of self-censorship, during which broadcasters avoided reporting on sensitive issues.

Digital broadcasting was also used to disseminate information about the Boko Haram insurgency that ravaged the northeastern part of Nigeria for over fifteen years. This insurgency created widespread violence and displacement, and then led to a humanitarian crisis in the region. Digital broadcasting platforms such social media, online news outlets, and satellite television played a significant role in relaying conflict updates and military and humanitarian efforts, as well as safety strategies fort their audiences. Reporting on extremist groups like the Boko Haram is a delicate matter for media outlets which must strike a balance between keeping the public informed

and avoiding sensationalism so as not to disseminate fear and unintentionally glorify terrorism. This balancing act raised critical ethical concerns about responsible journalism and broadcasting's responsibility to keep the public informed. As well, the insurgents leveraged digital platforms to disseminate propaganda, making it increasingly difficult for media outlets to present objective information.

Ethical Challenges and Regulation of Digital Broadcasting in Nigeria

Tilak (2020) notes, each time the media operates unprofessionally, it causes conflict. Objective reporting is essential for those upholding the integrity of the media (Matos, Festas & Seixas, 2016; Mohammad, Mohammad, Reza & Leila, 2019). Partisan issues, occasional changes in laws, government interference, and prioritisations of personal interests all hinder ethical reporting on digital platforms. Prejudice towards an ideology, political group, or organisation and the misuse of these broadcasting platforms can also result invasions of privacy and untruthfulness. Other ethical challenges are:

- 1. Infoxication is an ongoing issue. The ability of digital broadcasting to control the enormous amount of information on digital spaces is continuously threatened by content overload. Users are overwhelmed with information from different platforms making it hard for regulators to regulate the digital space to ensure adherence to ethical standards. Attempts at regulating such platforms have met stiff opposition from members of the public who are usually believe their rights to free expression will be taken by virtue of such attempts to regulate.
- 2. The prevalence of fake news and compliance to regulatory and 136 Vol. 17.1 (December 2024)

ethical standards also constitute a problem of adhering to professional standards and regulations. Across most of the digital platforms, there is little or no sign of monitoring by the regulatory agency. Fake news and half-truths find in digital platforms fertile grounds. This has compounded the abuse of platforms as content producers flout different sections of the regulatory framework as well as journalism's professional ethics.

- 3. The ability to report crisis without invading the privacy of individuals or victims is narrow.
- 4. Confidentiality and accountability can constitute an ethical challenge, because some of the information, when it is objectively reported, will affect national security of the nation.
- 5. A significant number of Nigerians, who lack access to digital devices and platforms, have been impeded by the digital divide. This divide is powered by financial constraints, inadequate infrastructure, and limited connectivity, emphasising the need for targeted interventions to bridge this gap and ensure inclusive participation in the digital landscape.
- 6. Despite issuing licenses to media organisations, government influences still predominate media operations, constraining freedom of expression and autonomy.

Conclusion

A proliferation of ethical and regulatory issues abound in digital broadcasting. This study concludes that the ethics of a profession sanitise its practice when they underpin its practitioners' efforts. Journalism is not an all-comers affair. Effective and responsible crisis communication in Nigeria can be possible only if broadcasters maintain their standard moral principles.

Recommendations

The researchers recommend:

- 1. The National Broadcasting Commission as a regulatory agency should be fair in the way and manner with which it deals with issues regarding private media organisations. This can be done by ensuring the rules of the code apply to all individuals and not just some segments of the society.
- 2. Digital broadcasters should familiarise themselves with laws and the ethics of the profession to avoid sanctions by regulatory bodies regarding breaches of media law and ethics. This can be achieved through partnership with media and legal scholars who train workers or fact-checking organisations to ensure that broadcast contents are without contempt.

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Nigerian Broadcast Media Coverage of Domestic and International Sporting Events

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Abstract

This study examines the Nigerian broadcast media's coverage of domestic and international sporting events and the 2022/2023 football season to determine the level of coverage given to domestic and international sporting events and the access Nigerian broadcast media have to sports broadcast rights while learning if airing the NPFL on the Nigerian broadcast media has increased that league's popularity among 144 Vol. 17.1 (December 2024)

Nigerians. Its findings show that the level of coverage the Nigerian broadcast media gives to the Nigerian Premier Football League is lower than that given to foreign leagues. They also show that airing the league's games on local radio and television stations greatly increased its popularity among Nigerians. This study recommends Nigerian broadcast media sshould significantly increase its coverage of the NPFL. It also recommends the federal government of Nigeria should mandate the owners of the NPFL's broadcast rights make the league's games affordable for domestic stations and that the National Broadcasting Commission should intervene as it did when subsidizing and helping Nollywood and the Nigerian music industry become world class entertainment.

Keywords: Nigerian broadcasting media, Nigerian Premier Football League, Yale's Persuasion theory

Introduction

Football is Nigeria's favourite sport and national pasttime. It is very common to find children playing football in cities, towns, and villages across the country. International football stars like Victor Osimhen, Ademola Lookman, William Troost-Ekong, and Kelechi Iheanacho are huge national celebrities. Even retired players like Austin "Jay Jay" Okocha, Nwankwo Kanu and John Mikel Obi are feted wherever they go in Nigeria because of their prowess during their active years. Being Africa's most populous nation and a diverse, multi-ethnic, multi-cultural, and multi-religious society, Nigeria the quint: an interdisciplinary quarterly from the north 145

has had its fair share of conflicts since 1960. Football, however, has always united Nigerians, whatever their differences. As Onifade (2001) cited in Boluwaji, Babalola and Bamitale (2016) observes, football reatly contributes to Nigeria's continued unity, fostering a strong bond on uncommon grounds of identification.

Viewed as an indispensable instrument for expressing the wishes, aspiration, opinions and fears of the people, the mass media, like football, also "confer[s] status and legitimacy on people, ideas and organisations" (Asemah, Nwammuo and Nkwam-Uwaoma, 2017, p. 170). As McQuail (2000) cited in Popoola (2015, p. 1) asserts, "the mass media are often the practical means available for transmitting information quickly". Because mass media reflect society's interests and what is reported is important to the people, Nigerian broadcasting stations are expected to focus on sports, especially football, in their coverage.

Statement of the Problem

Nigeria's mass media have played a leading role in establishing sports as a national pastime (Abdullahi, 2012, p. 1), but the country's top flight football league, the NPFL cannot be compared to its counterparts in Europe. Football is a huge revenue earner in England. Each club in the English Premier League (EPL) receives 123 million pounds per season in television rights money from the EPL's 9.3 billion pounds three-year broadcasting deal (Ojeikere 2021). And this is just money for the coverage of matches for each club. By the time prize money and other earnings are added, the top clubs in England get in excess of 150 million pounds per season (Ojeikere 2021). In contrast, the winner of the 2020/2021 Nigeria Professional Football League (NPFL) received the total sum of 75 million naira (New Telegraph, 2020). In part, this discrepancy explains why Nigerians are obsessed with foreign leagues like the *146 Vol. 17.1 (December 2024)*

EPL, the Spanish La Liga, and the Italian Serie A (Oke, 2021). The average Nigerian football fan can comfortably name many of the players in the EPL or La Liga club he supports, but he has problems identifying a few players in the NPFL, despite the fact that professional football started in 1990 in Nigeria, while the Old English Division One only became the EPL in 1992. This may be thought to be connected to the fact that Nigerians have access to foreign football leagues through cable television, but the NPFL is not currently on terrestrial or cable TV because of its ineffective sports marketing (Ojeikere, 2021).

Countries with great sports cultures like the United States and the United Kingdom have had tremendous support from their broadcast media in developing their sports. English media. for instance, are relentless when hyping the EPL and making it extremely popular across the world. Cox (2017) opines that the rise of the EPL is based entirely on its coverage by the English media. In Nigeria, where the EPL is more popular than the domestic NPFL, it appears that broadcasting media have gaps to fill to help the NPFL grow.

Objectives of the Study

The main objectives of this work are:

- 1. To ascertain the level of coverage the Nigerian broadcast media gave to domestic and international sporting events in the 2022/2023 season;
- 2. To examine the level of access the Nigerian broadcast media have to sports broadcast rights;
- 3. To determine the extent to which airing the NPFL on the Nigerian broadcast media increases its popularity among Nigerians.

Research Questions

To achieve these objectives, this study was guided by the following research questions:

- 1. What is the level of coverage given to domestic and international sporting events by the Nigerian broadcast media in the 2022/2023 season?
- 2. What level of access do Nigerian broadcast media have to sports broadcast rights?
- 3. To what extent does airing the NPFL on the Nigerian broadcast media increase its popularity among Nigerians?

Conceptual and Literature Review

It is pertinent here to examine the following critical concepts of sports marketing, sports development and sports broadcast rights:

Sports Marketing

Panagiota and Vasiliki (2018) observe that the term 'sports marketing' first appeared in the United States of America when it was introduced by *Advertising Age* magazine in 1978. Since then, it has been widely used to describe various activities linked to sports promotion. Panagiota and Vasiliki (2018, p. 8) have further defined sports marketing as "the implementation of activities/marketing functions in sports products and services and the marketing of non-sports products or services through their connection to sport".

Akarah (2014, p. 279) observes that sports marketing reflects the *Vol. 17.1 (December 2024)*

marketing of "sports products and services directly to the consumers of sports by sports goods manufacturers such as Nike, Adidas, Reebok, Puma and so on". He also notes that "it could be the marketing of other consumer and industrial product or service through the use of sports promotions", finding cases of brands like Pepsi, Coca-Cola, Cadbury, MTN, and Globacom sponsoring sporting events. These big companies also sponsor sporting events in Nigeria to advertise their products and services.

Ajuyah (2022), however, notes that sports marketing goes beyond merely selling tickets at arenas or stadia and selling merchandise, like jerseys and customized souvenirs. Sports marketing encompasses the business of sport, and like every commercial industry, it continues to evolve. Finding ways to satisfy modern demands, it has developed some of the most effective marketing strategies, as non-sporting brands are willing to pay a lot of money to be associated with sporting platforms.

Sports Development

Yazid(2006) cited in Mohammed (2017) observes that sports development refers to the gradual increase, attainment, and advancement of sport from low levels to higher levels in society with due recognition and consideration of the indices that enhance its realisation and actualisation. These indices include sports policy, sport personnel, sports programmes, sports funding, sports facilities, and sports sponsorship. The United Nations Task Force for Sport and Development affirms in its 2003 report: "[s]ports offer a cost-effective tool to meet many development and

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peace challenges and help achieve the MDGs". Hosting international sporting events means developing infrastructure. Countries who host championships like the FIFA World Cup spend billions of dollars to accommodate the games. The 2022 World Cup hosts Qatar, for instance, spent a mind-boggling 228 billion dollars to stage the competition with the country thinking beyond the event as a huge chunk of this money was spent on the development of infrastructure for its 2020 National Plan.

In Nigeria, sports have also been a tool for national development over the years. The National Stadiumwas built in Surulere, Lagos, to host the 1973 All Africa Games (Thisday Editorial, 2016). Decades later, this stadium still serves the country, and the Games Village which accommodated the athletes who participated in the competition, was sold by the government to Nigerians in 2005 (Alegba, 2019). Similarly, the National Stadium in Abuja (now MKO Abiola Stadium) was built to host the 2003 All Africa Games. The legacies of that hosting are a state-of-the-art 60,000-capacity stadium and a Games Village with 694 units of houses where now thousands of Nigerians live (Jannamike, 2022).

Sports Broadcast Rights

Many wonder why Nigerian television and radio stations do not air the matches of the NPFL and give the league wider publicity. The reason is a television or radio station cannot broadcast a sporting event live even if it has the means to do so cannot without first acquiring its media rights. Agbakoba (2021, p. 1) who defines broadcasting rights as "legal

rights which a broadcasting organisation owns and negotiates for the purpose of commercial exploitation, explains, "[i]n sports, copyright and related rights, particularly those relating to broadcasting, underpin the relationship between sport, television and other media. Television and media organisations have been known to enter bidding wars with the winner enjoying the privilege of an exclusive or non-exclusive license to broadcast sporting content. The value of these rights run into the tens of millions in dollars".

Nigerian broadcast stations are not airing more NPFL matches, because they do not have the permission of the league's owners, and the National Broadcasting Commission (NBC) regulates sports broadcasting. Chapter Six of the NBC Code, 6th edition (2016, pp. 58-59) deals with Sports Broadcasting Rights in Nigeria. But not having the media rights is not the only reason for the NPFL's inadequate media coverage. Corruption is another major issue. *Score Nigeria Editor* (2020) has found mismanagement of funds, embezzlement, and lack of accountability are the reasons why the South African satellite TV channel Supersport opted out of a broadcast deal with the NPFL that would have earned the country over 40 million dollars.

Empirical Review

Much research has been conducted in the area of Nigeria's media coverage of domestic and foreign leagues. Okpala-Okaka's (2014) "A Comparative Study of Nigerian Newspapers' Coverage of English Premier League (EPL) and Nigeria Premier League (NPL)" studies the coverage of the English Premier League and the Nigeria the quint: an interdisciplinary quarterly from the north 151

Premier League by Nigerian newspapers in the 2011/2012 season. Its objectives were to establish the level of coverage given to the EPL and the NPL by newspapers in Nigeria, establish the degree of prominence accorded to both leagues, find out the style used in coverage of both leagues, determine the direction of coverage given to both leagues, and establish the dominant themes found in the coverage of both leagues from the local newspapers. Its findings revealed that the level of coverage the Nigerian newspapers gave to the English Premier League in the season reviewed was too high compared to that of the Nigerian Premier League.

Similarly, Alao's (2019) "Local Versus Foreign: How Audience Preference and Media Coverage Shape Soccer in Nigeria" determined the level of influence that media coverage of foreign and domestic leagues have on Nigerian football fans. Alao's study revealed the extent to which media coverage influenced audience preference for either the domestic or foreign leagues; how the preference of the audience influenced the media coverage of either league; what influence media types exerted on audience preferences and the perceptions of media practitioners; and how the media influenced audience preferences for either football league. His findings show foreign football content dominated in the Nigeria's mass media. Foreign football stories featured prominently on the cover pages of sports newspapers racked up a mean score of 4.63 compared to 3.29 for local football stories.

Akpan's (2019) "Elite Local Leagues and Transnational Broadcast of European Football" determined how foreign football became hugely popular across Africa and how Africans became staunch supporters of foreign football clubs and players by examining the advent of broadcasting on the continent when Nigeria became the first African nation to have a television station in 1959 with the establishment of the

Western Region Broadcasting Service before charting the changes in the broadcasting industry since then. Observing growing interest in European leagues among football fans in Africa has contributed to making it the most popular in the world, Akpa recommended the establishment of a pro-African sports network that would focus on African sports and include professional African football funded by a private investor to counter the interest in European football. He noted that this can occur only if the local leagues and club owners show that they are managing football organisations for profit.

The works of Okpala-Okaka (2014), Alao (2019), and Akpan (2019) highlight the massive gaps that African mass media, especially Nigeria's, have to fill in domestic sports coverage. Free-to-air or terrestrial broadcast stations have largely failed to project the domestic leagues of African countries in positive light and make them attractive to audience who have turned to European football. This failure was due in part to the financial constraints the media face in their operations. The television stations lacked the facilities and financial muscle to transmit the domestic league games in crisp, high-definition signals like transnational broadcasters. Nigerian newspapers sometimes cannot afford to send their reporters across the country to cover the league's games. And when they do cover the domestic leagues, theses newspapers tend to highlight negatives while (usually) portraying foreign leagues in a positive light.

Given Nigerian broadcast media's serious lapses in its coverage of the NPFL, it is curious NPFL matches (for several years) have not been on terrestrial television, but Nigerians can watch foreign football leagues of European, and even some African countries, on DSTV. When the Interim Management Committee (IMC) did attempt to

air the 2023 NPFL season on terrestrial television stations, this did not last because of legal issues with broadcast rights holder, Total Promotions (Adewale, 2023). Accordingly, most of the 360 matches played in the abridged 2023 regular season did not appear on terrestrial or cable TV with league operators opting to stream the games on online apps that many fans did not have access to. It was only the season ending "Super 6" to determine the winner and Nigeria's representatives in the CAF Champions League and Confederation Cup competitions for the 2023/2024 season that was broadcast on Supersport. And this broadcast only featured the top six teams playing a total of 30 matches at one venue (Adesanya, 2023).

Theoretical Framework

Yale's Persuasion Theory has helped social psychologists and companies make their marketing and advertising strategies more effective (Asemah et al, 2017, p. 126). As Asemah et al. (2017 p. 124) point out, the Yale Persuasion Theory is the brainchild of Carl Hovland and his colleagues at Yale University in the 1940s and 1950s. It is "the social change theory of conditions under which people are most likely to change their attitudes in response to persuasive messages". Hovland posits a persuasive message, presented by an untrustworthy source, is likely to be discounted, so immediately after its exposure, there is little or no attitude change in its audience. But after some time has passed, the source is no longer associated with the issue in the mind of the audience, and positive attitude changes appear. Asemah et al. note that several factors determine how likely a change of attitude will be, the three most prominent being, the source, the message and the audience.

The source is the "who" of the communication or its originator and can influence the persuasiveness of the message. Of course, if the source is not credible, the message 154 Vol. 17.1 (December 2024)

is not likely to persuade the audience. For instance, if someone who is not a lawyer, explains the legal implications of an issue, that individual is not likely to be taken seriously as he is not an expert in that field.

The message is the "what" of the communication. The content of the message also impacts the degree to which attitudes will change. If the message is not designed in a particular manner, it will be unlikely to achieve its desired result. Asemah et al. assert that the more arguments a message has, the more likely it will seem to be true. A message therefore should always include at least one argument that appeals to its audience to be persuasive.

The audience is the "whom" of this communication process. Attitude change depends on the nature of the audience. Its members' ages, educational backgrounds, and belief systems influence how they may be persuaded. Members of the audience who are not knowledgeable about an issue are likely to change their minds, if a message about Lassa fever or COVID-19, is delivered by a medical practitioner.

The six-step process of changing people's attitudes about an issue involves presentation, attention, comprehension, yielding, retention, and behaviour (Asemah et al (2017, p. 125). First, presentation focuses on the persuasive message being well presented. The second step is attention. Because audience members cannot be persuaded by a message they ignore, the message must be offered in a manner that attracts their attention of the audience. For the third step, the audience must comprehend the message before it can change their attitudes, because they cannot be influenced by what they do not understand. The fourth step is yielding or acceptance of the message. When a persuasive message succeeds in changing the attitude of a member of the audience, the receiver is said to have yielded. The fifth step is retention.

This has to do with how long the change in attitude lasts. The final step is behaviour. This, according to Asemah et al., is the ultimate goal of persuasive discourse, because every communication is aimed at positively changing the behaviour of the person who receives it.

Methodology

As Asemah, Gujbawu, Ekhareafo and Okpanachi (2012, p. 245) note, mixed research methods create a "powerful technique that facilitates validation of data through cross verification from one or two methodological approaches or source to increase the credibility and validity of the results". This study used survey and content analyses as its methodologies and a questionnaire as its instrument. The population of the study was comprised of the 325 registered sports journalists in Lagos State. The choice of Lagos was influenced by the fact that the state has one of the most active Sports Writers Association of Nigeria, (SWAN) chapters in the country. Of the questionaires sent out, 300 copies were returned Content analysis was used to objectively measure the Nigerian broadcast media coverage of the domestic NPFL and foreign football leagues for the 2022/2023 season from August 2022 to May 2023. A purposive decision was made to study 36 episodes of sports programmes (13 each) of three broadcast stations - Brila FM, Channels Television and TVC and their coverage of the NPFL and English Premier League.

The sampling technique was grouped into two stages:

Stage 1: The broadcast stations selected for the study are *Brila FM*, *Channels Television* and *TVC*. The choice of the three stations was informed by their advantage of having wide coverage areas accessible

across Nigeria online and on cable TV. These stations also have daily or weekly sports contents in their programming. The study itself focused on a period of five months from January to May during the 2022/2023 EPL season (August 6, 2022 – May, 29, 2023) and the 2022/2023 NPFL season (January 8 – May 14, 2023). because that NPFL season had been abridged and started on the 8th of January 2023.

Sampling Stage 2: This stage involved the selection of dates. The researcher made a purposive decision to select the Mondays after a weekend of matches in the EPL and NPFL for *TVC* and *Brila FM*. This is because the games are mainly played on weekends – Fridays, Saturdays, and Sundays in the EPL while NPFL matches take place mainly on the weekends, Saturdays and Sundays, with occasional games in midweek. Programmes analysing both the EPL and NPFL are mainly shown on Mondays. For *Channels TV*, Sundays were selected because *Channels' Sports on Sunday* focuses on reviews of the previous weekend and previews of the next round of matches.

The researcher coded the manifest contents of the three selected broadcast stations to arrive at an acceptable and reliable analysis. This was also done in two stages.

Selecting Units of Analysis

For this study, the units of analysis were coded as follows:

- 1. Type of Sports Coverage;
- 2. Time allotment to local and foreign football leagues;

- 3. Aspects of coverage;
- 4. Time allotted to the period of the event;
- 5. Type of Broadcast coverage.

Data Presentation and Analysis

Table 1: Respondents' views on broadcast media level of coverage of domestic league

	Frequency	Percent	Valid Percent
Very High	6	2.0	2.0
High	76	25.3	25.3
Low	146	48.7	48.7
Very Low	38	12.7	12.7
Undecided	34	11.3	11.3
Total	300	100.0	100.0

Table 1 demonstrates the respondents' views on the level of coverage the Nigerian broadcast media given to the Nigeria Premier Football League, showing 38 respondents (12.7%) found the Nigerian broadcast media level of coverage of the NPFL very low, while 146 respondents (48.7%) scored it as low. Combined, 184 of the 300 respondents (61.4%) said the broadcast media do not adequately cover the NPFL. However, 76 respondents (25.3%) agreed that the level of coverage is high.

Table 2: Respondents' views on broadcast media level of access to NPFL broadcast rights

"What level of access do the Nigerian broadcast media have										
to the broadcast rights of the NPFL?"										
Frequency Percent Valid										
	Percent									
	Very High	2.3								
	High	31	10.3	10.3						
	Very Low	37	12.3	12.3						
	Low	166	55.3	55.3						
	Undecided	19.7								
	Total 300 100.0 100.0									

Table 2 presents the analysis of respondents' views on the level of access the Nigerian broadcast media have to NPFL broadcast rights, showing 37 respondents (12,3%) of those sampled perceived it as very low, while 166 respondents (55.3%) scored it low. Combined, 203 respondents (67.6%) of the 300 sampled did not agree that the Nigerian broadcast media have access to the broadcast rights of the NPFL. With the NPFL not being on terrestrial television, it comes as no surprise that a significant number of respondents feel that the broadcast media have little or no access to the broadcast rights which would have enabled TV stations to show the matches and radio stations to run live commentaries of the games.

Table 3: Respondents' views on the extent to which media coverage of NPFL matches increases its popularity among Nigerians

"Airing the NPFL on Nigerian radio and television stations									
will increase its popularity among Nigerians"									
		Frequency	Percent	Valid					
				Percent					
	Very High	209	69.7	69.7					
	Extent	209	09.7	09.7					
	High	77	25.7	25.7					
	Extent	/ /							
	Very Low	7	2.3	2.3					
	Extent	/	2.3	2.3					
	Low	7	2.3	2.3					
	Extent	/	2.3	2.3					
	100.0								

The responses from Table 3 show respondents' views on whether airing the NPFL on Nigerian broadcast stations will increase its popularity among football fans in the country, demonstrating 209 respondents (69.7%) strongly agreed, while 77 respondents (25.7%) agreed. In total, 286 respondents (overwhelming 95.4%) were in agreement that the more radio and television stations in Nigeria broadcast NPFL matches, the more popular the league would become.

Table 4: League Coverage - TVC

TYPE of	Mean	N	Std.	Minimum	Maximum	Range
LEAGUE			Deviation			
Local	13.7692	13	2.31495	11.00	20.00	9.00
Foreign	29.3846	13	2.59931	25.00	32.00	7.00
Total	21.5769	26	8.31949	11.00	32.00	21.00
T=-						
16.175						
Df=24,						
<i>Df</i> =24, <i>Sig</i> =.000						

Table 4 indicates that in the coverage of local and foreign leagues, TVC had a minimum coverage time of 11 minutes and a maximum of 20 minutes spent on the local league. There is a range of 9 minutes in coverage. The mean score of 13.7692 (± 2.31495) was computed for local league coverage.

On the other hand, the maximum minutes spent on foreign league coverage is 32 minutes, while the minimum is 11 minutes with a range of 7 minutes. The computed variance of the mean on the T-test statistic indicates that there is a significant difference in coverage of the leagues, and the mean difference of -15.61538 indicates a wide variance in the time spent on the foreign leagues in *TVC* as opposed to the coverage of local league events.

The statistical analysis suggests that there is a significant difference in coverage duration between local and foreign leagues on *TVC*. The negative mean difference of -15.61538 indicates that, on average, *TVC* spends considerably less time covering local league events compared to the foreign leagues. The wide variance in the time spent on the foreign league further emphasizes the inconsistency in coverage duration for foreign league events. In sum, *TVC* appears to allocate less time to local league events on average, with relatively consistent coverage duration. However, there is a significant and wide variance in the time spent covering foreign league events, indicating a less predictable and more variable approach to coverage for these events.

Table 5: League Coverage – Brila FM

TYPE of	Mean	N	Std.	Minimum	Maximum	Range	
LEAGUE			Deviation				
Local	15.3846	13	.65044	15.00	17.00	2.00	
Foreign	3.0000	13	.40825	2.00	4.00	2.00	
Total	9.1923	26	6.33731	2.00	17.00	15.00	
T=58.146, DF=24,t Sig=.000, mean difference = 12.38462							

Table 5 shows that in the coverage of the leagues, $Brila\ FM$ had a minimum coverage of 15 minutes and a maximum of 17 minutes on local league. There is a range of 2 minutes in coverage. The mean score of 15.3846 (\pm .65044) was computed for local league coverage. On the other hand, the maximum minutes spent on foreign league coverage wass 4 minutes and the minimum was 2 minutes with a range of 2 minutes. The computed variance of the mean on the T-test statistic indicates that there was a significant difference ($P \le 0.05$) in coverage of the leagues and the mean difference of 12.38462 indicates a wide variance in the time spent on the local league in $Brila\ FM$ as opposed to the coverage of foreign league events.

Table 6: League Coverage – Channels

TYPE	Mean	N	Std.	Minimum	Maximum	Range
LEAGUE			Deviation			
Local	22.6923	13	7.57611	15.00	43.00	28.00
Foreign	23.6923	13	4.76768	12.00	30.00	18.00
Total						23.1923
						26
						6.22266
						12.00
						43.00
						31.00
T = 403 D	F=24 T sign	$\sigma = 60$) 1 mean differ	ence = 1000	00	

The analysis of Table 6 shows that in the coverage of local and foreign leagues, Channels TV had a minimum coverage of 15 minutes and a maximum of 43 minutes for the local league. There was a range of 28 minutes in coverage. The mean score of 22.6923 (± 7.57611) was computed for local league coverage. On the other hand, the maximum spent on foreign league coverage was 30 minutes, and the minimum is 12 minutes with a range of 18 minutes. The computed variance of the mean on the T-test statistic indicates that there was no significant difference (P≥0.05) in coverage of the league and the mean difference of -1.000 indicates a little variance in the time spent across leagues on the Channels Sports on Sunday programme. Based on the information provided, the programme appears to allocate more time to the foreign leagues on average, but the statistical analysis indicates that this difference is not significant. The programme seemed to provide relatively consistent coverage for both local and foreign leagues, with some variability in the duration of local league coverage.

Here, a critical point to note is that of the three broadcast stations analysed, only one (*Brila FM*) devoted more to the local league than foreign leagues. Both *TVC* and *Channels* spent more time discussing and analysing foreign leagues than the domestic NPFL. This is vital to understanding why foreign leagues appear to be more popular among Nigerians football fans than the domestic NPFL. Since the two top broadcast media organisations prioritise foreign leagues like the English Premier League, the Spanish La Liga and the Italian Serie A in their sports programming, these leagues would naturally become more popular than the NPFL among Nigerians.

Discussion of Findings

Research Question 1: The level of coverage the Nigerian broadcast media give to the Nigerian Premier Football League is low compared to what they give to international sporting events. This finding was based on the results of the data demonstrated in Tables 1, 4, 5 and 6 as well as the information gleaned from reviewed literature. In the analysis of Table 2, 184 of the 300 respondents (61.4%) scored the broadcast media level of coverage of the domestic league, low. This assertion was supported by 218 respondents (72.7%) who agreed that the Nigerian broadcast stations focus more on foreign football leagues like the English Premier League and the Spanish La Liga than on the NPFL. This finding was corroborated by the analyses of the contents of 39 episodes of sports programmes on three Nigerian broadcast stations which devoted 729 minutes to foreign league coverage with the NPFL getting only 674 minutes.

The analyses of Tables 4, 5 and 6 also confirm this finding. Table 4 shows the comparison of TVC's *Sport Desk* coverage of the domestic NPFL and foreign leagues. From the data generated, the maximum time *Sport Desk* allocated to the NPFL in a single episode of the 13 episodes analysed was 20 minutes while 32 minutes was given to the foreign leagues. Cumulatively, *TVC* dedicated a total of 179 minutes in 13 episodes to the coverage of the NPFL while devoting 382 minutes to foreign leagues coverage. To put this in perspective, the foreign leagues got 203 minutes more coverage time than the NPFL in the period reviewed. Similarly, *Channels Sports on Sunday* spent a maximum of 43 minutes discussing the domestic NPFL during a single episode while devoting a maximum of 30 minutes to foreign leagues in a single episode. However, this only happened in 1 out of the 13 episodes analysed. In total, *Channels TV* spent 295 minutes discussing the NPFL, while giving 308 minutes to

foreign league coverage in 13 episodes. Although the difference is not much, the station still devoted 13 minutes more to their coverage of foreign leagues than to the NPFL. Of the three stations analysed, *Brila FM* was the only one medium that devoted more time to the coverage of the domestic league that it did to foreign leagues. Its *Sports Machine* spent a total of 200 minutes discussing the NPFL, while devoting 39 minutes to foreign leagues—the difference in this coverage 161 minutes.

Combining the total minutes devoted on all three platforms to the domestic and foreign leagues on the 36 episodes analysed shows that 729 minutes were devoted to foreign leagues with the domestic NPFL getting only 674 minutes. This discrepancy demonstrates that the three Nigerian broadcast stations devoted 55 minutes more to foreign league content than they did for the domestic league.

Research Question 2: Nigerian broadcast media have no access to sports broadcast rights. Specifically, they had no access to the broadcast rights of the 2022/2023 Nigerian Premier Football League season which this study focused on. Most of the respondents, 262 (87.3%) agreed that the broadcast media lacked access to sports broadcast rights to the league. As can be seen from the analysis of Table 3, a large number of respondents, 203 (67.5%) feel that the Nigerian broadcast media have minimal access to the NPFL broadcast rights. With 59 respondents undecided, the number of those who do not think the broadcast media have access to the NPFL broadcast rights rises to 262 (87.3%). The 38 respondents (12.6%) who say the broadcast media had high access level to the NPFL broadcast rights probably did so because of contents like match highlights and post-match interviews that they watch on terrestrial television or the pre- and post-match interviews and analyses that they listen to on the radio. Again, Nigerian broadcast stations did not transmit the the quint: an interdisciplinary quarterly from the north 165 2022/2023 NPFL season and several seasons preceding it, because they did not have the legal rights to the property.

Research Question 3: The answer to Research Question 3 is a resounding yes. This study also found airing the NPFL on Nigerian broadcast media would indeed increase its popularity among Nigerians and encourage sponsors to invest in it. Such an investment will aid sports development in Nigeria the way sponorship of the EPL has in England. Sponsorship of the NPLF was supported by 293 respondents (97.6%) who agreed that marketing domestic sports products like the NPFL, the National Sports Commission, and the basketball league would aid sports development in the country. The number of respondents who strongly agreed with this totalled 209 (69.7%), while 77 respondents (25.7%) agreed. Combined, 286 respondents (an overwhelming 95.4%) are in agreement that the more radio and television stations in Nigeria broadcast NPFL matches, the more popular the league would become. In contrast, 7 respondents disagreed, while another 7 strongly disagreed. This means only 14 respondents (a meager 4.6%) disagreed that airing NPFL games on Nigerian broadcast stations would increase its popularity.

Conclusion and Recommendations

This study concludes the Nigerian broadcast media coverage of the NPFL is cuurently inadequate, as its content analysis has shown more time is given to foreign football leagues and their sports programming. It also concludes, if the NPFL is to reach a level where it can compete with foreign leagues, the Nigerian broadcast media have to be an integral part of the process in same the way English media is for the EPL (Cox, 2017).

In view of this study's findings and its conclusion, the researchers make the following recommendations:

- 1. Nigerian broadcast media have to significantly increase their coverage of the NPFL. It is unacceptable that they are devoting more time in their sports programming to foreign leagues than the NPFL. While it is not their fault that they do not have access to the broadcast rights of the NPFL and therefore cannot air the matches live, they could still help the local league develop by devoting more time in their sports programming to discussing it and its games. After all, they do not have the broadcast rights of the EPL and La Liga but still allocate more time discussing these leagues than the NPFL. Nothing prevents Nigerian broadcast media from showing match highlights as well as pre- and post-match interviews.
- 2. The federal government of Nigeria should mandate NPFL broadcast rights owners and the NPFL board to make the league's broadcast rights affordable for Nigerian broadcast media. Alternatively, the government could equally subsidise the costs of acquiring the rights so that the Nigerian Television Authority (NTA) and other local stations can afford to air some of the matches on their terrestrial platforms.
- 3. State governments in Nigeria should also get involved in ensuring that NPFL matches are aired on terrestrial television. Most of the 20 clubs in the NPFL are owned by state governments. They could

approach the NPFL management with proposals to pay reduced fees to have their home matches aired live on terrestrial radio and television station.

- 4. The owners of the NPFL should also consider giving one live match free to local television and radio stations to air on every matchday. This will increase the interests of Nigerian broadcast media in marketing the NPFL.
- 5. The National Broadcasting Commission (NBC) which regulates the broadcasting industry should ensure that the broadcast media complies with their policy of 60% local content in sports programming. Daramola, Hamilton and Omojola (2014), cited in Alao (2019), note that this aided the growth of Nollywood as an industry. This has also helped the Nigerian music industry thrive internationally to the point that the biggest music stars in the world now collaborate with Nigerian artistes. Afrobeats is now an internationally recognised genre and Nigerian musical acts are winning prestigious awards like the Grammy. The same can be achieved in sports with decisive action from the NBC.

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Broadcast Media Deregulation in Nigeria as a Catalyst for Rural Development: Radio Bayelsa Glory 97.1 FM Station

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Abstract

Fostering diversity and promoting better communication, community radio stations in rural areas of Nigeria act as catalysts for development, offering greater access to information, resources, and economics opportunities These radio stations support the building of infrastructure, improved education and healthcare services, and enhanced social and cultural integration. Confirming the potential of community radio, this study considers Radio Bayelsa 97.1FM's contributions to Bayelsa State, Nigeria. The researcher recommends policymakers strengthen regulatory frameworks to ensure broadcasters and community-based radio stations can continue to serve the public interest and promote rural development.

Keywords: Broadcast, Catalyst, Deregulation, Media, Rural Development, Radio

Introduction

In many ways, the evolution of radio and television broadcasting in Nigeria reflects the country's historical, political, and technological developments. From colonial times to the digital age, radio and television have been integral parts of Nigerian society, being platforms for entertainment news, education and cultural expression. As a broadcast medium, radio, in particular, has demonstrated its potential to be a catalyst for rural development. As Guanah (2018) points out, radio is still one of the best ways to inform and enlighten the public, particularly in places where other media find it difficult to have a foothold. The flexibility that is characteristic of small radio and television stations helpscontent creators tailor programmes for rural audiences and promote democratic principles through their active participation (Idachaba, 2018).

The state of most rural areas in Nigeria, generally, is pathetic. Most of them lack necessary functional health facilities, good roads, electricity, pipe borne water, and other important infrastructures. Communication, however, is inseparable from development. The contributions of Radio Bayelsa 97.1FM, a state-owned community radio station, to rural development in Bayelsa State, Nigeria, demonstrate sweeping change can happen in in rural areas, when communication is properly harnessed with the media.

Statement of the Problem

In 1960, at the time of Nigeria's independence, the vast majority of the population, approximately 85%, lived in rural areas (Olusegun, 2010). Recent estimates determine approximately 48% of Nigerians live in rural areas (World Bank, 2021) demonstrating the rural population percentage has decreased by 37 percentage points from 1960 to 2021, marking a significant shift towards urbanization over the past six decades. This reduction in numbers can be attributed to problems in rural areas which include the lack of or sporadic electricity, the lack of sanitary conditions, and of course, the lack of industry. Many natives have moved into urbanized, developed areas to take advantage of job opportunities and avoid the life of poverty found in many of the smaller cities and villages in the country.

This migration can be curtailed if steps are taken to develop these rural areas and if these steps can be enhanced through radio. Radio is a very effective medium of communication, and an especially useful means for passing information on to rural dwellers.

Objectives of the Study

The objectives of this study are:

- 1. To determine the extent radio can serve as catalyst to rural development;
- 2. To ascertain if Radio Bayelsa 97.1FM has been contributing to the development of rural areas in Bayelsa State, Nigeria;
- 3. To identify specific areas of rural development in Bayelsa State

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Theoretical Perspective

Democratic Participant Media Theory (DPMT) emphasises the importance of democratic participation and the role of media in promoting it. It modifies Social Responsibility Theory, which proposes that the media should propagate, support, and promote the views and opinions of individuals in respect of governance, leadership, and stewardship of leaders in public governance (Johnson & Johnson, 2013). DPMT emphasises the need for equal and unhindered access to media regardless of an individual's status, wealth, and position. It also stresses the importance of participation in societal decision-making and involvement in communication activities for all citizens (Johnson & Johnson, 2013).

DPMT is based on the idea that the media should be used to forward the overall progress of society, focusing on the collective interests of the group, and not the selfish interests of a few individuals (Johnson & Johnson, 2013). It advocates for the use of communication programmes and actions (policies) to foster development and the use of media for the purposes of information, awareness education, mobilisation, and persuasion for the good of society (Johnson & Johnson, 2013). This theory is considered to be particularly relevant in liberal, democratic, developed countries, where it is believed to conserve and revive local cultures by promoting the right to information, expression, use of new technologies, freedom to local data, and freedom to take part in social action (Businesstopia, 2019). DMPT encourages horizontal and bottom-up approaches in media, with local, non-institutionalized players providing information relevant to small groups of the population (Businesstopia, 2019). Its focus on equality is known as an association mode and is the opposite of the command mode

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(in which the sender is superior to the receiver) (Businesstopia, 2019). It is also known as Democratization Theory. Its major concepts include those of participation, full circular communication, and the importance of the receivers (Businesstopia, 2019). DPMT discourages uniform, monopolised, and commercialised media cultures and encourages local information, feedbacks, and social action at the community level (Businesstopia, 2019). It is in use in Western Europe, Yugoslavia, Kosovo, Ghana, Bangladesh, Nepal, India, US, UK, and many other countries (Businesstopia, 2019).

AS DMPT proposes, the mass media exists for individual citizens who need its content daily for information (Johnson & Johnson, 2013; Okoro & Abodunrin, 2019). In the context of rural development, broadcast media provides relevant information for the rural population to empower its members to participate in decision-making processes and influence policy outcomes. DPMT also emphasises that individual citizens determine the need for media content and stresses the importance of small-scale interactive media and non-centralised media control (Johnson & Johnson, 2013; Okoro & Abodunrin, 2019). Accordingly, community radio stations provide opportunities for the rural population to determine the kind of content they need and tailor its programming to address their specific challenges and contribute to their development. Such stations are community-based media platforms that can facilitate grassroots participation and engagement in decision-making processes.

Finally, DPMT emphasises that communication should not be left solely in the hands of professionals (Johnson & Johnson, 2013; Okoro & Abodunrin, 2019). It accentuates the importance of providing opportunities for the rural population to participate in the production and dissemination of media content, and thereby promotes democratic participation and civic engagement that bring about rural development.

Deregulation of Broadcast Media in Nigeria

The deregulation of broadcast media refers to the process of liberalising the broadcasting sector by reducing government control and allowing for increased private participation. Historically, the broadcast media in Nigeria was heavily regulated and dominated by state-owned broadcasters. Deregulation in Nigeria has had a significant impact on the country's media landscape, leading to greater diversity, competition, and innovation.

Before 1992, the freedom of individuals or organisations in Nigeria to establish and own a media organisation was limited to Print media alone. The broadcast media were deregulated during the regime of General Ibrahim Babangida, when the National Broadcasting Commission Decree No 38 1992 was enacted, bringing an end to almost sixty years of the government monopolies in broadcasting. Many privately owned stations entered Nigeria's radio market, making it more sophisticated and competitive with high-quality programmes and appealing presentation styles. The first private radio station in Nigeria was Ray Power FM, inaugurated in 1994. This station revolutionised Nigerian radio with high-quality content, 24-hour broadcasts, and distinctive anchor presentations. Now, FM stations are in every corner of the country. There are also internet stations operating in the radio market. Nigeria has one of Africa's most advanced and vibrant radio industries.

In part, Nigeria's media liberalisation and deregulation was also facilitated by the creation of the National Broadcasting Commission (NBC) Act in 1992. The Act established the NBC as the regulatory body responsible for overseeing the licensing, regulation, and monitoring of broadcasting in the country (Akinreti, 2016). When the country returned to democratic governance in 1999, there was another push for

media liberalisation and the promotion of freedom of expression (Idoko, 2012). In 1999, Decree 38 was revised by Act 5, and in 2004, new regulations were introduced the National Broadcasting Commission's Laws of the Federation 2004, CAP 11 (Nwabueze, 2020).

Since 1992, private individuals, organisations, and companies have been able to apply for broadcasting licenses, leading to the emergence of numerous privatelyowned radio and television stations across the country (Olowu, 2018). They have brought new perspectives, entertainment content, and competition to the media landscape (Olorunnisola, 2011) increasing competition among broadcasters. This has led to improved content quality, innovative programming, and a broader range of choices for audiences. It has also allowed for the exploration of niche markets and the representation of diverse perspectives (Abdullahi & Salihu, 2017). Deregulation has also coincided with rapid technological advancements in the broadcast industry, like the transition from analog to digital broadcasting. These technological developments have expanded the capacity and capabilities of broadcasters, enabling the delivery of high-quality content and interactive services to viewers (Irele, 2017). Overall, the deregulation of Nigerian broadcasting has ushered in a new era of media pluralism, providing opportunities for private investment, promoting diversity, and fostering innovation. However, challenges, like the concentration of media ownership, regulatory oversight, and the need for sustainable business models, remain areas of concern (Owolabi, 2014).

Impacts of the Deregulation of the Nigerian Broadcast Media

One of the most significant impacts of deregulation has been the increased access to information it offered to the Nigerian public. The deregulation process allowed for 178 Vol. 17.1 (December 2024)

the establishment of community-based media platforms, which facilitated grassroots participation and engagement in decision-making processes (Njoku, 2019). This has led to growth in the number of private radio and television stations in the country, providing a wider range of news, entertainment, and educational programming to Nigerians (Idachaba, 2018).

The deregulation of broadcast media in Nigeria has also held implications for democratic participation and civic engagement. With the emergence of private and independent broadcast media, the public was able to access a wider range of perspectives and opinions, which in turn facilitated greater democratic participation and civic engagement (Njoku, 2019). This was particularly important in the context of rural development, as it allowed the voices of marginalised communities to be heard and their concerns to be addressed.

However, the deregulation process has not been without its challenges. One of its main concerns was the concentration of media ownership, as a few large corporations owned multiple stations, raising issues of diversity and independence in the media landscape (Idachaba, 2018). This issue has been a subject of debate and discussion among media scholars and practitioners in Nigeria, with some calling for greater regulation and oversight to ensure that broadcasting remains diverse and independent.

Deregulation and the Upsurge in Broadcast Stations Licensing

The rise in the number of broadcast stations licensed by the NBC since the industry's deregulation in Nigeria in 1992 has been the subject of a number studies. '[B]efore deregulation, there were only about 80 radio and television stations in the country. However, during the post-deregulation era, we now have more than 265 radio stations and 104 television stations, both private and public' (Ibrahim, Yar'Adua & Maikaba, the quint: an interdisciplinary quarterly from the north 179

2019, 11). Akinreti (2017) also confirms that government and private investors in Nigeria opened a number of radio and television stations exponentially as a result of deregulation. Anyanwu, Ejem & Nwokeocha (2015) add that the establishment of the Nigerian Broadcast Commission heralded a wave of requests from Nigerian entrepreneurs whose interests, ranging from economic and political have significantly altered the broadcast landscape. According to the National Broadcasting Commission, there are now 740 functional broadcast stations in Nigeria, (cited in Aluko-Olokun, 2023).

Deregulation and Rural Development

Since deregulation, the proliferation of broadcast stations has created competition and diversity, which has led to a wider range of viewpoints and educational opportunities for rural communities (Anyanwu, Ejem & Nwokeocha, 2015). Opening the media landscape to private ownership has created improvements in production quality, technology use, and accessibility, significantly impacting rural development. Before deregulation, government-owned media were limited by censorship and lack of resources, which hindered creativity and morale (Arabian Group of Journals, 2022; Proquest, 2022). The effects of public service broadcasting on rural development have been crucial, influencing behaviour and societal values positively and strengthening social, cultural, economic, and political values in Nigeria (Theatre and Media Studies, 2022).

Deregulation has fostered unity and education (Core, 2024), but challenges persist in access being available for the participation of ordinary citizens (DDD UAB, 2018). Deregulation has also offered opportunities for the rich to get richer, affecting public service broadcasting and limiting educational and developmental content in 180 Vol. 17.1 (December 2024)

How Radio Contributes to the Development of Rural Areas in Nigeria

Radio contributes to the development of rural areas in Nigeria by spreading information, educating, and enlightening people who are illiterate or have limited access to other forms of media (Okorie, 2018). Radio can provide education and training that is relevant to rural development, on topics such as agricultural practices, health, and financial literacy (Okorie, 2018). Radio can also facilitate community engagement and participation in decision-making processes. This is particularly important in rural areas where community-based radio stations help address local issues and concerns (Asemah, Anum & Edegoh, 2014).

Radio can also be broadcast in local dialects, making information more accessible and relevant to rural communities, addressing language barriers that may exist in other forms of media (Asemah, Anum, & Edegoh, 2014). Additionally, radio broadcasts can coordinate with development programmes and services, for example, those related to health, agriculture, and education, to ensure that rural communities are aware of relevant information and resources.

Radio Bayelsa Glory 97.1 FM Station

Radio Bayelsa, also known as Glory FM 97.1, is located at Ernest Ikoli Media Complex, No. 29, Azikoro Road, in Ekeki-Yenagoa, Bayelsa State's capital. The Bayelsa State Government owns this community can radio station, and the Bayelsa State Ministry of Information and Orientation oversees it. Radio Bayelsa airs news, current events, cultural programmes, music, and other types of entertainment. Local culture, language, and events are promoted on it. Residents can voice their ideas,

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problems, and goals on Radio Bayelsa, which supports community interaction. Callin programmes and interviews with community leaders and government officials are common offerings.

The station broadcasts in English and Bayelsa State languages like Izon (Ijaw), depending on the programmes. Radio Bayelsa covers Bayelsa State and neighboring localities and states, depending on its transmitting power. Radio Bayelsa uses live streaming and social media to interact with its audience, like many current radio stations. This radio station aims to be Bayelsa State's top radio broadcaster, known for its professionalism, ethics, and public service. Radio Bayelsa wants to use its platform to promote constructive social change, promote conversation and understanding among varied populations and help Bayelsa State grow. The station aims to enlighten, educate, entertain, and empower its listeners through high-quality broadcasting that reflects community values, culture, and ambitions. Its broadcasting promotes regional solidarity, social cohesion, and growth by providing credible news, information, and entertainment.

Bayelsa Radio's core values are honesty, transparency, and ethical conduct in all aspects of broadcasting; professionalism in programming, journalism, and interactions with the audience and stakeholders; high-quality content, including accurate news reporting, engaging programming, and clear audio production; and serving and promoting its local community. Its core values also include valuing diversity in its broadcasting's perspectives, voices, and ideas and ensuring inclusivity in its programming and representation; being accountable to its audience, stakeholders, and regulatory bodies for its content and community impact; and maintaining its editorial independence and autonomy from external influences to ensure impartiality

and objectivity in its reporting.

The station has a Programmes Department. It oversees production, news/current affairs, accounting/supplies, administration, marketing, and procurement (planning and statistics). Glory FM offers quarterly programmes. Every Sunday through Saturday, all these programmes run independently.

Empirical Review

Akeem, Oyeyinka, Qasim, Lateef, Omolayo & Onyinyechi's 2013 study, "Deregulation of Broadcast Media in Nigeria: An Appraisal", examines media practice in Nigeria before and after deregulation by viewing the media as agents of development and emphasising their impact on the nation's socio-economic development. Its authors highlight concerns, related to ethical conduct and practitioners' welfare in the industry, advocating for robust media practice, effective monitoring by regulatory agencies, and sound ethical practices. Envia, Peterside & Dodd's "Deregulation as an Agent of Globalization: A Case of Broadcasting Media in Nigeria" (2016) explores the impact of deregulation in the Nigerian economic sector, specifically within the broadcasting media sub-sector, from the period of the Ibrahim Babangida administration to the present civilian government. Their study analyses how deregulation has influenced globalization and media practices in Nigeria. Adamkolo & Suleiman's "More Media, Less Democratisation of Public Access and Participation: A Conceptual Review on Influence of Deregulation and Commercialisation of Public Broadcasting in Nigeria" (2019) delves into the effects of deregulation and the commercialization of broadcast media in Nigeria since 1992. Adamkolo and Suleiman particularly examine how these changes have impacted public access and participation for the rich, the poor, marginalised groups, and women.

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Research Method

This study adopted quantitative research as its methodology and used purposive sampling as its instrument. The population examined was comprised of the 603 registered members of the Nigerian Union of Journalists in Bayelsa State. Of them 297 were women (Joseph, 2024). Krejcie & Morgan's (1970) table was used to determine the finite population to determine the sample size of 234 to ensure a 95% confidence level and establish 5% sampling error. The proportionate allocation approach determined the number of male and female respondents to select when making up the sample size:

Female Journalists: $297 \times 234 \div 603 = 115.25$

Approximately 115

Male Journalists: $306 \times 234 \div 603 = 118.75$

Approximately 119

A structured questionnaire was used as the instrument for data collection, and 234 copies of the questionnaire were administered to the journalists. Only 199 copies (86.52%) of the questionnaire were retrieved and found useable for analysis.

Data Presentation and Analysis

Table 1: The extent radio can serve as catalyst to rural development

Responses	Frequency	%
To a great extent	61	30.65
To a minimal extent	53	26.63
Difficult to say	6	3.01
To a little extent	44	22.11
To a very little extent	35	17.60
Total	199	100

Source: Field Survey, 2024

The data in Table 1 above demonstrates that radio can serve as catalyst for rural development.

KEYS: Great- 90% - 100%; Minimal- 89% - 70%; Difficult to say- 50% - 69%; Little- 40% - 49%; Very Little- 1% - 39%.

Table 2: Radio Bayelsa 97.1FM has been contributing to the development of rural areas in Bayelsa State, Nigeria

Responses	Frequency	0/0
Strongly Agree	60	30.15
Agree	62	31.15
Undecided	8	4.02
Disagree	39	19.60
Strongly Disagree	30	15.08
Total	199	100

Source: Field Survey, 2024

Data from Table 2 demonstrates the majority of the respondents (61.30%) agreed that Radio Bayelsa 97.1FM has been contributing to the development of rural areas in Bayelsa State, Nigeria. This brings to the fore the importance of radio to development.

Likert - type five points rating scale and dichotomous was used: 5= Strongly Agree (SA), 4=Agree (A), 3= Undecided (U), 2= Strongly Disagree (SD), and 1= Disagree (D) responses as well as open ended questions.

Table 3: Specific areas of rural development based on the activities of Radio Bayelsa 97.1FM

Responses	Frequency	%
Agriculture	58	29.15
Education	50	25.13
Politics	9	4.52
Health	45	22.61
Economic	37	18.59
Total	199	100

Source: Field Survey, 2024

Data from Table 3 indicate that the Radio Bayelsa 97.1FM has supported or brought about rural development specifically in the above listed areas.

Discussion of Findings

This research affirms that radio has been and can continue to serve as a catalyst for rural development. As responses to this study's questionaire show, Radio Bayelsa 97.1FM has been contributing to the development of rural areas in Bayelsa State, Nigeria. Its findings are buttressed by those of Asemah, Anum & Edegoh (2014) who also found radio in rural areas is an effective tool for disseminating information, educating, and mobilising rural communities for development purposes and for reaching a wide audience, including illiterate populations. Using culturally relevant content, radio is a powerful medium for conveying messages related to health, agriculture, education, and other important aspects of rural life. Ango, Illo, Abdullahi, Maikasuwa & Amina (2013) observe radio is a powerful medium that spreads knowledge, raises awareness, and encourages farmers to adopt new agricultural technology and practices. This study emphasises the importance of radio agricultural programmes in providing

crucial information to farmers, improving their agricultural practices, increasing productivity, and ultimately contributing to rural development. It also reveals that the majority of farmers in their study area relied on radio as their primary source of agricultural information. Anosike (2018) finds that radio brings development-related concerns to the public through a variety of programmes, and exposes listeners to events occurring in and around their communities. Adding that radio is one of the most effective mediums for bringing an underdeveloped society to be a developed polity, this study notes radio can be used to spread important information about the proper attitude, behavior, knowledge, techniques, and skills the public is expected to possess.

Radio also helps bridge the gap between rural and urban areas, fostering unity and assisting in general education (Akeem, Oyeyinka, Qasim, Lateef, Omolayo & Onyinyechi, 2013). For the majority of people in underdeveloped nations, radio is thought to be the most efficient way for governments and other institutions to tell them about social initiatives (Guanah, Okowa-Nwaebi & Dalung, 2018). Community radio stations have been successful in broadcasting in local dialects, making information more accessible and relevant to rural communities (Ukaegbu, Berezi & Kuro, 2019). Iheanacho, Okoli, Jumbo, Akwari, Etumnu and Ikpo (2022) confirms the use of local language in information dissemination by Radio Bayelsa helps listeners understand the information passed on by the media. In this study, 81% of respondents said that news in their language has been very effective in bridging the literacy gap in rural areas. Community radio stations have also helped promote social cohesion and collective identification among rural communities, enabling them to solve the problems of sharing a specific area (Ukaegbu, Berezi & Kuro, 2019).

Community radio stations have been instrumental in promoting democratic participation and civic engagement, particularly in rural areas where community-based radio stations can address local issues and concerns (Ukaegbu, Berezi & Kuro, 2019). Economically, radio has provided information and education about agricultural practices, health, and financial literacy, which can improve the economic conditions of rural communities. As Guanah, Leader & Furomfate (2023) point out, radio has also been used to educate farmers in riverine areas about suitable crops and the use of modern agricultural technologies, which can also improve health outcomes in rural areas. In Bayelsa State, radio has always been used to disseminate information about modern agricultural technologies that can increase farm yields and productivity (Guanah, Leader & Furomfate, 2023).

As well, radio has been used to promote cultural understanding and appreciation in rural areas, promoting community development efforts, among them, poverty alleviation and crime prevention activities. Community radio has been identified as one of the main players in this area (Ukaegbu et al, 2019).

Conclusion

The deregulation of the broadcast media in Nigeria, which led to the licensing of more broadcast stations, has acted as a catalyst for rural development, allowed greater access to information and resources, and is paving the way for increased economic opportunities and improved infrastructure in rural communities. This progressive shift has resulted in improved education and healthcare services, and enhanced social and cultural integration.

A transformative force in the development of rural areas in Bayelsa State, the deregulation of Nigerian media broadcasting has spurred the growth of local media *188 Vol. 17.1 (December 2024)*

outlets, promoting the representation and empowerment of rural communities. Harnessing the power of media to inform, educate, and engage, progress towards sustainable rural development in Nigeria has been made towards a more prosperous and empowered rural population. This study concludes further research is needed that explores radio's promotion of rural development and helps develop strategies to overcome the challenges faced by communities in Nigeria's countryside.

Recommendations

The researcher recommends the following:

- 1. Because deregulation of the broadcast media in Nigeria has led to the licensing of more broadcast stations in the country, policymakers should strengthen regulatory frameworks to ensure that broadcast media deregulation serves the public interest and promotes rural development. This can be achieved by setting clear guidelines for broadcast media ownership, content creation, and community engagement. Policymakers and broadcasters should also foster public-private partnerships to ensure the sustainability of broadcast media deregulation as a catalyst for rural development. These parameters can include partnerships with development agencies, Non-Governmental Organisations (NGOs), and private sector actors to provide funding, technical support, and capacity building for rural broadcasters.
- Since radio can serve as catalyst for rural development,
 broadcasters should prioritise the establishment of community-based the quint: an interdisciplinary quarterly from the north 189

radio stations in rural areas. These stations can serve as platforms for rural communities to engage in decision-making processes, express their concerns, and participate in local development initiatives.

- 3. Because Radio Bayelsa 97.1FM has been contributing to the development of rural areas in Bayelsa State, Nigeria socially, politically, economically, and in many other ways, stakeholders should invest in infrastructure and technology to increase access to broadcast media in rural areas. Such investments can include the provision of community radio stations, digital television, and mobile broadcasting services.
- 4. There should be more local content creation that reflects the needs, interests, and aspirations of rural communities. This can include more educational programmes, health information, agricultural best practices, and community engagement initiatives.

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The Impact of Broadcast Media on the Revitalization of Bini Language among the Youth in Edo State

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Abstract

This study investigates the impact of broadcast media on the revitalization of the Bini language among the youth in Edo State. First, it examines the extent of Bini language usage in oral communication among the youth. Second, it explores the various ways in which broadcast media promote Bini language. Third, it assesses the effectiveness of these media initiatives in revitalizing the language. Finally, it identifies the challenges faced by broadcast media in promoting Bini language among the youth demographic. Its findings reveal broadcast media play a crucial role in engaging youth with Bini language and highlight effective initiatives that resonate with that audience. This study also uncovers significant challenges, among them, poor audience engagement

and limited content creation, which hinder the promotion of the language. The researcher recommends government stakeholders allocate increased funding for cultural programming that supports Bini language. Additionally, media organizations are urged to develop engaging content in Bini language that is specifically tailored to youth interests, utilizing modern formats that appeal to younger audiences.

Keywords: Bini language, broadcast media, youth engagement, language revitalization, media richness theory.

Introduction

Broadcast media consists of various platforms, including radio, television, and online streaming services, that disseminate information and entertainment to the public. In Nigeria, these media forms are vital for shaping cultural narratives, influencing public opinion, and providing a space for local languages. The significance of broadcast media in cultural preservation cannot be overstated, as it acts as a conduit for community engagement and identity reinforcement. Omoera (2020) emphasizes that broadcast media serves as a bridge connecting communities with their cultural roots, making it essential for language preservation efforts and the promotion of indigenous languages, including Bini.

Bini language, part of the Edo language family, is predominantly spoken by the Edo people in Edo State, particularly in Benin City. This language is not only a means of communication; it is also a vessel for the rich cultural heritage of the Edo 198 Vol. 17.1 (December 2024)

people, a carrier of their history, traditions, and social values. Despite its significance, Bini language faces challenges, particularly among the youth, who are increasingly influenced by globalization and the predominance of English. Ojo (2021) highlights that the decline in the use of Bini among younger generations poses a serious threat to the language's survival, necessitating urgent revitalization efforts. The erosion of language use among youth may disconnect themfrom their cultural identity.

In Benin City, several broadcast media stations have emerged as pivotal players in the promotion and revitalization of the Bini language. Notably, the Edo Broadcasting Service (EBS) has made significant strides in integrating local content into its programming. EBS broadcasts news, entertainment, and educational programmes in Bini, creating opportunities for the youth to engage with their language in contemporary contexts (Igbinovia, 2022). This local content not only enhances linguistic proficiency but also fosters a sense of pride and identity among young listeners. Vibes FM, Benin and other radio stations also contribute to this revitalization by providing platforms for discussions, music, and storytelling in Bini, which resonate with the cultural experiences of the youth.

In addition to traditional media, the rise of digital platforms has changed how indigenous languages are promoted and revitalized. Social media, in particular, has become a powerful tool for engaging younger audiences. Agbonifo (2023) notes that platforms like Facebook, Instagram, and TikTok are being utilized to share content in Bini, making the language more accessible and appealing to the youth as well as complementing the efforts of the broadcast media in the revitalization of Bini language. Creative expressions, such as rap and poetry in Bini, are gaining traction online, allowing young people to connect with their linguistic heritage in innovative

ways. This digital engagement not only preserves the language but also redefines its relevance in a modern context.

Moreover, educational initiatives supported by broadcast media have proven effective in language revitalization. Programmes that encourage the teaching of Bini in schools, coupled with radio and television campaigns aimed at raising awareness about the importance of indigenous languages, are essential for fostering a new generation of speakers. Igbinovia (2022) asserts, when media stations collaborate with educational institutions, they can create comprehensive programmes that engage youth and encourage active participation in language use. The ongoing efforts of broadcast media to promote Bini language not only contribute to its revitalization but also foster a deeper appreciation of the rich cultural heritage of the Edo people.

Statement of the Problem

The Bini language, a vital component of Edo cultural identity, is facing significant decline among the youth in Edo State, primarily due to the pervasive influence of globalization and the dominance of English. This decline is worrisome for several reasons. First, the erosion of Bini language usage among younger generations threatens the transmission of cultural heritage, traditions, and values inherent in the language. As noted by Ojo (2021), this shift can lead to a disconnection from cultural identity, which is crucial for community cohesion and individual self-esteem.

Second, the lack of engagement with the Bini language in everyday life can diminish its status and relevance, making it increasingly difficult for the language to thrive. Many youth view English as a more advantageous language for education and career opportunities, leading to a preference for it in both formal and informal settings. This situation creates a cycle of language attrition, where the younger generation 200 Vol. 17.1 (December 2024)

feels less inclined to learn or use their indigenous language, further exacerbating the decline (Igbinovia, 2022).

Additionally, the limited representation of Bini language in mainstream broadcast media contributes to its marginalization. While some local stations broadcast content in Bini, the overall volume and variety of programming is insufficient to capture the interest of the youth. This lack of media presence diminishes the language's visibility and accessibility, reinforcing the perception that it is less relevant in contemporary society (Agbonifo, 2023).

Therefore, understanding the role of broadcast media in revitalizing Bini language usage is essential to developing effective strategies that can encourage its preservation and promote cultural pride among the youth in Edo State.

Research Objectives

The objectives of this study are:

- 1. To find out the extent of Bini language usage in oral communication among youth in Edo State;
- 2. To ascertain the ways through which the broadcast media are promoting Bini language among youth;
- 3. To determine the effectiveness of broadcast media in revitalizing Bini language among youth in Edo State;
- 4. To identify the challenges facing the use of broadcast media in promoting Bini language among youth in Edo State.

Conceptual Review

Broadcast Media

Broadcast media refers to tools used in the dissemination of information, entertainment, and educational content to a wide audience through electronic means. It includes media such as radio, television, and internet streaming (Okoro, 2020). This definition encompasses the various platforms and technologies used to transmit audio and visual content to a large audience simultaneously. It plays a crucial role in shaping societal norms, values, and beliefs, making it a vital component of modern communication.

Broadcast media can also be defined as a means of mass communication that uses audio and visual content to reach a large audience, creating a shared experience among viewers or listeners (Ibekwe, 2022). This definition highlights the unique ability of broadcast media to transcend geographical boundaries, making it a powerful tool for global communication. Broadcast media have the capacity to educate, inform, and entertain, making it an essential part of modern life. It provides platforms for news, current events, and cultural programming, allowing audiences to stay informed and engaged (Katz, 2018).

More so, broadcast media can be seen as a dynamic medium in which interactive media engage audiences in real time, providing platforms for feedback, discussion, and participation (Ede, 2023). This perspective emphasizes the evolving nature of broadcast media, which now incorporates social media and online streaming. Broadcast media operate via a two-way communication process, allowing audiences to interact with content creators and other viewers in real time (Nwaoboli, 2023; Asemah & Nwaoboli, 2022), transforming the way we consume media by making it a more immersive and engaging experience.

Bini Language

Bini language, also known as Edo, is a language spoken by the Bini (Benin) people of southern Nigeria (Omorodion, 2015). It belongs to the Kwa language family and is closely related to other languages spoken in the region, such as Yoruba and Igbo (Egharevba, 2017). Bini language has its own unique alphabet, consisting of 35 letters, including 7 vowels and 28 consonants (Igbafe, 2016).

Bini language is also known for its complex system of honorifics, with different forms of address used to show respect or deference to elders or royalty (Egharevba, 2017). For example, the word "Ogie" is used to address a king or elder, while "Ovia" is used to address a younger person. One of the peculiarities of Bini language is its tonal nature, with three distinct tones that change the meaning of words (Omorodion, 2015). For example, the word "Ekasan" can mean "thank you" or "goodbye", depending on the tone used.

Despite its rich cultural heritage, the use of Bini language has declined in recent years, especially among younger generations (Igbafe, 2016). However, efforts are being made to revitalize the language, including language documentation, education, and cultural programmes (Omozuwa, 2020). In terms of its usage, Bini language is primarily spoken in informal settings, such as homes and markets, while English or Nigerian Pidgin is used in formal settings, for instance, education and government (Omorodion, 2015). Nevertheless, there is a growing movement to promote the use of Bini language in formal contexts, such as media and literature (Egharevba, 2017).

Literature Review

Language Attitudes and Language Use among Youth

Youth attitudes towards language are shaped by their social, environmental, and the quint: an interdisciplinary quarterly from the north 203

educational factors, as well as those associated with media exposure. As Ojo (2021) points out, the increasing dominance of English in educational institutions and the workplace has fostered a perception among youth that English is more prestigious and beneficial for their future. This perception often leads to a preference for English over indigenous languages like Bini, which are seen as less valuable in a globalized world. The prioritization of English can create a stigma around the use of Bini, leading youth to associate their native language with a lower social status or limited opportunities.

Moreover, peer influence plays a significant role in shaping language attitudes. Young people are more likely to adopt the language preferences of their social circles. If their peers predominantly use English, individuals may feel pressured to conform, further distancing themselves from their linguistic heritage. According to Igbinovia (2022), this social dynamic can create an environment where Bini language use is perceived as outdated or irrelevant, reinforcing negative attitudes toward it.

The actual use of language among youth often reflects their attitudes. In many cases, the preference for English leads to a decline in the everyday use of Bini. This is particularly evident in urban areas where English is often the *lingua franca*. Agbonifo (2023) notes that in social settings, such as schools and online platforms, English predominates, limiting opportunities for youth to practice and use Bini. This trend can create a generational gap in language proficiency, as younger individuals can struggle to communicate effectively in Bini, despite being culturally connected to the language.

Furthermore, the representation of Bini language in media significantly impacts language use among youth. While some broadcast stations like the Edo Broadcasting Service (EBS) provide content in Bini, the overall availability and variety of

programming remain limited. As Omoera (2020) points out, when youth are exposed primarily to English language media, they are less likely to engage with Bini, further diminishing its use in daily life. The lack of relatable and engaging content in Bini can lead to a decline in interest and motivation to use the language.

Digital media have become double-edged swords in the shaping of language attitudes and use among youth. On the one hand, social media platforms offer opportunities for creative expressions in Bini, allowing young people to engage with their language in innovative ways. Agbonifo (2023) emphasizes that the rise of Bini language content on platforms like Instagram and TikTok can foster positive attitudes towards the language, encouraging more youth to use it in informal settings. On the other hand, the overwhelming presence of English language content on these platforms can reinforce negative attitudes towards Bini. If young people primarily consume media in English, they may internalize the belief that Bini is less valuable or relevant. This can perpetuate the decline of the language, as youth may choose to express themselves in English rather than Bini, even in informal contexts.

Overall, the preference for English, shaped by social pressures, educational experiences, and media consumption, creates a complex landscape for language revitalization (Chekwube, Nkwam-Uwaoma & Nwaoboli, 2023). Understanding these attitudes is essential for developing strategies that encourage the use of Bini among young people, fostering a sense of pride in their linguistic heritage. By promoting positive attitudes and increasing the availability of Bini language content, it is possible to cultivate a new generation of speakers who value and actively engage with their indigenous language.

Broadcast Media and Language Learning

Broadcast media plays a pivotal role in language learning, serving as a dynamic platform for exposure to language use in authentic contexts. Through television, radio, and online streaming, learners can engage with spoken language, enhancing their listening skills and comprehension. According to Hu and Wang (2017), broadcast media provides an immersive experience, allowing learners to hear native speakers in various contexts, which is crucial for developing pronunciation and intonation. This exposure helps learners internalize language patterns and vocabulary, making it an effective tool for both formal and informal language acquisition.

In addition to enhancing listening skills, broadcast media also foster cultural understanding which is essential for language learning. Programmes that incorporate cultural elements not only teach language but also provide insights into the customs, values, and social dynamics of the speakers. Kuo and Lai (2020) emphasise that integrating cultural content with language instruction can deepen learners' engagement and motivation. This holistic approach encourages learners to see language as a living entity entwined with cultural identity, thus fostering a more profound appreciation for the language being studied.

Moreover, the interactive nature of modern broadcast media, found in its social media platforms and streaming services, has transformed how language learning occurs. Learners can now engage with content that is not only educational but also entertaining. For instance, platforms like YouTube and TikTok feature language tutorials, challenges, and cultural showcases that appeal to younger audiences. According to Chen and Li (2021), this shift towards interactive and user generated content has democratized language learning, making it more accessible and relatable

for learners. The ability to interact with content creators and peers enhances motivation and creates a sense of community among language learners.

Furthermore, broadcast media can facilitate language practice outside traditional classroom settings. For example, radio programmes and podcasts allow learners to practice listening and comprehension skills while engaging in daily activities. As noted by Alhassan (2022), the convenience of accessing language learning materials through mobile devices enables learners to incorporate language practice into their routines, thereby increasing exposure and retention. This flexibility is particularly advantageous for learners who do not have access to formal language education, as it allows for self directed learning at their own pace.

Finally, the integration of technology with broadcast media has opened new avenues for language learning. Educational programmes that utilize multimedia elements—such as visuals, animations, and interactive quizzes—can enhance understanding and retention. Research by Duman and Çelik (2023) indicates that multimedia resources not only cater to different learning styles but also promote active engagement, making language learning more effective. This technological integration allows learners to experience language in diverse formats, reinforcing their skills through varied modalities.

Empirical Review

Igbinovia (2022) focuses on the influence of the Edo Broadcasting Service on the revitalization of local languages in Edo State. Using Cultural Revival Theory, the study highlights how local broadcasting initiatives can serve as a platform for promoting indigenous languages. Its findings reveal that the Edo Broadcasting Service significantly contributes to the preservation and revitalization of the Bini language the quint: an interdisciplinary quarterly from the north 207

by incorporating it into their programming. Its recommendations include increasing the frequency of Bini language broadcasts and expanding content that resonates with younger audiences to enhance engagement and usage of the language.

Ojo (2021) examines the decline of indigenous languages in Nigeria, specifically addressing the Bini language among youth. The study employs the Sociolinguistic Theory to analyze the sociocultural factors contributing to this decline. Its findings indicate that globalization, urbanization, and the dominance of English in educational and social contexts have led to a marked decrease in the use of Bini language among young people. The study recommends the implementation of educational policies that promote bilingualism and the integration of indigenous languages into school curricula to encourage a revival of interest in local languages.

Omoera (2020) investigates the role of broadcast media in cultural preservation in Nigeria, applying the Media Ecology Theory to frame the discussion. The research revealed that broadcast media plays a crucial role in disseminating cultural values and promoting local traditions, and thereby aiding in cultural preservation. The study emphasizes that media outlets should prioritize content that reflects the rich cultural heritage of Nigeria. Its recommendations include the development of partnerships between media organizations and cultural institutions to create programmes that celebrate and educate audiences about indigenous cultures, ensuring that such content reaches a broad audience.

These empirical studies relate to the current study in several significant ways. Igbinovia's research highlights the role of local broadcasting in promoting indigenous languages, directly supporting the current study's investigation into how broadcast media can revitalize the Bini language among youth. Additionally, Ojo's findings on

the decline of the Bini language among young people emphasize the need for effective communication strategies, underscoring the current study's focus on engaging youth through broadcast media to foster renewed interest in their native language. Omoera's exploration of broadcast media as a vehicle for cultural preservation aligns with the current study's goal of understanding how media can help maintain and promote Bini language within the cultural context of Edo State. Furthermore, the current study's application of Media Richness Theory builds on Omoera's insights by examining how various media formats—such as audio, visual, and interactive content—can enhance the effectiveness of language revitalization efforts, thereby addressing the challenges highlighted in Ojo's work. Each of these studies provides actionable recommendations that inform the current research, such as Igbinovia's suggestion to increase Bini language broadcasts, which can be explored in terms of how media richness might enhance such initiatives for youth engagement.

Media Richness Theory

Media Richness Theory (MRT) was developed by Richard L. Daft and Robert H. Lengel in the mid-1980s. This theory posits different communication media possess varying capacities to convey information and facilitate understanding. Daft and Lengel (1986) also introduced the concept to help organizations select the most effective communication channels based on the complexity of the message and the level of ambiguity involved. The underlying premise is that richer media—those that allow for multiple cues, immediate feedback, and personal focus—are more effective for conveying complex messages than leaner media, like emails or memos.

The core tenets of MRT suggest that media can be classified based on their richness. Rich media include face-to-face communication, video conferencing, the quint: an interdisciplinary quarterly from the north 209

and telephone calls, while lean media encompass written documents and emails. According to Daft and Lengel (1986), the effectiveness of communication depends on matching media richness to the task at hand. For instance, when revitalizing Bini language among youth, employing rich media such as broadcast television or radio can enhance engagement and comprehension, as these platforms allow for visual and auditory elements that resonate with young audiences.

Another tenet is the role of social presence that refers to the degree to which a medium allows users to perceive others as being present. Media that facilitate interaction and foster a sense of community—like social media and interactive broadcasts—can significantly impact how youth perceive and engage with Bini language. This aligns with the findings of Walther (1996), who emphasizes that higher social presence leads to more effective communication and relationship building.

In the context of revitalizing Bini language among youth in Edo State, MRT suggests that rich media formats, such as television programmes that incorporate music, storytelling, and interactive elements, can effectively engage young audiences. As noted by Igbinovia (2022), programming that features local Bini content can foster a sense of identity and connection, enhancing language learning and its use among youth.

Methodology

This study used survey research as its methodology and a structured, self administered, questionnaire as its instrument for data collection. The population of the study was comprised of youth who are residents of Benin City, the Edo State capital, which is a nonfinite population. The overall population of Benin City, which according to the population projection by the National Population Census (2016) Enumeration *Vol. 17.1 (December 2024)*

Area Demarcation (EAD) Data, was 1,496,000. Therefore, sample size of 400 of the survey's finite population was obtained by using Taro Yamane formula. The formula for the calculation is: $n=N/[1+N(e)^2]$ where n is the sample size; N refers to the population of the study; (e) refers to the sampling error (usually 0.05 acceptable error); ^ means raised to power of and n referred to the sample size. Therefore, $n=1,496,000/[1+1,1,496,000(0.05)^2]$; n=400.

The questionaire was administered though direct contact to 100 respondents from each of the four local governments areas (Ovia NorthEast, Egor, Ikpoba-Okha and Oredo) within Benin City, by using the convenience sampling technique. Out of the 400 copies of questionnaire administered, 383, were retrieved and valid. Data gathered from the field were, therefore, presented and analysed, using simple percentage and frequency distribution tables.

Data Presentation

Table 1: Extent of Bini language usage in oral communication among youth in Edo State

Response	Frequency	Percentage
Very High	80	20.9
High	150	39.2
Rarely	0	0
Low	90	23.5
Very Low	63	16.4
Total	383	100

Source: Field Survey, 2024

Table 1 reveals a strong engagement with Bini language among youth in Edo State, with a majority indicating high usage levels. The findings imply that Bini language

usage is relatively robust, but there is still room for improvement in encouraging its use among all youth.

Table 2: Role of broadcast media in promoting Bini language among youth

Role	Frequency	Percentage
Educational	110	20.7
Programming	110	28.7
Cultural Awareness	140	36.5
Campaigns	140	30.3
Language Learning	50	13.0
Shows	30	13.0
Community	70	18.3
Engagement	/0	10.3
Talent Development	13	3.4
Total	383	100

Source: Field Survey, 2024

Table 2 indicates that broadcast media plays a vital role in promoting Bini language, particularly through cultural awareness campaigns, which received the highest frequency. This suggests that initiatives aimed at raising awareness of cultural heritage are resonating well with the youth.

Table 3: Effectiveness of broadcast media in revitalizing Bini language among youth in Edo State

Response	Frequency	Percentage
Very Effective	150	39.2
Effective	80	20.9
Somewhat Effective	90	23.5
Not Effective	40	10.5
Not At All Effective	23	6.0
Total	383	100

Table 3 shows that the effectiveness of broadcast media in revitalizing Bini language is viewed positively, with a substantial number of respondents rating it as "Very Effective." This indicates strong support for the notion that media initiatives are successfully engaging the youth and contributing to language revitalization efforts.

Table 4: Challenges facing the use of broadcast media in promoting Bini language among youth in Edo State

Response	Frequency	Percentage
Lack of Funding	100	26.1
Limited Content Creation	90	23.5
Poor Audience Engagement/Interest	130	34.0
Technological Barriers	30	7.8
Language Stigmatization	33	8.6
Total	383	100

Source: Field Survey, 2024

Table 4 shows that the challenges identified in promoting Bini language through broadcast media highlight several critical issues. Poor audience engagement received the highest frequency, indicating a significant disconnect between media offerings and the interests of the youth. Additionally, lack of funding and limited content creation are substantial barriers that hinder effective language promotion. Technological barriers and language stigmatization, while less frequently cited, still represent important challenges that could affect overall engagement.

Discussion of Findings

The findings of this study reveal compelling insights that underscore Bini language's significance and the media's role in its preservation. Table 1 demonstrates that a substantial number of youth are actively engaging with the Bini language, with many reporting frequent or high usage. This finding highlights the language's ongoing relevance in daily communication. However, it also points to the necessity of intensified efforts to encourage its broader adoption among younger generations, who are increasingly influenced by external factors such as globalization and media trends.

The data further provides strong evidence of the critical role broadcast media plays in promoting the Bini language, particularly through cultural awareness campaigns. This aligns seamlessly with Igbinovia's (2022) findings, which emphasize how local broadcasting initiatives support language revitalization. The data also suggests that these media-driven cultural initiatives resonate deeply with the youth, indicating a powerful avenue for enhancing interest and engagement with Bini language. This supports Okoro's (2020) assertion that broadcast media significantly shape cultural identity and can effectively aid language preservation.

The results presented in Table 3 further reinforce the positive perception of broadcast media's effectiveness in revitalizing Bini language, with a significant proportion of respondents rating these initiatives as "Very Effective." This strong endorsement signifies that media efforts are making a meaningful impact on youth engagement with the language, corroborating Omoera's (2020) argument that broadcast media is an essential tool for cultural preservation. Nevertheless, mixed responses, particularly in the "Somewhat Effective" category, insist that challenges

remain, necessitating a focused approach to maximize the effectiveness of these initiatives.

Also, Table 4 reveals critical challenges that hinder the effective use of broadcast media in promoting Bini language, with poor audience engagement cited as the most pressing issue. This finding resonates with Ojo's (2021) analysis of the decline of indigenous languages among youth, illustrating a disconnect between media offerings and the interests of young audiences. Additionally, challenges such as lack of funding and limited content creation echo Agbonifo's (2023) insights into the need for diverse media strategies that can effectively capture and retain youth interest in language preservation. In summary, the findings from this study not only reinforce existing literature but also highlight the urgent need for strategic action. They show that broadcast media have the potential to play a transformative role in revitalizing Bini language among youth, but addressing the identified challenges is crucial.

Conclusion and Recommendations

Based on the findings, this study concludes that the broadcast media plays a crucial role in revitalizing Bini language among youth in Edo State, with significant engagement and effective media initiatives identified. However, challenges such as poor audience engagement and limited content creation hinder the promotion of the language by the broadcast media. Given the findings, it is recommended:

- 1. Government stakeholders should allocate more funding to support cultural programming and initiatives that promote Bini language through broadcast media;
- 2. Media organizations should develop diverse and engaging contents the quint: an interdisciplinary quarterly from the north 215

in Bini language specifically tailored to youth interests, incorporating modern formats that resonate with younger audiences;

- 3. Educational institutions and broadcast media stations should respectively integrate Bini language into school curricula as well as educational broadcasts in promoting its use in academic settings to foster appreciation and fluency among students;
- 4. Community leaders should launch awareness campaigns to highlight the importance of preserving Bini language, encouraging active participation from the youth in its promotion and use.

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Challenges of Broadcast Journalism Practices Post Covid-19 in Edo State, Nigeria

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Abstract

This study examines the impact of Covid-19 on broadcast journalism in Edo State, Nigeria. Its findings reveal 98% of the broadcast journalists in Edo found their work continued to be affected by the pandemic in its aftermath. They reported significant challenges to their work after the Covid-19 pandemic included the high cost of living in Nigeria, irregularities in the payments of their salaries, and difficult working conditions. The researcher concludes that the Covid-19 pandemic aggravated pre-existing challenges for broadcast journalists and recommends broadcast media owners and government remedy this situation by increasing subventions for broadcast media organizations in the state.

Keywords: Covid-19, Challenges, Broadcast journalism, Nigeria

Introduction

Adewunmi, Akinlelu, Oladele & Taiwo, (2021), charting the history of pandemics, cite outbreaks of the Asian flu (1956-1958), the Spanish Flu (1918 – 1920), the Black Death (1346 – 1354), and the Antonin plague (165 AD) (in Ekerikevwe 2024). More recently, unprecedented instances of Ebola, Lassa Fever, and Monkeypox have led to social disuption, economic loss, and general hardship. Ekerikevwe (2024, p. 13) finds the impact of the Covid-19 pandemic continues to linger at home and abroad. Asemah & Egwa's (2023) view that Covid-19 has had a disproportionately negative effect on life in Nigeria is also supported by Abubakar, Asemah & Santas (2023). Zizek (2020) points out the impact Covid-19 has had on journalism in Europe, observing the pandemic has changed the ways journalists carry out their responsibilities (in Ekerikevwe 2024). Umar (2021) asserts the pandemic forced journalists in Kano State, Nigeria, to be more creative in their daily reporting and their news delivery. Ekerikevwe (2024) remarks the pandemic also affected Nigerian journalists' style of event coverage, as they maintained social and physical distancing. According to Msughter & Philips (2020), newspapers in Nigeria framed Covid-19 to promote desired health behaviour.

Statement of the Problem

An extraordinary health crisis, Covid-19 put enormous pressure on Nigeria's health system as physical and social distancing, as facemasks and hand washing with running water attempted to curb the disease. Business places, markets, schools, and places of worship were closed, and the economic crisis this pandemic created continues. This study identifies the problems that the Covid-19 pandemic still pose to broadcasting journalists in Edo State, Nigeria.

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Objectives of the Study

This study is designed:

- 1. To consider the challenges associated with the Covid-19 pandemic in the practice of broadcast journalism in Edo State, Nigeria;
- 2. To ascertain the extent to which these challenges differ from challenges in broadcast journalism that prviously existed in Edo State, Nigeria;
- 3. To suggest remedies for post Covid-19 challenges.

Literature/Theoretical Review

The following studies carefully chart the challenges of broadcast journalism in Nigeria before the Covid-19 pandemic. Ufuophu-Biri (2006) identifies negative attitudes of security officials towards investigative reporters and their organizations, threats to reporters' lives, threats to the lives of family members of investigative reporters, and threats to informants. Amachi (2010), Nwabueze (2012), Asemah & Ekerikevwe (2013), and Ekhareafo et al (2016) find there were inadequate materials resources for sustained research and investigation, hostile political environments, the absence of legal frameworks that compel the filling of public documents, poor communications infrastructure, inadequate journalistic skills, poor ethical standards, hostile sources, lack of motivation, ownership influence, economic constraints, technological limitations, limited skilled manpower, limited access to information, repressive press laws, pressure to disclose source of information, lapdog role, poorworking conditions, greed and corrupt practices by journalists, ethnicity, logistic and extrajudicial activities hindered investigative reporters. Olise & Tebekaemi (2014) observe 222 Vol. 17.1 (December 2024)

citizen journalists also faced corruption, competition from mainstream media, and problems created by an irregular power supply and the high cost of most information and communication technologies.

The impact of Covid-19 on journalism has been remarkable. As Msughter & Philips (2020) point out, newspapers in Nigeria supported government initiatives during the pandemic, framing Covid-19 to promote healthy habits like social distancing and hand washing. Castillo-Esparda et al (2020) and Gurcia –Santamaria et al, (2020) find that relationship has carried on and encouraged the control of news by political actors. Udejinta (2021, p. 250) also reports that '[t]he Covid-19 pandemic in Nigeria has exposed the poor credibility of the central government as narratives in the media show that the citizenry does not believe the federal government's information about Covid-19. Obadofin (2020) reports the pandemic in Nigeria has also impacted media outlets' sales and advertising, causing significant decreases in revenue. Ekerikevwe and Olise, (2021) cite cybercrime, hacking and skepticism, the inability to use new media facilities, ownership influence, lack of motivation, lack of safety, poor remuneration, political influence, unwillingness of sources, religious influence and ethnicity, legal constraint, and unfriendly sources as other challenges facing investigative journalists.

The System Theory of Management

The System Theory of Management, which began in the 1940s, was proposed by Ludwig Von Bertalanfty and improved by Ross Ashbey. Anaeto, Onatayo & Osifeso (2008) assert this theory posits "real systems are open to, and interact with their environment...They can acquire qualitative new properties through emergence". Such "organizations, institutions and industries," they continue, "are open, self-renewing systems that can digest and use energy that come from their environment the quint: an interdisciplinary quarterly from the north 223

as well as transform that energy and extend it back to the society" (in Ekerikevwe 2014). Ekerikevwe (2014) observes that what is given back are the products of the interactions that have taken place between the system that is self-renewing and its environment.

Methodology

This study used descriptive survey as its methodology and a 5 point well-structured and constructed Likert scale questionnaire as its instrument. The population studied comprised the 162 broadcast journalists drawn from radio and television stations in Edo State. Purposive sampling determined the sample size of 150 respondents. Two researchers from the Department of Mass Communication at University of Benin managed the questionaire. A pilot test of 20 respondents was undertaken to establish the reliability of the instrument later administered face-to-face with the help of four research assistants who are the researchers' postgraduate students.

Data Presentation and Analysis

The data generated is presented in the following tables:

Table 1: Showing the perceptions of broadcast journalists regarding the extent of post Covid-19 challenges

Variables	SA	A	D	SD	NS	Total	X	Decision
	5	4	3	2	1			
There are no significant	10	16	20	104	-	150		
challenges after	6.7%	10.7%	13.3%	69%	-	99.7 n 100%	2.5	Rejected
the covid-19	50	64	60	208	-	10070		
pandemic						382/150		
There are no	09	05	-	123	13	150		
challenges after the covid-19	6%	3.3%	-	82%	8.7%	100%	2.5	Rejected
pandemic	45	80	_	246	13	384/150		
There are	135	06	05	02	02	150		
significant challenges after	90%	4%	3.3%	1.3%	1.3%	99.9	4.8	Accepted
the covid-19	675	24	15	04	02	n100%		
pandemic						720/150		
Most challenges	34	102	05	05	04	150		Accepted
of broadcast journalists	22.7%	68%	3.3%	3.3%	2.7	100%	4.0	
are product	170	408	15	10	04	607/150		
of covid-19								
pandemic								

Source: Field Survey, 2024

The data above demonstrates a majority of the respondents agree they have experienced significant challenges after the covid-19 pandemic. Out of 150 respondents, 104 strongly disagreed that there were no significant challenges to the practice of broadcast journalism after the Covid-19 pandemic. Out of 150 respondents, 135 respondents, representing more than 70% of the sample's population, agreed that there were significant challenges to the practice of broadcast journalism after the Covid-19 the quint: an interdisciplinary quarterly from the north 225

pandemic. As well, an additional six (6) respondents also agreed, raising the total to 141 respondents who agreed there were significant challenges to the practice of broadcast journalism after the Covid-19 pandemic.

Table 2: Showing the perceptions of broadcast journalists regarding the extent to which post Covid-19 challenges are different from existing challenges

Variables	SA	A	D	SD	NS	Total	X	Decision
	5	4	3	2	1			
Post covid-19	15	11	103	18	03	150		
challenges are significantly	10%	7.3%	68.7%	12%	2%	100%	3.1	Rejected
different from	75	44	309	36	03	467/150		
covid-19 challenges								
Existing challenges	104	13	11	12	10	150		
are significantly different from	69.3%	8.7%	7.3%	8%	6.7%	100%	4.2	Accepted
covid-19 challenges	520	52	33	24	10	639/150		
Post covid-19	20	120	08	02	-	150		
challenges are more grievous	13.3%	80%	5.3%	1.3%	_	99.9	4.0	Accepted
than existing and	100	480	24	04	-	n100%		
covid-19 challenges						608/150		
There are no	114	15	08	5	08	150		
differences between covid-19 and post	76%	10%	5.3%	3.3%	5.3%		4.5	Accepted
covid-19 challenges	570	60	24	10	8	100%		
in broadcast						672/150		
journalism practice								

Source: Field Survey, 2024

The majority of the respondents (68.7%) agreed that post Covid-19 challenges to the practice of broadcast journalism are not significantly different from those experienced during the pandemic. A similar number (69.3%) also found the existing challenges 226 Vol. 17.1 (December 2024)

before the Covid-19 periods were significantly different from the challenges encountered during post-Covid. A larger majority (80%) were of the opinion that post-Covid challenges are more grievous than Covid-19's challenges to the practice of broadcast journalism. This data implies that there are no differences between the challenges encountered by broadcast journalists during the pandemic and the challenges in the post covid-19 era.

Table 3: The perceptions of broadcast journalists regarding the major challenges of broadcast journalism practice in Edo State, Nigeria

Variables	SA	A	D	SD	NS	Total	X	Decision
	5	4	3	2	1			
Low patronage of	10	-	35	100	05	150		
advert placement	6.7%	-	23.3%	66.7	3.3	100%	2.4	Rejected
	50	_	105	200	0.5	360/150		
High cost of	03	05	20	120	02	150		
production	2%	3.4%	13.3%	80%	1.3%	100%	2.2	Rejected
	15	20	60	240	02	337/150		
Economic	21	20	78	35	06	150		
recession that resulted	14%	6.7%	52%	23.3%	4%	100%	3.0	Rejected
from covid-19 pandemic	105	40	234	70	06	455/150		
High cost of	113	30	-	05	02	150		
living occasioned by the pandemic	75.3%	20%	_	3.4%	1.3%	100%	4.6	Accepted
	565	120	_	10	02	697/150		

Non-chalant	102	15	13	10	10	150		
attitude of media owners	68%	10%	8.7%	6.7%	6.7%	100%	4.3	Accepted
toward broadcast	510	60	39	20	10	639/150		
journalist's								
welfare								
Economic	130	06	04	06	04	150		
hardship in Nigeria	86.6%	4%	2.7	4%	2.7	100%	4.7	Accepted
	650	24	12	12	04	702/150		
Logistic and	122	18	-	04	06	150		Accepted
vehicles to ease movement	81.3%	12%	-	2.7%	4%	100%	4.6	
	610	72	-	08	06	696/150		

Source: Field Survey, 2024

The data above shows that broadcast journalists in Edo State have been challenged during the post-Covid period by high costs of living caused by the pandemic. Out of 150 broadcast journalists, 102 agreed that media owners have shown little concern about the economic problems and high cost of living resulting from the pandemic.

Table 4: The opinions of broadcast journalists regarding ways to reduce challenges associated with broadcast journalism practices in post Covid-19

Variables	SA	A	D	SD	NS	Total	X	Decision
	5	4	3	2	1			
Provision		05	06	-	05	150		
of adequate logistics and	$1 \times 9 \times 4^{\circ}$	3.3%	4%	_	3.3%	100%	4.7	Accepted
vehicles for movement	670	20	18	_	05	713/150		
Provision	130	09	05	04	02	150		Accepted
of adequate allowance	$1 \times 1 \times 10^{10}$	6%	3.3%	2.7%	1.3%	100%	4.7	
to meet with post covid-19 challenges	650	36	15	08	02	711/150		
Improved	122	14	04	10	-	150		Accepted
w e l f a r e / remuneration of	X \ \\\\\	9.3%	2.7%	6.7%	-	100%	4.6	
journalists	610	56	12	20	_	698/150		
G o o d / w e 11 -	02	06	15	124	03	150		
furnished Recreation	1 30/6	4%	10%	82.7	2%	100%	2.2	Rejected
relaxation centers in all		24	45	248	03	330/150		
broadcast media houses								
Adequate	10	08	09	121	02	150		
subvention by government for	6 / 1/2/2	5.3%	6%	80.7%	1.3%	100%	2.3	Rejected
public owned media	50	32	27	242	02	353/150		

Source: Field Survey, 2024

The data above demonstrates the majority of broadcast journalists (89.4%) believe post Covid-19 challenges can be reduced if adequate logistics and vehicles are

provided for their assignments. A majority of the respondents (86.7%) agreed adequate allowances would improve the post-Covid situation. A majority of the respondents (81.3%) agreed that improving welfare/remuneration among journalists would reduce post-Covid challenges.

Discussion of Findings

Findings demonstrates broadcast journalists in Edo State are of the opinion that even when there are no differences between the kinds of Covid-19 and post Covid-19 challenges, post Covid-19 challenges are more demanding. The effects of the pandemic have exacerbated the difficulties of their profession. Economic hardship is found to be foremost in many of the challenges facing these journalists. Findings also reveal adequate logistics, transportation, and allowances, improved welfare, and improved remuneration are the ways to ameliorate these challenges.

Conclusion and Recommendations

Our journalists who should be applauded for the work they did during the pandemic and the work they do today. Confirming the findings of Ekerikevwe (2024), Zizek (2020), Obadofin (2020), and Udejinta (2021), this study concludes that the effects of Covid-19 are still being felt by broadcast journalists and that media owners and government need to address these as soon as possible to improve their reporters' working conditions.

The researchers recommend:

1. Broadcast media owners should improve the salaries, allowances and wages of broadcast journalists in Edo State, Nigeria;

- 2. Private and Public media owners should create conducive working conditions for broadcast journalists in Edo State;
- 3. Vehicles should be provided to ensure the easy movement of broadcast journalists on official assignments. Situations in which journalists are made to hop from one vehicle to another in pursuit of an assignment are counterproductive;
- 4. Recreation and relaxation centers for broadcast journalists should be provided by broadcast media owners to create a good working environment and to encourage journalists to carry out their responsibilities effectively;
- 5. Government should address economic hardship for journalists as a matter of urgency in the Nigerian nation. This would go a long way in reducing the high cost of living now associated with Covid-19 pandemic.

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Regulatory Policies and FRCN and NTA Operations in Asaba, Delta State, Nigeria

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Abstract

Government-owned, the Federal Radio Corporation of Nigeria (FRCN) is Africa's largest radio network, housing six zonal stations operating on short and medium wave bands and two operations centres, and over 32 FM stations. Government-owned and partially commercial broadcast, the Nigerian Television Authority (NTA) is the largest television network in the countryy. This study examines strategies adopted by journalists of FRCN and NTA in Asaba to balance government interests while

being fair, balanced ,and factual in broadcasting to offer a deeper understanding of the strengths and weaknesses of the FRCN and the NTA. This study also finds the FRCN has maintained its effectiveness when adapting to new technologies, while the NTA has found its operations challenged. The researchers recommend the performance of the FRNC and the NTA be monitored and evaluated on a regular basis to ensure they can meet the evolving needs of their industry and the public.

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Introduction

According to McQuail (2005), the media has a number of obligations. One of these is to provide us with comprehensive information on events and occurrences, both local and global. Another is to encourage us to embrace specific perspectives regarding particular matters. Yet another, of course, is to entertain us. Government ownership, control, and sponsorship of media outlets like the Federal Radio Corporation of Nigeria (FRCN) and the Nigeria Television Authority (NTA) has resulted in industry policies that have interfered with these stations' abilities to meet their societal and public obligations.

Statement of the Problem

In Nigeria, the gatekeepers of its media's news content can be found at the highest levels of government, but it is not known how government policies impact broadcasting organisations. This study therefore the impact that government regulatory authorities have on the operations of the FRCN and the NTA in Delta State, Nigeria.

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Objectives of the Study

This research seeks to determine how government policies and the regulatory agencies affect broadcast stations. To this end, the specific objectives of this study are:

- 1. To examine the strategies adopted by journalists in FRCN Asaba and the NTA to balance government policies that seek promote government interests with the station's policy of being fair, balanced ,and factual in broadcasting;
- 2. To determine whether the government's policy of promoting its own interests affects news selection by journalists;
- 3. To determine whether government policy affects the editorial decisions of journalists in the FRCN Asaba and the NTA.

Research Questions

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This study analyzes the following questions:

- 1. What are the strategies applied by the journalists of the FRCN and the NTA in adhering to the government policy of serving government interests and the station's policy of being fair, balanced and factual in broadcasting?
- 2. In what ways does government policy promote government interest and encourage professionalism in news reporting in the FRCN and the NTA?
- 3. How has government regulatory policies affected the FRCN and

Ethics and Morals

Morality is fundamentally concerned with an individual's obligations to self and obligations to other people (Egbon, 2007). Morality is part of reasoning arrangements with what is ethically fortunate or unfortunate, set in stone, alluring or bothersome, supported or objected, and the worthiness or unsuitability of our activities and deeds (Nwabueze 2009). Morals can also be viewed as a part of our reasoning that aligns with the positive or negative standards. Akpede (2011) says morals can be made sense of as the rules by which choices about freedoms or wrongs are made. Morals include individual, hierarchical, and cultural qualities that are ethically satisfactory and are utilized as premises for human way behaviour. According to Akpede "morals are a regulating pattern of direct behaviour which sets down standards; standards and codes that act as manual for moral way of behaving". Omole (2000) also notes that morals are the common standardizing values which any general public holds dear and are utilized to pass judgment on the way of behaving or execution of any individual from that society. The NBC, BON, and other regulatory bodies expect moral conduct to guide journalists working for the FRCN, the NTA, and other broadcasting stations in Nigeria (Ekeanyanwu and Obianigwe 2012).

Ethical Journalism

According to Wright (2009, p. 257) systems of ethics house four fundamental concepts. These principles include:

1. Fostering trust and cooperation among individuals within a society.

- 2. Acting as a moral arbiter by evaluating and determining the relative significance of specific moral ideals within the society.
- 3. Assuming the role of a moral arbiter in the resolution of conflicting claims rooted in individual self-interest.
- 4. Elucidating the competing values and principles inherent in new and unique issues, so providing clarity to society.

Industry expectations regarding the exercise of ethics by journalists are clearly expressed by journalism's primary objective "to ensure the protection of consumers, including readers, listeners, viewers, and the general public"; "to safeguard and motivate professionals in the field of journalism, broadcasting, and other individuals directly involved in the collection, composition, processing, and dissemination of news and ideas"; and "to provide direction to editors and individuals who bear complete legal accountability for the content that is disseminated through publishing and broadcasting channels". To the BBC (2014, p. 10), "media morals essentially rotate around honesty, precision, reasonableness, objectivity and article freedom." Merill and Lowenstein (2019) note that applied morals foster in journalists an ongoing awareness of their actions and decisions. Their ethical considerations result in heightened selfawareness, improved understanding of others, and a greater recognition of the impacts of interpersonal relationships (p. 69). As well, journalists are expected to act ethically in matters related to the "respective obligations of proprietors, shareholders, and governing bodies that possess-complete authority over a specific type of mass media communication" and "concerns related to advertisers and other entities that engage in the procurement of media services" (McBride in Baran 2010, p. 243). As Olalejikan (2014, p. 4) observes, "media morals is the development of applied morals managing the particular moral standards and guidelines of media, including broadcast media, film, theatre, artistic expression, print media and the Web".

Types of Media Houses in Nigeria

Raufa and Goke, 2003 categorize media houses in Nigeria according to their types of ownership, their strategies, and their practices. In the Government Approach, a media house designed controlled, and supported by either the state or the nation. Government subsidizes such a media house through direct financing, credits, and overdrafts from banks, as in the FRCN's and the NTA's subventions. In the Confidential Approach, corporate arrangements are made the media's proprietor, or the body concerned, which takes part in the subsidization or the media house is fully subsidized by the individual (or body) concerned. This strategy has been used since the National Broadcasting Commission was set up under Act No. 38 of 1992 to give licenses to private individuals to possess electronic and digital media. In the Chain Strategy ,several newspaper houses or radio and television channels are owned by one or more individuals. In the Cross Media Strategy, or conglomerate pattern, there is the ownership of a blend of media (Raufa and Goke, 2003). Raufa and Goke (2003) also remark that in the Joint Approach, an administrative body and an individual own a media house and finance it, and in the Party Strategy, the media house's policies are vested in an ideological group and party assets control the outfit.

Government Policy: The Nigerian Media's Situation

Ogbiti (2006) re-enforces The World Development Report's (2003) position regarding the need for media's independence when she points out that government-owned

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newspapers and their appointed boards of directors, general managers, and editors owe their allegiance to the ruling class and not Nigerian tax payers (p. 6). Here it should be recognised that government-owned media depend solely on the government to provide extra funds in addition to the revenue generated by the organization, and that according to Chinedu (2009), this makes the media subject to government manipulation. As Udeajah (2004) remarks, government media houses, like the FRCN and the NTA are merely information outlets for government activities and policies. In their news, the government is favorably mentioned. Udeajah (2004) explains that journalists are made to privilege the activities of their government owner over other important issues. When they fail to do so, regardless of their roles or importance to the media organization, they risk being sacked or demoted. It is understandable then that journalists in government-owned media always slant the news to favor whomever is in power, and they are also conspicuously silent about official corruption (Chinedu, 2009). Ogbiti (2006) also points out that journalists in government-owned media, no matter how talented and resourceful, regret working there. Ogbiti stresses that journalists, confronted with the problem of "he who pays the piper calls the tune", are also poorly paid and face enormous challenges created by the government's emphasis on self-sufficiency.

Broadcast Regulation

Harvey (1999, p. 2) posits that the state must intervene in some spheres of economic, social, or cultural life in order to regulate them in accordance with its political norms. In a system of representative democracy, such regulations can be imposed by presidential decree, religious prescription, or legislative action. This regulation can also be enacted by statutory agencies that have a certain amount of autonomy 240 Vol. 17.1 (December 2024)

from the government. The National Broadcasting Commission (NBC) of Nigeria, the Federal Communications Commission (FCC) of the United States of America, and the Independent Television Commission (ITC) of Britain are all notable illustrations of this type of regulation. At its most fundamental level, regulation of broadcasting involves the act of issuing authority to broadcasting enterprises by way of a license. In Nigeria, acquiring a broadcasting license is very costly for private companies. In 2006, the lowest licensing fee for a private radio station was 15 million Naira, and the lowest licensing fee for a public radio station was 10 million Naira (NBC; 2006, p. 13). The regulation of broadcasting is also contingent upon cultural norms, which exert substantial influence on the structure and content of programmes (Harvey, 1999, p. 3).

The Gatekeeping Theory

According to Anaeto, Onabajo and Osifeso (2008, p. 91), gatekeeping "manages the cycles and the elements which impact choices of media associations to choose or dismiss expected newsworthy things for distribution". Asemah (2011, p. 45) says that "gatekeeping involves the media men going with choices on what ought to be stressed and what ought to be de-accentuated". McQuail (2005, p. 512) holds that "the news media show to the public what the main pressing concerns of the day are", and that this is reflected in what the general population sees as the main pressing concerns. McGregor (1997) observes that publication guardians pick what news to utilize and how to utilize them, and these choice methods definitely bring about the impression of the watchmen's philosophies and authoritative convictions. Olalekan (2014) also remarks there is some selectivity in how things are chosen to show to the crowd.

Methodology

This study adopted survey research as its methodology and a questionaire that was distributed physically as its instrument. The population of the study was comprised of 166 staff of the FRCN and the NTA,made of journalists at the all levels in the FRCN and the NTA stations in the Asaba area. Simple random sampling determined the sample size of 91 journalists. Information about the topic of study was generated from the respondents using closed- and open-ended questions.

Data Presentation and Analysis

With a response rate of 100 per cent, data gathered are presented below.

Table 1: The government policy of serving government interest makes the policy of ensuring fairness, balance, and factual in broadcasting difficult.

Variable	Frequency	Percent
Disagree	18	19.8
Strongly	9	9.9
disagree		
Neutral	17	18.7
Agree	42	46.2
Strongly agree	5	5.5
Total	91	100

Source: Field Survey, 2024

The data above demonstrates that 19.8% of the sampled population disagreed that the government's policy of serving its own interests makes fairness, balanced, and factual broadcasting difficult. The data also demonstrates that 9.9% of the sampled

population strongly disagreed with this perspective. A neutral stance was taken by 18.7% of the participants within the study. Overall, 46.2% of the participants agreed and 5.5% of the participants strongly agreed that the government's policy of serving its own interests makes fairness, balanced, and factual broadcasting difficult

Table 2: The government policy of serving government interest makes journalists' work difficult.

Variable	Frequency	Percent
Disagree	28	30.8
Strongly disagree	6	6.6
Neutral	18	19.8
Agree	29	31.9
Strongly agree	10	11.0
Total	91	100

Source: Field Survey, 2024

The data above demonstrates that 31.9% of the participants in the study concurred the government's practise of prioritizing its own interests creates challenges for journalists. In addition, 6.6% of the participants strongly agreed with this viewpoint. A total of 19.8% of the participants had a neutral stance about this. It is also worth noting that 30.8% of the participants in the study disagreed and 11% of the participants strongly disagreed that the government policy of serving its own interests make journalists' work difficult.

Table 3: Government officials do interfere with editorial board decisions.

Variable	Frequency	Percent
Disagree	24	26.4
Strongly	9	9.9
disagree		
Neutral	5	5.5
Agree	50	54.9
Strongly agree	3	3.3
Total	91	100

Source: Field Survey, 2024

The data above demonstrates that 54.9% of the study participants agreed that the government do interfere with editorial board decisions. A notable proportion of the participants (3.3%) strongly agreed. Approximately 5.5% of the participants recorded a neutral reaction. A significant proportion of the study participants (26.4%) disagreed with the statement. A notable subset of participants (9.9%) strongly disagreed.

Table 4: How editorial board decisions are made.

Variable	Frequency	Percent
Director has the final	23	25.3
say		
Based on consensus	54	59.3
Don't know	12	13.2
Through voting	2	2.2
Total	91	100

Source: Field Survey, 2024

The data above demonstrates that 25.3% of the tested population believed the News Director possesses ultimate authority over editorial decisions. Conversely, 59.3% of the sampled population held that editorial decisions are made through consensus. It 244 Vol. 17.1 (December 2024)

is found that 13.2% of the participants in the sample were unaware of the process used to make editorial decisions and 2.2% of the participants believed that editorial decisions are determined using a vote system.

Table 5: Who should make policies for broadcast stations?

Variable	Frequency	Percent
General	0	0
Manager		
Media Owners	5	5.5
Editorial board	86	94.5
Total	91	100

Source: Field Survey, 2024

The data above demonstrates that none of the participants thought the General Manager should be responsible for making policies for the station. A total of 5.5 percent of the individuals surveyed expressed the belief that policy-making authority should be vested in media owners (specifically referring to the government in this instance). The findings indicate that a significant majority of the sample population, specifically 94.5 percent, expressed the belief that editorial decisions should be entrusted to the editorial board.

Findings and Discussion

As Bass (1996) points out, news organization staff acting as "gates" in the different capacities can improve the transmission of reporting. The findings of this study demonstrate that journalists of the FRCN and the NTA exhibited decency, balance, and factuality in their reporting by not contributing their own perspectives and interests that would bias news reports. These findings are like those of Snider's (1967). Snider also

discovered in news determination and dismissal that included legislative issues and religion, journalists were rigorously nonpartisan. This study also shows that writers that in the FRCN and the NTA balance issues when communicating them. The FRCN and the NTA in Asaba, however, also serve the interests of the federal government by either broadcasting positive news that minimizes the negative or offering critiques and extraordinary reports.

Conclusion

The nature of broadcast organisations and impacts of its ownership have long been the matter of a a major discourse in the media. It is generally believed that he who plays the piper dictates the tune, but the outcomes of Tables 4 and 5 say otherwise. Though the owner a broadcast company can influence decisions made, the editor and editorial board, as gatekeepers, still make them. In journalism, the importance of professional ethics, written or unwritten, cannot be underestimated. Each journalist's ethics validate the news. This study concludes that the FRCN and th NTA in Asaba are compelled to privilege government interests, but that the journalists working for them maintain their independence by reporting impartially..

Recommendations

Because encouraging media independence guarantees the validity of broadcast journalism and advances the business of reporting in Nigeria, the researcher recommends:

1. Government approaches towards the broadcast media should be defined by the public interest needs and the expertise of media

practition	ners;							
2. There	should	be	media	independ	lence	in	government-owned	
media sta	itions.							

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Politicking in Nigerian Democracy and Negative-Affective Language in Broadcasts During Election Campaigns

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Abstract

This inquiry examine the use of negative-affective language used in broadcasts during election campaigns in Nigeria. Its findings show that the coverage of negative-affective language used by politicians during rallies that take place outside the studio have no effect on the broadcaster's ethical standards and professionalism. However, coverage of negative-affective language used by politicians in the studio can be considered libel. This study recommends journalists working in the studio continue controlling affective language used during interviews and those reporting outside the studio also act as gatekeepers to sensitize Nigeria's political atmosphere.

Keywords: Affective-Language, Democracy, Negative Campaign, Politicking and Political Process

Introduction

Negativity in direct attacks on political opponents and the presentation of false arguments and facts is a growing trend in Nigeria, and words used to describe politics and candidates running for political offices are often affect-laden (Ogah & Lukden, 2018). The most common explanation for this negativism is its effectiveness, even though it has been decried for corroding Nigerian democracy. Romero (2006), for example, shows ugly, combative, negative advertising that targets a political opponent is effective. Politicians see their opponents' favourable polling numbers become lower while negative ads run. Nagourney (2006) also points out that if positive 252 Vol. 17.1 (December 2024)

advertisements moved the public's opinions to the extent that negative ads do, there would be more of them in Nigerian politics.

As Jaroslav (2016) remarks, election issues and political campaign messages are specific areas of political communication. In political marketing, the 'seller' is a political party, and the product is the candidate. The 'customers' are represented by the voters. Voters buy the product that a political party offers, and the main tool used by political parties before the election is the advertising. Consequently, the ever increasing use of negative-affective language is geared towards reducing the credibility of politicians' opponents. Politicians usually coin this language in the form of insults, pointing out their opponents' real or virtual weaknesses, in terms of their abilities and professional performance and their personal lives.

Statement of the Problem

The use of negative-affective language has been a matter of particular concern during elections in Nigeria. Several studies show the lanuage politicians use does influence political attitudes and evaluations of voters (Ward, 2023, Garzia & Feneira 2022, Ogah & Lukden, 2018, Utych, 2012). Most Nigerian politicians use affronts, logic, and emotion to put their opponents in a bad light and then raise moral questions to elicit support from their supporters. Ogah (2020) observes that broadcast media's live coverage of political rallies in the 2019 and 2023 elections showed politicians insulting and damaging the reputations of their opponents. This has raised questions about the professional standards, practices, and ethics of broadcasting. In response, this study assesses the use of negative-affective language in Nigeria's broadcasting spaces during elections.

Research Questions

This study is guided by the following research questions:

- 1. To what extent is it ethically correct for broadcast media to give coverage to public affronts or abusive negative-affective language on a person during election campaigns?
- 2. What is the effect of broadcast coverage of negative-affective language used during elections on broadcast professionalism in Nigeria?
- 3. How does broadcast media coverage of affective language by politicians function as political communication marketing?
- 4. What are the legal implications of defamatory affective language found in coverage made by broadcast stations during campaigns?

Conceptual Clarifications

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Democracy and Political Process

Generally, democracy is a system of government in which its citizens exercise power by voting. Democracy is government by the people, in which the supreme power is vested in the people and exercised directly by them or by their elected agents in a free electoral system. Diamond and Morlino (2016) assert that democracy consists of four key elements: a political system for choosing and replacing the government through free and fair elections; active participation of the people, as citizens, in politics and civic life; protection of the human rights of all citizens; and the rule of law, in which the laws and procedures apply equally to all citizens. Democracy contrasts with other

forms of government in which power is held either by an individual, as in an absolute monarchy, or by a small number of individuals, as in an oligarchy.

Accordingly, the political process, dominated by political parties and their various apparati, refers to the methods used whereby the candidates for a public office are nominated and then elected (The Law Dictionary, 2017). Edward and Benjamin (2015) posit that anything can be considered as a part of the political process if it is a process in which governmental institutions interact with the people. For example, in a representative democracy, the citizens elect representatives to national, state, and local governments; these representatives create the laws that govern the society.

Types of Negative-Affective Language

Negative campaigning or mudslinging is the process of deliberately spreading information about someone or something to worsen the public image of the person or thing described. Spreading of negative information can be motivated by the desire to warn others against real dangers or deficiencies of the described or be an unscrupulous way of winnning in politics or business. For Utych, (2012), emotionally charged language in political advertising simply influences the information used to make decisions: for example, in the positive advertising, a politician can be "depicted as 'tough' on crime and a friend of the environment"; in the negative advertising, he can be depicted as being "soft' on crime and a foe of environmental protection."

Definitions of negativity can also be divided into two groups: substantive and tonal. Substantive definitions consider the tone and the substance of the campaign; tonal definitions focus only on the advertisement's tone. Some substantive definitions distinguish between "personal attacks" or "issue" appeals as well as "fair" and

"unfair" campaign languages (Freedman & Lawton 2001). Some offer a distinction between "attack" and "contrast" appeals. Others focus on "mudslinging," campaign language that is "inappropriate" or "presented harshly" (Jamieson, Waldman & Sherr 2000).

Lau and Pomper (2004) engage in tonal definition when characterizing negative campaigning as "talking about the opponent, criticizing his or her programmes, accomplishments, qualifications and so on". In a parsimonious tonal definition, Geer (2006) argues, negativity is any criticism leveled by one candidate against another during a campaign. In this definition, there is no middle category. An appeal in a campaign either raises doubts about the opposition (negative) or states why the candidate is worthy of your vote (positive).

On the whole, Fridkin and Kenney (2004) posit that there are a number of techniques used in negative campaigning. Among the most effective, running advertisements attack an opponent's personality, record, or opinion. In negative campaigning, generally, two are used: attack ads and contrast ads. Attack ads focus exclusively on the negative aspects of the opponent. There is no positive content in an attack ad, whether it is about the candidate or the opponent. Attack ads usually identify the risks associated with the opponent, often exploiting people's fears to manipulate and lower positive impressions voters have of the opponent. Because attack ads have no positive content, they have the potential to be more influential than contrast ads in shaping voters' views.

Literature Review and Discussion

Political Campaigns and the Use of Negative-Affective Language

Research aimed at negative political campaigns began in the mid-80s. Generally, researchers in Marketing Communication continue to study campaign messages, the intentions of citizens to vote, the boomerang effect, the cynicism of voters towards the political system (which are more or less the consequences), and variables like the tactics used in a negative political campaign.

Bradova (2008) posits there are three types of the language used in a negative political campaign:

- 1. **Direct comparative campaign language:** This language compares the candidates and their attitudes on current issues.
- 2. Indirect comparative campaign language: This comparison is not a direct negative confrontation and occurs in the media or on TV or radio programmes and talk shows in which candidates explain and define their attitudes towards various political issues. Some sensitive issues can produce negative thoughts from voters and make them change their attitudes towards or perceptions of candidates. For example, a negative political campaign may use a television debate of a candidate about a sensitive issue to paint an affective message against that candidate. This was seen during the 2019 election in the vice presidential candidates' debate in Nigeria which those who opposed the People's Democratic Party (PDP) skewed Alhaji Atiku Abubakar's reactions during the debate and those who opposed

the All Progressive Congress (APC) did same to Yemi Osinbajo's comments on social media platforms.

3. Direct attack language: Campaign messages in this category happen when one candidate (through his sponsor) directly attacks his rival. However, this step may result in what is called the 'boomerang effect' or 'victim effect'. It can backfire and hurt the sponsor or source of the information. The aim of such an attack is produce a scandal by slinging mud at a political rival (Hartman, 2000). This type of negative political campaign language can be targeted at either a candidate's image or his political issues and opinions. In the first instance, the candidate's personal abilities and property come under attack, and particularly, his/her qualities: his/her ability to lead people or manage their performance, and his/her real or imagined misdeeds, interests, values, and public or private statements. A candidate's personal views about current political issues and political attitudes especially come under attack, especially the past and present plans and visions that candidate has publicly presented (Chou & Lien, 2000). In the Nigerian 2023 general election, the Labour party candidate, Peter Obi used economic statistics to justify his candidacy and convince people that he was the right man to save Nigeria from economic meltdown. Conversely, the All Progressive Congress Party (APC) candidate, Asiwaju Bola Tinubu used negative affective language to discredit Mr. Peter Obi and to speak to people's emotions. Similar scenarios also took place during the 2015 presidential election and led to the removal of the then president, Dr. Goodluck Ebele Jonathan. The then president was painted as being incompetent to lead Nigeria, corrupt and weak. Jonathan's opponent, Gen. Mohammadu Buhari was painted as good, credible, and reliable corruption fighter (Ogah, 2020).

Jaroslav (2016) remarks that conversations about the controversial results of negative political messages include the following:

- a. Boomerang effect this occurs when the injured party is not so much an opponent stricken by negative languages, as the attacked subject, so the target merely includes a candidate or candidate sponsor. These attacks may not be perceived positively and are viewed as inappropriate or aggressive *ad hominums*.
- b. Victim syndrome this occurs when voters sympathize with the victim of the attack, as negative publicity can create compassion for the victim. A typical example of this happened in the Governor Samuel Ortom led administration in Benue State, Nigeria during his second term tussle. Despite negative publicity about his poor performance, most people sympathized with him as the defender of the Benue valley through the Anti-Open Grazing Bill.
- c. Double impairment this occurs when negative publicity raises equally negative attitudes towards both the attacking and the attacked subjects.
- d. The effect of fulfilling the intention this happens when negative

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campaign messages damage the rival candidate.

e. The effect of demobilization – this is said to be when a negative campaign strongly fosters distrust and consequent apathy towards politicians and political parties and distrust of democracy, which leads to a higher degree of cynicism on the part of citizens and their reluctance to vote (Bradová, 2008; Chou and Lien 2010).

In other researc, especially academic, based on the idea that persuasion changes attitudes, the effects of political messages are foregrounded. This area of political research also x-rays the cognitive effects of negative campaigns as well as their emotional and behavioural components. The use of affective-negative language is also evident in other parts of the world with advanced democracies. In the United States, political language has been shown to frequently be affective in traditional media, such as the *New York Times* (Young & Soroka 2011), to political blogs and Twitter (Vatrapu, Scott & Wimal, 2009; Tumasjan, Sprenger, Sandner & Welpe, 2010). Political information often takes on an affective tone, which is more often than not negative. Negative information has been shown to have a considerably stronger effect on attitudes than positive information (Baumeister et al. 2001). This is especially true of negative political information (Miller 2010; Redlawsk, Civettini & Emmerson 2010).

Politicking and Negative-Affective Language

In every democracy, the media act as platforms for diverse opinions, public debate, and transparency in the government. The media also provide accurate and unbiased reporting of events. Of course, the information that media transmit should fall within 260 Vol. 17.1 (December 2024)

the law (Brodowicz, 2023). Media, for example, should not participate in or encourage defamatory statements (blasphemous libel and other types of abusive-affective language), sedition, contempt of court, or indecent broadcasts. Most countries have laws that regulate the media, commonly known as 'media law'. Under media law, media practitioners also have the responsibility to follow their professional code of ethics.

In general, politicians' focus on negativity as a campaign tactic has led to concerns that negative campaigning disrupts the legitimacy of the political process by depressing its supporters (Broder, 2002). This raises the question whether negativity is justifiable in the democratic process of a nation. Empirical research on negativity shows that some scholars argue that negativity is demobilizing (Mark, 2007), while others aver negativity actually mobilizes its audiences (Goldstein & Freedman, 2002). Scholars also argue that negativity does not have any independent effect on supporter. Most agree that the relationship between negativity and its effect in the political process is not only of great importance, but something that political scientists and communication experts should understand (Franz et al. 2008; Lau & Pomper 2004).

Ogah & Lukden (2018) assert the use of negativity in the democratic process in a country that is advancing democratically will defeatits progress. Considering some scenarios in the United States, Petty and Cacioppo (1996) find when voters come into contact with too much information during campaign, peripheral processing becomes their default setting. Affective intelligence, however, suggests anxious citizens are more likely to vote and, possibly, to vote more rationally. Cassino and Lodge (2007), for example, argue a political supporter who experiences anxiety and/or emotion about a political situation will pay more attention to politics and bring more information

to the table when he or she judges. It is the emotional cue that urges the voter to pay closer attention and makes him or her better able to make a decision that will optimize his or her own self-interest (Marcus et al., 2007). The absence of anxiety is also a cognitive cue to the voter that signals there has been no major change, and the voter can make decisions and judgments by using heuristics like as source expertise. If the affective intelligence theory is correct, then electoral candidates who wish to generate interest in a campaign have a strong incentive to adopt a negative or attacking attitude toward the opposing candidate and generate anxiety about the consequences of his election.

Some research has also provided evidence that negative campaign messages have a positive effect on voter turnout (Niven, 2006). Jackson and Carsey (2007) attribute increased voter turnout to negative television advertisements, finding that positive advertisements have no significant effect on turnout. Candidates who want voters to re-evaluate their political decisions can find negative or attack advertisements and messages desirable. Also in studies of newer forms of media, political blogs have been found to contain emotionally-driven contents. The use of violent political metaphors or rhetoric that refers to politics as a fight or type of combat, is particularly prevalent in political speech, encouraging individuals who are high in trait aggression to participate (Kalmoe, 2011) and support violent political action (Kalmoe, 2012).

Jaroslav (2016) proposes elections and campaign messages are specific areas of political communication and marketing in which the seller is a political party, the product is the candidate, and the customers represented are the voters. The voters buy the product that political party offers and the main tool used by political parties before the election is the advertising of candidate through campaign messages. This position

is also supported by Utych, (2012) who also affirms affective language influences what type of in formation citizens draw on to make their decisions.

Theoretical Framework

Affective Intelligence is the principal theory of the appraisal systems developed by Peter Salovey and Jack Mayer (1990). It describes dynamic processes by which people modify their levels of attention, their mode of engagement, and their mode of decision-making. This theory accounts for mechanisms that sustain habits of thought and action, for example, those often depicted as prejudice and stereotype, and for situations in which people are likely to strengthen their reliance on collective and pre-existent predilections and when they will abandon them for novel alternatives (Brader, Marcus and Miller, 2011).

Healy, Malhotra, Hyunjung & Laitin (2010) discover ways in which language affecting emotion and mood can significantly instill bias in the voting choices of the electorate Several variables have also been proposed that may moderate the relationship between emotion and voting. Miller (2011) lists these variables as they affect voting behaviour as the following:

Surprise: The emotion of surprise may magnify the effect of emotion on voting.

Anger: Affective theory predicts that anger increases the use of generalized knowledge and reliance upon stereotypes and other heuristics.

Anxiety: Affective theory identifies anxiety as an emotion that the quint: an interdisciplinary quarterly from the north 263

increases political attentiveness while decreasing reliance on party identification when deciding between candidates, improving decision-making capabilities.

Fear: People experiencing fear rely on more detailed processing when making choices.

Pride: Pride, along with hope and fear, explains a significant amount of the variance in peoples' voting choices.

Affective intelligence theory is used to examine emotional appeals in political campaign used by parties and politicians as a campaign strategy. Such campaigns often seek to instill positive emotions such as enthusiasm and hopefulness about their candidate among their party bases to improve turnout and political activism while they also seek to raise fear and anxiety about political opponents. Because enthusiasm tends to reinforce preference, affective messages encourage the people to support those using them and at the time, join with candidates against their opponents.

Methodology

This study used survey design as its method and an online questionaire as its instrument. The population of the study comprised the 5,529 registered broadcasting journalists in the six states of South-West Nigeria (NUJ State Council Enrolment Record, 2024). A sample size of 564 was determined, and the selection was evenly distributed, with 94 journalists from each chapter of Nigeria Union of Journalists (NUJ) participating. Of the 564 copies of the questionnaire returned, 4 (0.71%) were invalid.

Data Presentation and Analysis

Table 1: Ethical Position on Broadcast Media Coverage of Affronts or Abusive

Negative Affective Language during Election Campaigns

S/N	Response	Frequency	Percentage
	It is ethical to give coverage to negative	93	17%
	affronts or abusive negative affective		
	language during election campaigns.		
	It is unethical to give coverage to negative	24	4%
	Affronts or Abusive Negative Affective		
	Language during Election Campaigns.		
	Covering exactly what happened during	430	77%
	political rallies whether with negative or		
	positive affective language is ethical.		
	Covering what happened during political	13	2%
	rallies with negative affective language		
	is unethical.		
	Total	560	100%

Data in Table 1 demonstrates that more than three quarters of the journalists (430 respondents, 77%) thought that covering exactly what happened during political rallies, whether with negative or positive affective language, is ethical. About one quarter of the respondent (93, 17%) agreed that it is ethical to give coverage to negative affronts or abusive negative affective language during election campaigns. Only 6% of the respondents indicated that they were indifferent to these positions.

Table 2: Implication of Covering Negative-Affective Language by Politicians in Rallies and in the Studios

S/N	Response	Frequency	Percentage
	During Campaign Rallies		
	Covering of negative-affective language	12	2%
	by politicians during political rallies has		
	negative effect on broadcast ethical standards		
	and professionalism.		
	Covering of negative-affective language	548	98%
	by politicians during political rallies has no		
	negative effect on broadcast ethical standards		
	and professionalism.		
	Total	560	100%
	In the Studio		
	Covering of negative-affective language	560	100%
	by politicians during debate, interview or		
	discussions has negative effect on broadcast		
	ethical standards and professionalism.		
	Covering of negative-affective language	-	-
	by politicians during debate, interview or		
	discussions has no negative effect on broadcast		
	ethical standards and professionalism.		
	Total	560	100%

Data in Table 2 shows an overwhelming majority of the respondents agreed that coverage of negative-affective language used by politicians during political rallies has no negative effect on broadcast journalism's ethical standards and professionalism (548 journalists, 98%). Only 2% of the respondents (12 journalists) did not to ascribe to this position. Results in Table 2 also show that all the respondents (560 journalists, 100%) agreed that coverage of negative-affective language used by politicians in studio debates, interviews, and discussions has a negative effect on broadcast journalism's ethical standards and professionalism.

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Table 3: To Ascertain whether Broadcast Media Coverage of Affective Language is a Way of Political Communication in Marketing of Candidate

S/N	Response	Frequency	Percentage
	Politicians use negative affective language	140	25%
	to de-market opponent and put their own		
	candidate in good light.		
	Negative affective language is a tactic	256	46%
	to override opponent in marketing		
	communication.		
	Affective language usage is a way of political	164	29%
	communication in marketing a candidate		
	Broadcast media should see the use of negative	-	-
	affective language as evil and not be involved		
	in its coverage.		
	Total	560	100%

Data in Table 3 demonstrates that nearly ½ of the study's respondents (256 journalists, 46%) thought negative affective language is a tactic to to de-market opponents and put a candidate in good light to override an opponent in marketing communications. Nearly ½ of the study's respondents (256 journalists, 46%) thought negative affective language is a tactic to override opponent in marketing communication. Another ¼ of the study's respondents (140 journalists, 25%) agreed that politicians use negative affective language to de-market opponent and make themselves appear in a good light. The data also shows that more than ¼ of the respondents (164 journalists, 29%) agreed that affective language usage is a way of political communication in marketing a candidate.

Table 4: Legal Implications for Broadcast Coverage of Negative Affective

Language Usage by Politicians

S/N	Response	Frequency	Percentage
	During Campaign Rallies		
	Covering of negative-affective language by	-	-
	politicians during political rallies has legal		
	implications on broadcast ethical standards		
	and professionalism.		
	Covering of negative-affective language by	560	100%
	politicians during political rallies has no legal		
	implications on broadcast ethical standards		
	and professionalism.		
	Total	560	100%
	In the Studio		
	Covering of negative-affective language	157	28%
	by politicians during debate, interview or		
	discussions has legal implications on broadcast		
	ethical standards and professionalism.		
	Covering of negative-affective language	-	-
	by politicians during debate, interview		
	or discussions has no legal implications		
	on broadcast ethical standards and		
	professionalism.		
	Affronts in the use of affective language is a	403	72%
	legal issue of defamation and should not be		
	encouraged in broadcasting		
	Total	560	100%

Data in Table 4 demonstrates that all the respondents of the study (560 journalists, 100%) agreed that negative-affective language used by politicians has no legal implications on broadcast journalism's ethical standards and professionalism. The data also shows that about three quarters of the studey's respondents (403 journalists, 72%) attested that affronts in the use of affective language is a legal issue of defamation

and should not be encouraged in broadcasting. This was also supported by more than ¼ of the study's respondents (157 journalists, 28%) who affirmed that the coverage of negative-affective language by politicians during debate, interview or discussions had legal implications.

Discussion of Findings

This study's findings show that negative-affective language markets a candidate, validating Fridkin and Kenney's (2004) position that a running advertisement that attack an opponent's personality, record, or opinion is one of the most effective techniques used in negative campaigning. This study also finds that the coverage of negative-affective language during rallies has no negative effect on broadcast ethical standards and professionalism, but that coverage of negative-affective language by politicians during studio debates, interviews, or discussions does. Because journalists in the studio regulate what is said there, the use of affective language in studio programmes is a legal issue of defamation. In the studio, it is libelous to allow affronts, and the use of negative affective language, should not be encouraged in broadcasting.

Conclusion

On the whole, this study reveals that the absence of negativity in an election campaign, will have a positive an impact on the polity, supporting Ansolabehere and Iyengar (1995), who argue that voters are responsive to clean campaigns and that politicians do not have to resort to attacking each other to foster interest in elections. While broadcast coverage of public affronts during campaign rallies is ethically correct, in the studio it is not. Hence, journalists need to be alert and stay focused within journalism's legal and ethical boundaries. But given the high number of affronts and

negative-affective slurs that have polluted Nigeria's political environment, the media also needs to step up. Politicians look at negative-affective language as a way to demarket their opponents, but the political conversation should be a matter of fair play. Here, the onus is on the media as gatekeepers to redirect it.

Recommendations

The researchers make the following recommendations:

- 1. Broadcasters should act as gatekeepers for studio and outside studio events. This will help bring order to Nigeria politics, especially during elections.
- 2. Creators of negative campaign languages should understand that the polity is not grounded in deceit.
- 3. Education about and sensitization of the political atmosphere by both the media and Ministry of Information and National Orientation Agency should be undertaken.
- 4. More understanding of the relationship between politicking and negativity should be pursued to inform campaign strategies and help make voters aware of emotional manipulation.

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A Performance Audit of Visually-Impaired Media Professionals in Broadcast Stations in Lagos State

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Abstract

This study examines accessibility barriers that visually-impaired media professionals encounter. Its findings show these individuals face significant challenges, emphasizing the quint: an interdisciplinary quarterly from the north 275

the need for broadcast stations provide adequate support for their visually-impaired employees and foster inclusive diverse environments throughout the industry. The researchers recommend broadcast stations prioritizie their accessibility, offer employer-provided training and mentorship, foster integration and inclusivity, and engage with disability organizations.

Keywords: Accessibility, Broadcast Stations, Inclusive Practices, Lagos State, Visually Impaired Media Professionals

Introduction

The term "broadcast media" refers to conventional platforms, such as radio and television, which transmit audio and visual content to a wide audience (Adeola, 2019). Over time, these mediums have evolved significantly because of technological advancements and shifts in consumer behavior. Radio, the earliest form of broadcast media, revolutionised communication by allowing news and entertainment to reach listeners in real-time. Its advent in the early 20th century marked a shift from print to auditory experiences, offering immediacy and intimacy in communication. Radio became particularly influential during critical historical moments, such as World War II, where it served as a vital tool for propaganda and public morale (Olajide, 2020).

Television followed, bringing with it the power of visual storytelling. Introduced in the late 1920s and becoming widespread post-World War II, television now is a dominant force in the media landscape, influencing public opinion, culture, and 276 Vol. 17.1 (December 2024)

politics. The power of television is evident in its ability to create shared cultural experiences, such as the moon landing in 1969, which was simultaneously witnessed by millions around the world. The structure of broadcast media is unique in its one-tomany communication model, which has allowed for centralized control over content that significantly influences public discourse. Major broadcast networks historically have acted as gatekeepers, determining which news stories and entertainment content would be disseminated to the public. As Shahghassemy (2006) remarks, technological advancements continually shape broadcast media's landscape. The introduction of cable television in the 1970s expanded the number of available channels and diversified content offerings. This was a notable departure from the limited choices provided by traditional over-the-air broadcasting. The proliferation of satellite technology further extended the reach of broadcast media. In recent years, digital platforms and the internet have also dramatically altered how broadcast media operates with new forms of content delivery, such as streaming services. These platforms offer on-demand access to a vast array of programming.

Recently, there has been an increasing focus on inclusivity and work place diversity in the media sector (Smith, 2017). The National Broadcasting Commission (NBC, 2020) has made efforts to integrate visually-impaired individuals into the media workforce, and the Federal Radio Corporation of Nigeria (FRCN, 2018) and the Nigerian Television Authority (NTA) have made strides in this direction, with varying degrees of success. One notable area has been radio broadcasting in which visually-impaired radio presenters and producers have not only excelled in their roles but have also become influential figures in the industry. Their presence on the airwaves raises awareness about the capabilities and rights of persons with disabilities. In the quint: an interdisciplinary quarterly from the north 277

broadcasting, social media enable organizations to share their viewpoints, distribute electronic releases, gather public opinions, and streamline feedback, promoting effective two-way communication. This communication fosters transparency and helps shape the public's perception of the work that can be carried out by a visually-impaired individual with the help of technology (Johnson, 2018).

According to World Health Organization (WHO, 2018), visual impairment is a decrease in the ability to see that causes problems that cannot be fixed by usual means, such as glasses. WHO categorizes visual impairment into two groups: distance vision impairment and near vision impairment. Distance vision impairment is further classified into mild, moderate, severe, and blindness based on visual acuity measurements. Low vision is specifically defined as visual acuity less than 20/70 but better than 20/20 with conventional correction, or a visual field of 20 degrees or less.

Statement of the Problem

Despite technological advancement opening new avenues for integration and inclusivity, visually-impaired professionals continue to face significant accessibility barriers (Fuglerud et, al, (2010). Akinyemi (2021) also notes that Nigeria's socio-cultural context presents additional layers of complexity as cultural attitudes still influence the professional experiences of visually-impaired individuals. This study is based on a performance audit that investigated barriers visually-impaired individuals encountered and examines the support systems available to them in broadcasting. The overall impact of the visually-impaired working in the broadcast industry is also considered.

Objectives of the Study

The objectives of this study are:

- 1. To evaluate the effectiveness of visually-impaired media professionals in Lagos State's broadcast industry;
- 2. To investigate the cordiality of relationship of visually-impaired media professionals with their colleagues in Lagos State's broadcast industry;
 - 3. To consider work-place challenges encountered by visually-impaired media professionals in Lagos State's broadcast industry.

Research Questions

This study is guided by the following research questions:

- 1. How effective is the performance of visually-impaired media professionals in broadcast stations in Lagos State, and how does it compare to their non-visually impaired counterparts?
- 2. How cordial is the relationship of the visually-impaired media professionals with their colleagues in the broadcast industry in Lagos State, and how does it impact their work environment?
- 3. What are the work-place challenges encountered by visually-impaired media professionals in the broadcast industry in Lagos State?

Definitions

The Visually Impaired

The term, "visually impaired" encompasses various degrees of vision loss, ranging from partial sight to complete blindness. According to the World Health Organization (WHO, 2023), visual impairment includes conditions where visual acuity is significantly reduced, not fully correctable with glasses or contact lenses, and interferes with an individual's daily activities. Recent advancements in understanding visual impairment have refined this definition further. Smith et al. (2023) categorize visual impairments into four levels: mild, moderate, severe, and profound. This classification helps in tailoring specific support and rehabilitation strategies based on the severity of the impairment. Moreover, the American Academy of Ophthalmology (AAO, 2022) emphasizes that visual impairment can also be a result of various underlying conditions such as glaucoma, diabetic retinopathy, and macular degeneration. New technologies, including advanced prosthetic devices and digital aids, are changing the way visual impairment is addressed and managed (Jones & Miller, 2024). These developments not only enhance the quality of life for those affected but also challenge traditional notions of visual impairment by expanding possibilities for greater independence and functionality. For example, accessibility in public spaces and digital platforms plays a significant role in the daily lives of visually-impaired individuals. Ensuring that these (and other) environments are accommodating and inclusive is a key aspect of addressing visual impairment in contemporary society (Smith et al., 2023).

Media Professionals

The Media Professional Association (MPA, 2023) defines media professionals as those engaged in the creation, production, and distribution of media content across 280 Vol. 17.1 (December 2024)

various platforms. These individuals shape public discourse, entertainment, and information dissemination. According to White and Thompson (2023), the definition of a media professional has expanded in recent years to include influencers, digital content creators, and social media managers. These professionals utilize new media platforms. Media professionals' skills and expertise have also been diversified. Journalists and broadcasters now need to be conversant with data analytics, social media strategy, and multimedia production (Johnson & Lee, 2024). Those who work in emerging media fields, such as virtual reality (VR) and augmented reality (AR) are also media professionals, influencing how content is created and experienced (Taylor & Roberts, 2024).

Performance Audit

A performance audit is an examination of an organization's performance to assess its effectiveness and efficiency (Kerzner, 2017, p. 234). Performance audits are independent examinations of an organization's performance, focusing on its efficiency, effectiveness, and economy in achieving its objectives (INTOSAI, 2010). These audits assess whether an organization is using its resources optimally and whether its operations are aligned with its goals. The concept of performance audits is rooted in the need for accountability, transparency, and good governance in organizations (UN, 2017). Performance audits evaluate an organization's performance against predetermined criteria, which include the journalist's efficiency, effectiveness, economy, and compliance. The performance audit process involves planning, fieldwork, reporting, and follow-up.

In the media, performance audits are crucial as they can identify areas for

improvement and optimize resources (McNulty, 2018, p. 123). Dominois (2023) observes media auditing is a crucial tool for advertisers that ensures transparency, accountability, and the optimization of their investments. Media auditing is a comprehensive assessment of media activities, including performance, financial transactions, contract compliance, agency commitments, media processes, and individual channel deep-dives. A holistic media audit approach is therefore recommended to provide a 360-degree view of media performance, identifying inefficiencies, optimizing budgets, and ensuring transparency (Dominois, 2023).

Performance Metrics

Performance metrics are essential tools for evaluating the effectiveness, efficiency, and overall performance of professionals. Performance metrics are designed to measure various aspects of job performance, including productivity, quality of work, and impact on organizational goals (Smith & Jones, 2024). Performance metrics need to be adapted for visually-impaired professionals to account for the use of assistive technologies and unique methods used as they work. Key metrics include productivity, the quality of work, and the effectiveness of adaptations. Productivity metrics can assess the volume of content produced, deadlines met, or projects completed within a given timeframe. The quality of work can be evaluated through peer reviews, audience feedback, or content accuracy. The effectiveness of adaptations is another crucial metric that measures how well assistive technologies and accommodations support professionals in performing their jobs. For the visually-impaired, this includes evaluating the functionality of screen readers, voice recognition software, and other tools that support content creation and editing. Metrics in this area can involve assessing the ease of use, reliability, and impact of these technologies on job 282 Vol. 17.1 (December 2024)

performance.

Additionally, there is the need for metrics that address qualitative aspects of performance, such as creativity and innovation, which are often less tangible but equally important (Smith & Taylor, 2023). To improve performance metrics, it is essential to develop inclusive evaluation methods that account for the specific challenges and adaptations involved in their work. Future directions can include creating standardized metrics that integrate the use of assistive technologies and recognizing the contributions of visually-impaired (Johnson & Lee, 2024). This would involve developing performance benchmarks tailored to different roles within the media industry and incorporating feedback from visually-impaired professionals themselves.

Broadcast Stations

Broadcast stations are responsible for delivering news, entertainment, and information to the public. According to the Federal Communications Commission (FCC, 2023), broadcast stations in Nigeria operate under strict regulatory frameworks to ensure that content is accessible, relevant, and meets community needs. These stations play a critical role in shaping public discourse and providing diverse content to audiences. The operation of broadcast stations involves a complex interplay of technical, managerial, and creative processes. Recent research highlights the technological advancements that have transformed broadcast operations, including digital broadcasting and online streaming technologies (Smith & Jones, 2024). These advances have expanded the reach and capabilities of broadcast stations, allowing them to deliver high-quality content across multiple platforms and to adapt to changing viewer preferences.

Nigeria's broadcast stations are also increasing their inclusivity and accessibility. For instance, their implementation of closed captioning, audio description, and other accessibility features aim to ensure that content is available to individuals with disabilities, including those who are visually-impaired (Brown & Lee, 2024), as they adapt to regulatory changes and industry trends, such as the rise of digital media and the convergence of traditional and online platforms (Johnson & White, 2023).

Empirical Review

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Wolffe and Candela (2021) investigates employers' experiences and attitudes towards hiring and accommodating visually-impaired workers. This study concludes that a network of experienced employers can facilitate the hiring and accommodations processes for the visually-impaired, changing skepticism to affirmative action. Jadallah (2020) examines media raising awareness about the rights of persons with disabilities in Jordanian legislation and highlights the media's impact on societal perceptions and attitudes toward disability. Tahiri (2023) considers the challenges encountered by visually-impaired students in Moroccan universities, by examining the impact of these challenges on their academic performance and exploring ways to promote inclusive education. The Department of Sport Science, Faculty of Sport Sciences, Universitas Negeri Yogyakarta, DIY (2021) determines the productivity of people with physical disabilities during the COVID-19 pandemic in DIY. This study finds people with physical disabilities demonstrated high levels of motivation, knowledge, skills, attitudes, and independence that contributed to their high productivity. Its conclusions which highlight the motivation, knowledge, and skills of professionals with disabilities are consistent with those of Wolffe and Candela (2021), Jadallah (2020), and Tahiri (2023).

Theoretical Framework

The Social Model of Disability

The social model of disability proposes disability is a social construct, not a personal tragedy (Oliver, 2013, p. 12). This theory emphasizes the role societal barriers play in further disabling individuals with impairments (Barnes, 2012, p. 15). These can be physical barriers like inaccessible buildings, attitudinal barriers like stereotypes and stigmas, or systemic barriers, policies and practices that are exclusive (Oliver, 1990; Shakespeare, 2013). Emphasizing the importance of creating an accessible work environment, this theory acknowledges societal barriers can hinder the performance of visually-impaired professionals.

Disability Identity Theory

Disability identity theory assumes individuals with disabilities have a unique identity and experience (Ellis, 2019, p. 20). This theory also emphasizes the need to recognize and value disability identity in the workplace (Katz, 2013, p. 15). Dunn & Burcaw, 2013, p. 148) describe disability identity as a "sense of self that includes one's disability and feelings of connection to, or solidarity with, the disability community" and show coherent disability identity is believed to help individuals adapt. As Tajfel (1974) points out, social identity consists of the knowledge that one belongs to a social group and the significance that one ascribes to their group membership. Haslam, Jetten, Postmes, & Haslam (2009, p. 6) argue that social identities have positive and negative health implications that explain "the way in which individuals understand and respond to the social structural conditions in which they find themselves".

Research Methodology

This study used qualitative data gathering as its methodology and a semi-structured interview guide as its instrument. Its population sample consisted of 25 visually impaired media professionals working in five different broadcast media organizations (radio and television) in Lagos State, Nigeria. These individuals were visually-impaired radio and television presenters, news anchors, producers, editors, reporters, and recording studio managers. A purposive sample of 12 visually-impaired media professionals working in broadcast stations in Lagos State, Nigeria was selected. These individuals were chosen because of their availability and willingness to participate in the study and to ensure equal representation of the various roles and experiences within the sample. Data was collected in face-to-face, audio-recorded interviews, allowing for personal interaction and the building of rapport to gather candid responses.

Data Presentation, Analysis, and Interpretation

The demographic characteristics of the 12 participants are presented below.

Table 4.1: Demographic Characteristics of Participants

Participant	Gender	Age Range	Years of
			Experience
1	Male	35-44	20+
2	Female	25-34	10
3	Female	25-34	5
4	Male	35-44	8
5	Male	35-44	12
6	Female	25-34	6
7	Male	25-34	4
8	Female	35-44	9

9	Male	35-44	7
10	Male	35-44	11
11	Female	25-34	6
12	Male	35-44	9

Research Question One: Challenges Faced by Visually-Impaired Media Professionals

The questions relating to challenges were largely related to accessibility barriers, such as inaccessible equipment and work environments. Table 4.2 outlines these challenges and how frequently they were experienced by the participants.

Table 4.2: Challenges Faced by Visually-Impaired Media Professionals

Challenge	Frequency	Percentage
Accessibility Barriers	11	92%
Inaccessible Equipment	9	75%
Limited Accessibility	6	50%
Inaccessible Software/Env.	5	42%

The findings show 92% of the participants faced accessibility challenges, with 75% citing inaccessible equipment as a primary obstacle. These results suggest a significant need for improvements in workplace infrastructure and technology to accommodate visually-impaired professionals.

Research Question Two: Adaptation Strategies Used by Visually Impaired Media Professionals

Participants adapted to their work environments by using coping strategies. Table 4.3 demonstrates how often the respondents turned to self-advocacy, support networks, and creative problem-solving at work.

Table 4.3: Adaptation Strategies Employed by Visually-Impaired Media

Professionals

Adaptation Strategy	Frequency	Percentage
Self-Advocacy/Adaptation	8	67%
Support Networks	6	50%
Creative Problem-Solving	3	25%

A majority of participants (67%) relied on self-advocacy and personal adaptation strategies to overcome workplace challenges. The use of support networks (50%) indicates collaboration with colleagues and employers was crucial in fostering an accessible work environment.

Research Question Three: Support Systems Available to Visually-Impaired Media Professionals

Support systems play an important role in enabling visually-impaired media professionals to perform their duties effectively. Table 4.4 shows the frequency of various support systems used by the participants.

Table 4.4: Support Systems Available to Visually-Impaired Media Professionals

Support System	Frequency	Percentage
Employer Support	10	83%
Colleague Assistance	9	75%
Personal Assistive Technology	6	50%

Employer-provided support, which included accommodation and training, was a key factor in helping 83% of participants navigate their work environments. In addition, colleague assistance (75%) and the use of personal assistive technology (50%) further supported their ability to work effectively.

Discussion of Findings

The findings of our study align with those of Oliver (1983) and concur that disability arises from environmental and societal barriers, not individual impairment and that accessibility barriers for visually-impaired media professionals can be mitigated by better workplace design and technology. These findings also support those of Darling & Heckert, 2010, emphasizing the importance of self-advocacy and adaptation as prevalent strategies among the participants. Reliance on these strategies demonstrates that individuals can overcome barriers through proactive engagement, but this does not replace the need for systemic support. Furthermore, our findings agree with those of Fuglerud et al. (2010) and Tahiri (2023) who emphasize the importance of accessible technologies for impaired individuals in the media and other work environments. Employer-provided accommodations and colleague assistance were critical support systems that helped visually impaired professionals continue their work effectively. Our data suggests that more comprehensive accessibility measures are still needed to reduce the visually impaied's reliance on personal coping mechanisms and assistive technologies.

Conclusion

This study concludes that visually-impaired media professionals encounter significant challenges, among them, accessibility barriers and inadequate support systems. In doing so, they demonstrate resilience and determination. Our findings emphasize broadcast stations need to prioritize accessibility, provide adequate support, and foster inclusive working environments for their visually-impaired employees.

Recommendations

Based on their findings, the researchers recommend employers, policymakers, and stakeholders recognize the importance of diversity, equity, and inclusion in the media industry. These individuals should act:

- 1. To prioritize accessibility measures in broadcast stations, including accessible equipment, software, and environments;
- 3. To provide employer-provided resources, such as training, mentorship, and regular evaluation of the effectiveness of assistive technology;
- 4. To foster inclusive practices and policies, promoting diversity, and equity;
- 5. To conduct regular accessibility audits to ensure compliance with accessibility standards;
- 6. To promote self-advocacy and support networks among visually-impaired media professionals;
- 7. To develop context-specific coping mechanisms and support systems for schools and organisations;
- 8. To encourage collaboration between broadcast stations, disability organizations, and stakeholders.

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English Prounciation Problems Experienced by Media On-air Personalities: a Review of Selected Research Studies and Recommendations for Improvement

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Abstract

Effective packaging and delivery of information by On-air personalities in broadcasting in Nigeria requires competence, not only in Mass Communication skills but also in proficiency in English pronunciation. In this paper, three existing studies of mother tongue interference in the English pronunciation of On-air personalities were examined for points of convergence and divergence with a view to finding a suitable unified recommendation. Findings demonstrated mother tongue interference in almost all aspects of English pronunciation and in English words and expressions. Some On-air personalities showed readiness to improve in their English pronunciation; others did not seem to be concerned about it. The researcher recommends deculturated 294 Vol. 17.1 (December 2024)

technological aids for improving English pronunciation and personal and group training of On-air personalities for more efficient, distortion-free deliveries of television or radio broadcasts.

Keywords: On-air personalities, Mother tongue, English pronunciation problems, Deculturated

Introduction

Proficiency in English pronunciation is an essential skill for global relevance no matter one's discipline. There is no activity or transaction carried out or engaged in, in many countries around the world, that does not require the use of some form of English. Communicating in English proficiently has become a prerequisite for successfully engaging in daily interactions whether local or international. This includes radio or television broadcasting in Nigeria. However, the lack of proficiency in English, especially its pronunciation, has not stopped being a challenge for Nigerians. English pronunciation has been observed to be the area of English language that is most difficult for Nigerian speakers (Jowitt, 2014). Although the English language is taught in Nigerian schools, Nigerian teachers of English have been judged not suitable as English pronunciation models (Aina, 2014; Agboyinu, 2018). Some learners' economic situations distinguish them from others enabling them to acquire a near-proficiency in English pronunciation, but the majority of Nigerian graduates are usually lacking in this. Usually, the Nigerian learner of English barely acquires competence in English

pronunciation that is at least close to that of the native speaker even after acquiring a university degree, such as one in Mass Communication or Broadcasting.

On-air presentation is a very powerful medium, because it reaches a huge audience quickly, and it allows people to interact with one another more easily than other media such as newspaper and the internet. As a graduate from a tertiary institution, an On-air personality is thought to have an adequate knowledge of English pronunciation, however, some still find some aspects of English pronunciation difficult (Soneye, 2007; Akinjobi, and Oladipupo, 2010). Although they are qualified, they are second language speakers of English and do not easily approximate standard English, especially in pronunciation. This has been attributed to mother tongue interference and the lack of suitable English pronunciation models even among Nigerian teachers of English (Akinjobi and Aina, 2013; Agboyinu, 2018). These On-air speakers' difficulties lie in the differences in the sound system of Nigerian languages.

In a bid to solve this problem, researchers have carried out studies and made several recommendations. Agboyinu (2018), for example, observes that some teachers lack the economic wherewithal and the adequate time for re-training to improve their English pronunciation. Seminal work that also examines the impact of Nigerian languages on the pronounciation of English includes 'Analysis of English Pronunciation of Selected Hausa Newscasters in Northern Nigeria' (Hamisu, et. al.); 'The Influence of Mother Tongue in the Broadcasting Industry in Nigeria' (Akpan, C.S. et. al., 2012), and 'Mother Tongue Interference in the Pronunciation of English Words among Broadcasters' (Chekwube, E. M. et. al., 2023).

Statement of the Problem

On-air media personalities who are Nigerians do encounter challenges in English 296 Vol. 17.1 (December 2024)

pronunciation (Akinjobi and Oladipupo, 2010; Hamisu et. al., 2023), but this problem seems not to have been resolved (Chekwube et. al., 2023). Indeed, the existence of multiple studies recommending different solutions to this problem has led to confusion and indecision on the part of decision makers. Unifying these recommendations for easy implementation would encourage proficiency in English and help make make Nigerian On-air personalities nationally and internationally intelligible. This study therefore examines the English pronunciation challenges faced by On-air personalities as they are identified in 'Analysis of English Pronunciation of Selected Hausa Newscasters in Northern Nigeria' (Hamisu, et. al.); 'The Influence of Mother Tongue in the Broadcasting Industry in Nigeria' (Akpan, C.S. et. al., 2012); and 'Mother Tongue Interference in the Pronunciation of English Words among Broadcasters' (Chekwube, E. M. et. al., 2023).

Objectives of the Study

This study's set objectives are:

- 1. To investigate the English pronunciation problems faced by media On-air personalities as identified by the selected existing research;
- 2. To determine the extent to which On-air personalities are aware that they have these English pronunciation challenges;
- 3. To examine the recommendations from existing researches aimed at improving their English pronunciation;
- 4. To find out how these recommendations can be unified to foster a permanent solution to this problem.

Research Questions

- 1. What are the English pronunciation problems faced by media On-air personalities as identified by the selected existing research?
- 2. To what extent are On-air personalities aware of these English pronunciation problems during broadcasts?
- 3. What recommendations can be drawn from existing research to improve their English pronunciation?
- 4. How can these recommendations be unified to foster a permanent solution to this problem?

Theoretical Framework

An interdisciplinary framework developed by Norman Fairclough (1995), Media Linguistics theory is concerned with the relationship between language, media and communication. It explores how language is used in various media forms, such as print media, broadcast media and digital media, to shape public opinion, influence social attitudes, and create realities. It proposes that language is not neutral, because it reflects the social, cultural and political contexts in which it is produced and consumed. Media Linguistics emerged as a distinct field of study in the 1970s and 1980s, as scholars began to recognize the importance of language in shaping our understanding of the world. A broad field that encompasses several subfields or branches, each with its own distinct focus and methodology. Media Linguistics draws on insights from linguistics, communication studies, sociology, and cultural studies. Some of its key branches are Media Discourse Analysis, Critical Discourse Analysis, Multimodal Analysis, Media Pragmatics and Sociolinguistics of Media. Discourse, Framing, Agenda-Setting, and Representation are numbered among its concepts. 298 Vol. 17.1 (December 2024)

Critical Discourse Analysis and Content Analysis are some of its key methodologies.

Media Linguistics has a range of applications and implications, including:

- 1. **Media Criticism:** Media Linguistics provides a background for critically exploring the language used in media contexts, including the ways in which language is used to shape public opinion and influence political agendas.
- 2. **Language Teaching:** Media Linguistics provides a framework for teaching language in media contexts, including the ways in which language is used to construct meaning and shape public opinion.
- 3. Critical Discourse Analysis: Critical Discourse Analysis (CDA), which is an important aspect of Media Linguistics, was employed in discussing the findings in this study. It is an interdisciplinary approach to the study of language and communication that focuses on the relationship between language, power, and ideology. CDA is concerned with examining how language is used to construct and maintain social relationships, institutions, and power structures. At its core, CDA is based on the idea that language is not a neutral or objective reflection of reality, but rather a tool that is used to shape and construct our understanding of the world. It argues that language is often used to exercise power and control over others, and that this power can be exercised through the way language is used to represent, marginalize, or exclude certain groups or individuals.

One of the key concepts of CDA is the idea of "discourse." Discourse refers to the way language is used to construct and maintain social relationships, institutions, and power structures. Discourse is not just a matter of individual words or phrases, but rather a complex system of language use that is shaped by social, cultural, and historical contexts.

CDA also emphasizes the importance of "context" in understanding the meaning and function of language. Context refers to the social, cultural, and historical circumstances in which language is used. CDA argues that language can only be understood by examining it within its specific context, and that this context shapes the meaning and function of language in important ways. It has been used to examine language and power relationships in a variety of settings, among them, politics, education, media, and law. One of the key benefits of CDA is that it provides a powerful tool for analyzing and challenging dominant discourses and power structures. By examining and analysing the language and discourse structures used in different contexts, CDA can help to reveal the ways in which power is exercised and maintained, and can provide a framework for challenging and resisting these forms of power. However, CDA has also been subject to several criticisms and challenges. One key criticism is that CDA can be overly negative and critical, focusing primarily on the ways in which language is used to exercise power and control. Another criticism is that CDA can be too broad and all-encompassing, failing to provide a clear and coherent framework for analysis. CDA, however, is a powerful tool for examining the relationship between language, power, and ideology. While CDA has been subject to several criticisms and challenges, it remains a valuable and important approach to the study of language and communication.

Research Methodology

The research was qualitative in nature. Three existing research studies were examined and analysed using Neuendorf's (2002) Content Analysis Protocol. This consisted of data presentation, coding scheme development, coding, intercoder reliability check, data analysis, and data interpretation. Face validity check was used to ascertain the validity of the research tool as it was shown to experts in the field for validation before being used for this study. Findings were discussed using Critical Discourse Analysis aspect of Media Linguistics Theory. This discussion was situated around Language and Power dynamics in the media industry in relation to English pronunciation. The three papers examined were each randomly selected from Northern, Eastern, and Southern Nigeria. Each investgates challenges of English pronunciation encountered by media On-air personalities especially in relation to mother tongue interference. A survey of similar observations and results was carried out across these studies in order to streamline and summarise them. To ensure consistency and accuracy in the coding process, the research was also guided by the following:

Reading and familiarization

The questionnaire responses and data from the three researches were carefully examined to identify instances of mother tongue interference, broadcasters' awareness of this phenomenon, knowledge of phonological structures and recommendations.

Code assignment

Relevant codes were assigned to each identified instance. This is presented in Table 4.1 which follows.

Frequency and Content Recording

The frequency and context of each coded instance were recorded to facilitate analysis.

Intercoder Reliability Check

Two other coders were assigned to independently examine and analyse the research findings. Using percentage agreement, consistency was ensured between coders.

Presentation of Data

Analysis of English Pronunciation of Selected Hausa Newscasters in Northern Nigeria by Hamisu et. al. (2023)

This paper was based on an investigation into the effects of 'mindless' imitation of the English pronunciation of teachers and others' perceived to be English pronunciation models by Nigerian speakers of English using newscasters as participants. Six (6) Hausa newscasters from a government radio station and a private radio station namely: Federal Radio Corporation of Nigeria and Freedom Radio were selected. Samples of their newscast were observed for six weeks, recorded and analysed. Findings revealed that Hausa newscasters in both the private and government radio stations committed errors when pronouncing some consonant sounds as a result of mother tongue interference. It was recommended that Oral English be taught as a separate subject in Nigerian schools while workshops and seminars should be organised regularly to overcome the challenge of wrong pronunciation of English words.

Mother Tongue Interference in the Pronunciation of English Words Among Broadcasters by Chekwube, E. et. al. (2023)

Investigating mother tongue interference in the pronunciation of English words among broadcasters in Benin, Chekwube et. al. (2023) examined the pronunciation of English words in the speech of 118 broadcasters from the broadcast station in Benin City. Guided by objectives ranging from ascertaining the extent to which mother tongues interfere with the English pronunciation of broadcasters in Benin City to determining the factors responsible for this interference, the researchers gathered data from 6 television and 11 radio stations using the survey research design and a questionnaire. Using descriptive statistics, it was discovered that most broadcasters could not pronounce many English words correctly, because they had no grasp of the 'phonics' of the English language. The differences in the sound systems of both English and broadcasters' native languages were related to the absence of English phonemes in these mother languages as well as the presence of consonant clusters which hindered broadcaster' pronunciation patterns. Also, broadcasters were observed not to pay attention to patterns of stress in the English sound system. Thus, 59% of the participating broadcasters reported that they experienced mother tongue interference that significantly impacted their ability to pronounce English words correctly. Regular workshops, monitoring and feedback from linguistic coaches, and the development of enabling language policies were recommended to address this situation.

The Influence of Mother Tongue in the Broadcasting Industry in Nigeria by Akpan, et.al. (2012)

In Akpan et. al. (2012), factors responsible for mother tongue interference among broadcasters in the broadcasting industry were examined with the aim of ameliorating the quint: an interdisciplinary quarterly from the north 303

them for better communication in broadcasting in Nigeria. The population of the study consisted of 73 broadcasters drawn from different radio and television stations in Enugu State, and a questionnaire was used to elicit responses from them. The reports revealed that a small percentage of broadcasters experienced mother tongue interference and could not pronounce most English words properly. This difficulty was attributed to broadcasters not being grounded in the phonological structures of the English language and differences in the sound systems of both English and broadcasters' native languages like the absence of English phonemes in these languages as well as the presence of consonant clusters which hindered the broadcasters' pronunciation patterns (Chekwube E. et. al., 2023). Broadcasters were also reported not to correctly apply stress to English words. Although 69% of the respondents were of the view that Nigerian broadcasters were affected by mother tongue interference in the course of their programmes, this study concluded the extent to which Nigerian broadcasters are affected by mother tongue interference during their programmes is little. It was recommended that broadcasters engage in extra training in English phonology and that The Nigerian TV college and other learning institutions should make the study of English language compulsory for students of Communication to improve the quality of graduates sent into the labour market to in Enugu state which was 73.

Data Analysis

The themes in each paper were categorised and codified to ensure a systematic analysis. Table 4.1 on the following page shows the categories of the findings, their codes, definitions, and interpretation.

Table 1: Table of Codes

Category	Definition	Code
Mother Tongue	Instances of transfer of	MTI
Interference	linguistic items from local	
	languages to English in speech	
Mother Tongue	Transfer of knowledge of	MTI_Word
Interference at Word	words from mother tongue into	
level	English	
Mother Tongue	Transfer of speech sounds from	MTI_Segmental
Interference level of	mother tongue into English	
Segmental Phonology		
Mother Tongue	Inability to apply correct stress	MTI_
Interference level	and intonation to English words	Suprasegmental
of Suprasegmental	and expressions as a result of	
Phonology	these being absent in the local	
	languages	
Limited Knowledge of	Deficiency in the knowledge	LKPC
Phonological Concepts	of pronunciation of phonemes,	
	consonant clusters, stress,	
	intonation, etc.	
Limited Knowledge of	Deficiency in knowledge of	LKPC_Word
Phonological Concepts	pronunciation of English words	
at Word level		
Limited Knowledge of	Deficiency in knowledge	LKPC_Segmental
Phonological Concepts	of pronunciation of English	
at Segmental level	phonemes	
Limited Knowledge of	Deficiency in knowledge of	LKPC_
Phonological Concepts	application of English stress,	Suprasegmental
at Suprasemental level	intonation, and so on.	
Pronunciation Errors	Wrong English pronunciation	PE
Pronunciation Errors	Wrong pronunciation of English	PE_Word
at Word level	words	
Pronunciation	Wrong pronunciation of English	PE_Segmental
Errors at Segmental	phonemes	
Phonology level		

Pronunciation Errors	Wrong English pronunciation at	PE
at Suprasemental	stress, intonation, etc. level	Suprasemental
Phonology	,	
OAPs' Awareness	Knowledge about English	OAPA
	pronunciation problems	
OAPs' Awareness is	OAPs know that they	OAPA_Pos.
positive	have problem of English	
	pronunciation	
OAPs' Awareness is	OAPs DO NOT know that	OAPA_Neg.
negative	they have problem of English	
	pronunciation	
Recommendations	Proposed solutions	R
Recommendations_	Drawing attention of OAPs to	R_Draw
Draw Attention	the problem	Attention
Recommendations_	Engaging OAPs in extra	R_Extra Training
Extra Training	training on English	
	pronunciation Engaging OAPs	
	in extra training on English	
	pronunciation	
Recommendations_	Engaging OAPs in workshops	R_Workshop
Workshop	on English pronunciation	
Recommendations_	Provision of regular checks	R_Feedback
Feedback	on OAPs' pronunciation	
	performance on air by English	
	pronunciation experts	

Findings

Findings discussed below are based on the research questions posed at the beginning of this paper. The answers to each of them is presented in the following tables:

Research Question 1:

What are the challenges of English pronunciation faced by On-air personalities in Nigeria as indicated by the selected existing research?

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Table 2: Challenges of English pronunciation faced by On-air personalities in Nigeria

MTI Found Found 58.5% MTI_Word Incorrect pronunciation, reinterpretation Phonemes) MTI_Segmental Identified (substitution of phonemes) MTI_ Not covered by Suprasegmental EkPC_Word Reinterpretation LKPC_Segmental Conflict between the two sound systems (English and Hausa) EkPC_Suprasegmental Reinterpretation (English and Hausa) LKPC_ Not covered by Suprasegmental PE_Word Not covered by Suprasegmental Reinterpretation Found Found Pound Pound Pound Systems (English and Hausa) Found Found Found Systems (English and Hausa) Found	Code	Study 1 (Hausa	Study 2	Study 3 (Enugu
MTIFoundFound. 58.5%Found. 69.9%MTI_WordIncorrect pronunciation, reinterpretationFoundFoundMTI_SegmentalIdentified (substitution of phonemes)FoundIncorrect pronunciationMTI_ SuprasegmentalNot covered by studyFoundFound.LKPCFoundFound.Found. Problem with consonant clustersLKPC_SegmentalConflict between the two sound systems (English and Hausa)FoundConflict between the two sound systems (English and local language) 65.8% agreeLKPC_ SuprasegmentalNot covered by studyFoundFound. 87.7% agreePEFoundFoundFound		OAPs)	(Benin	OAPs
MTI_Word Incorrect pronunciation, reinterpretation			OAPs)	
MTI_WordIncorrect pronunciation, reinterpretationFoundFoundMTI_SegmentalIdentified (substitution of phonemes)FoundIncorrect pronunciationMTI_Not covered by SuprasegmentalFoundFoundLKPCFoundFoundFound. 82.2% agreeLKPC_WordReinterpretationFound.Found. Problem with consonant clustersLKPC_SegmentalConflict between the two sound systems (English and Hausa)FoundConflict between the two sound systems (English and language) 65.8% agreeLKPC_Not covered by SuprasegmentalFoundFoundFound. 87.7% agreePEFoundFoundFound	MTI	Found	Found.	Found. 69.9%
pronunciation, reinterpretation MTI_Segmental Identified (substitution of phonemes) MTI_ Not covered by Suprasegmental study LKPC Found Found Found. Found. Problem with consonant clusters LKPC_Segmental Conflict between the two sound systems (English and Hausa) (English and Hausa) agree LKPC_ Not covered by Suprasegmental Study Found Found. Problem Pround. Problem with consonant and local language) 65.8% agree LKPC_ Segmental Found Found Found. Found Systems (English and Hausa) agree LKPC_ Segmental Found Found Found Found Found. Found			58.5%	
Treinterpretation Identified (substitution of phonemes) Found Incorrect pronunciation	MTI_Word	Incorrect	Found	Found
MTI_Segmental		pronunciation,		
(substitution of phonemes) MTI_ Not covered by Suprasegmental study LKPC Found Found Found. 82.2% agree LKPC_Word Reinterpretation Found. Found. Problem with consonant clusters LKPC_Segmental Conflict between the two sound systems (English and Hausa) (English and Hausa) Hausa) Found Found. 87.7% suprasegmental Found		-		
MTI_ Not covered by Suprasegmental study LKPC Found Found Found. 82.2% agree LKPC_Word Reinterpretation Found. Found. Problem with consonant clusters LKPC_Segmental Conflict between the two sound systems (English and Hausa) language) 65.8% agree LKPC_ Not covered by Suprasegmental Found Found Found. Found Problem with consonant clusters	MTI_Segmental	Identified	Found	Incorrect
MTI_ Suprasegmental study LKPC Found Found Found. 82.2% agree LKPC_Word Reinterpretation Found. Found. Problem with consonant clusters LKPC_Segmental Conflict between the two sound systems (English and Hausa) (English and Ianguage) 65.8% agree LKPC_ Not covered by Suprasegmental study Found Found Found		(substitution of		pronunciation
Suprasegmental study LKPC Found Found Found. 82.2% agree LKPC_Word Reinterpretation Found. Found. Problem with consonant clusters LKPC_Segmental Conflict between the two sound systems (English and Hausa) (English and Ianguage) 65.8% agree LKPC_ Not covered by Suprasegmental Study Found Found Found Suprasegmental Found Found Found		<u> </u>		
LKPC Found Found Found. 82.2% agree LKPC_Word Reinterpretation Found. Found. Problem with consonant clusters LKPC_Segmental Conflict between the two sound systems (English and Hausa) (English and Ianguage) 65.8% agree LKPC_ Not covered by Suprasegmental Study Found Found Found	MTI_	Not covered by		Found
LKPC_Word Reinterpretation Conflict between the two sound systems (English and Hausa) LKPC_ Suprasegmental Not covered by Suprasegmental Found. Found. Found. Found. Problem with consonant clusters Conflict between the two sound systems (English and local language) 65.8% agree Found Found.				
LKPC_Word Reinterpretation Reinterpretation Found. Found. Problem with consonant clusters Conflict between the two sound systems (English and Hausa) LKPC_ Suprasegmental Not covered by Suprasegmental Found Found. Found. Problem with consonant clusters Conflict between the two sound systems (English and local language) 65.8% agree Found Found. Found. Problem with consonant clusters Found Found Found Found Found Found Found Found Found	LKPC	Found	Found	Found. 82.2%
with consonant clusters LKPC_Segmental Conflict between the two sound systems (English and Hausa) agree LKPC_ Not covered by Suprasegmental Suprasegmental Found Found Found Found Found With consonant clusters Conflict between the two systems (English and local language) 65.8% agree Found Found Found Found Found Found				agree
LKPC_Segmental Conflict between the two sound systems (English and Hausa) language) 65.8% agree LKPC_ Not covered by Suprasegmental Suprasegmental Found Found Found Found Conflict between the two sound systems (English and language) 65.8% agree Found Found Found Found	LKPC_Word	Reinterpretation	Found.	Found. Problem
LKPC_Segmental Conflict between the two sound systems (English and Hausa) language) 65.8% agree LKPC_ Not covered by Suprasegmental Suprasegmental Found Found Found Found Conflict between the two sound systems (English and language) 65.8% agree Found Found Found Found				with consonant
LKPC_Segmental Conflict between the two sound systems (English and Hausa) LKPC_ Not covered by Suprasegmental Found Found Conflict between the two sound systems (English and local language) 65.8% agree Found Found Found Found Found Found Found				
between the two sound systems (English and local language) 65.8% agree LKPC_ Not covered by Suprasegmental PE Found Found Found the two sound systems (English and local language) 65.8% agree Found Found Found The two sound systems (English and local language) 65.8% agree Found Found Found	LKPC Segmental	Conflict	Found	
sound systems (English and Hausa) LKPC_ Suprasegmental Sound systems (English and Hausa) Found Found Found Found Found Found Found Found	2111 5_5 5 5 110 110 11			
(English and Hausa) LKPC_ Not covered by Suprasegmental PE Found Found and local language) 65.8% agree Found Found Found. 87.7% agree Found Found Found				
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LKPC_ Not covered by Found Found. 87.7% study agree PE Found Found Found Found		_		
LKPC_ Not covered by Suprasegmental Found Found agree PE Found Found Found Found				
Suprasegmental study agree PE Found Found Found	LKPC	Not covered by	Found	
PE Found Found Found	Sunrasegmental	•		aoree
		Found	Found	
		+		
pronunciation				
PE Segmental Substitution of Found Found	PE Segmental	*	Found	Found
phoneme				
PE Suprasemental Not covered by Found Found	PE Suprasemental	1	Found	Found
study	_ 1			

The data above demonstrates that participants (OAPs) from the three studies experienced mother tongue interference in their English pronunciation in almost all aspects of English pronunciation and encountered difficulties in pronunciation of English words and expressions. Each of them encountered this interference at almost all the levels listed (expect for Study 1 in which suprasegmental features were not studied). Also, participants from the three studies seemed to have little or no knowledge of phonological concepts in English, for example, the pattern of word formation in English and the pronunciation of consonant clusters. They were also lacking in the knowledge about the correct pronunciation of phonemes. In Studies 2 and 3, participants lack knowledge of suprasegmental features of English phonology. English pronunciation errors were found in the three studies even though Suprasegmental Phonology was not covered in Study 1.

Research Question 2:

To what extent are On-air personalities aware of these English pronunciation challenges?

Table 3: Awareness of OAPs to English pronunciation challenges

Code	Study 1 (Hausa	Study 2	Study 3 (Enugu
	OAPs)	(Benin	OAPs
		OAPs)	
OAPA	Not indicated	Awareness is	Awareness is
		present.	present.
OAPA_Pos.	Not indicated	Awareness is	Awareness is
		positive.	positive. 45.2%
OAPA_Neg.	Not indicated	Awareness is	Awareness is
		negative.	negative. 54.8%

In Studies 2 and 3, participants displayed awareness about mother tongue interference. 308 Vol. 17.1 (December 2024)

Although some participants from both studies showed positive indications which suggested a readiness to improve in their English pronunciation, others showed negative awareness suggesting they were not concerned about it. However, there is the awareness among the OAPs in these studies their prnounciation falls below that of Standard English.

Research Question 3:

What recommendations can be drawn from existing researches to improve their English pronunciation?

Table 4: Recommendations drawn from selected existing research

Code	Study 1 (Hausa	Study 2	Study 3
	OAPs)	(Benin OAPs)	(Enugu OAPs
R	Found	Found	Found
R_Draw Attention	Found	Found	Found
R_Extra Training	Phonetics and	Found	Proper
	Phonology of English		pronunciation
R_Workshop	Regularly	Regularly	Not found
D. Easthaals	organised	organised	Not found
R_Feedback	Dictionaries	Linguistic coaches	Not found
R_Self correction	Audio and	Not found	During airing
	video tapes		of programmes
R_Policy	English	Use of	Study of
	Pronunciation	Standardised	English
	as a separate	English in	language
	subject in	broadcasting	courses should
	secondary		be made
	schools		compulsory

In Studies 1, 2 and 3, the data demonstrates the attention of OAPs was drawn to some solutions for improving their English pronunciation. These included a policy requiring English Pronunciation be a separate subject of study in secondary schools, the study of English language courses by students of Mass Communication, and compelling OAPs to use only Standard English in broadcasting. Studies 1 and 3 also suggested self-correction during the airing of programmes as well as listening to relevant audio and video tapes. Feedback from linguistic coaches and regular consultation of dictionaries were also suggested. Workshops about and extra training of phonological concepts were suggested by Studies 1 and 2.

Research question 4:

How can these recommendations be unified to foster a permanent solution to this problem?

Generally, the recommendations of the three studies focused mainly on the training of budding On-air personalities while they are still in school and the retraining of On-air personalities on-the-job. Grouping them into three categories makes them manageable and easier to implement:

- 1. **Policy:** Making English Pronunciation a separate compulsory subject or professional course at all levels;
- 2. **Feedback:** Ensuring feedback on English pronunciation performance after broadcasts;
- 3. **Correction:** Self-correction (or self-training).

Discussion of Findings

This paper examined three existing studies about mother tongue interference on the English pronunciation of some the Nigerian OAPs. A unified group of recommendations was produced from these which emphasizes self-training, according English pronunciation the autonomy it deserves as a separate subject or course in academic programs and professional institutions and ensuring feedback on broadcasts. The percentage of agreement of the intercoder reliability check on the two selected coders was 99.9%. While organizing of workshops is highly desirable, their implementation depend on the financial and psychological readiness of the management of the broadcast houses. This can sometimes be unlikely. Employees are often expected to undergo self-paid trainings. Even in cases where employers organise trainings, they are sometimes one-off activities. Training in English pronunciation, however, is a continuum which requires regula, compulsory checks. Apart from this, group trainings are more effective when there are follow ups and academic scaffolds to help learners retain their knowledge outside the classroom.

In Media Linguistics, language and power are intricately linked. Language is a primary tool for constructing and negotiating power relationships in the media. Language is a fundamental aspect of media communication, and it plays crucial role in shaping public opinion, influencing attitudes, and constructing social reality. Those who control language have the power to shape the narrative, set the agenda, and influence the way people think about issues. The relationship between the language of Nigerian On-air personalities and the power it attracts in terms of international relevance can be judged to be quite poor or weak. This results in lack of confidence required for international relevance. This stems from the situation created by their

incompetence in the pronunciation of the world language of Mass Communication which is the English language. The ability to wield relevance, power and influence in the international media world requires proficiency in English pronunciation. According to Akpan, C.S. et. al. (2012), 'the international acceptability and intelligibility of (English) pronunciation is an essential requirement for broadcast media, to upload its credibility and excellence'. Therefore, in order to ensure international relevance and intercontinental career success, Nigerian OAPs should improve their standard English pronunciation without a bias towards their linguistic diversity.

Conclusion

Considering that mother tongue interference is a result of the contact of the English language with Nigerian languages and culture, it is recommended that training in English pronunciation take place in an atmosphere devoid of these Nigerian sociolinguistic elements. Although Akinjobi (2006, 2013) propose non-enculturation technological sources for learning English pronunciation, there could be elements of local languages in the learning environment because learners, exposed to the English language spoken by native speakers in native speaker contexts, still possess their mother languages as they learn. Deculturating the psycho-linguistic learning environment of the learner can be done by educating learners about the differences in the sound systems of both English and the local languages and encouraging them to cultivate the habit of replaying the speech of native speakers again and again in audio and video tapes as well as their repetition of pronunciation concepts and skills. Nonenculturation technological sources (Akinjobi, 2013; Adesanya 2018; Akhaba, 2024), which have been proven to be effective for learning English pronunciation, individually and in groups, should also be regularly employed, solving the problem of inadequate 312 Vol. 17.1 (December 2024)

time for organized or group training. These aids could be sourced personally or made available by the management of broadcasting houses or corporations.

. Research, however, suggests that people process accents and pronunciation automatically, often relying on mental shortcuts and stereotypes. Although standard English pronunciation is essential for international intelligibility, the suppression of non-standard varieties can contribute to language loss and cultural erasure. The emphasis on standard language can cause social bias, and the devaluation of nonstandard accents can lead to social inequality, creating feelings of unworthiness in speakers of the non-standard variety. While it is essential to be proficient in standard English pronunciation, Nigerian OAPs need to develop self-esteem and acceptance of their own variety of English, recognizing and understanding its underlying power dynamics and social biases. In some quarters, the promotion of a standard English pronunciation is regarded as a form of linguistic imperialism where a dominant group imposes it language norms (knowledge of phonological concepts in English) on others. Proficiency in standard English pronunciation, however, also conveys its user's power and authority. With this in mind, Nigerian OAPs can work towards promoting greater linguistic diversity, inclusion, and social equality which is necessary for healthy international relevance and career success.

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