

**IMPACT OF NIGERIAN TELEVISION AUTHORITY (NTA) ON THE
ECONOMIC DEVELOPMENT OF ENUGU METROPOLIS**

BY

ADOMS, TOCHUKWU UJU

MC/2010/464

**DEPARTMENT OF MASS COMMUNICATION
FACULTY OF MANAGEMENT AND SOCIAL SCIENCES.
CARITAS UNIVERSITY, AMORJI-NIKE, ENUGU.**

AUGUST, 2014

TITLE PAGE

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**RESEARCH PROJECT PRESENTED TO THE DEPARTMENT OF MASS
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AUGUST, 2014

Declaration

I, ADOMS **TOCHUKWU UJU** hereby declare that this research work was written by me and has not been submitted or received anywhere for the purpose of acquiring a degree in mass communication.

.....
Adoms, Tochukwu

.....
Date

Certification

I certify that this study was carried out by Adoms, Tochukwu Uju. It was approved by the Department of mass communication, Caritas University, Amorji-Nike, Enugu as meeting the requirements for the award of Bachelor of Science, B.Sc. (Hons) Mass Communication.

.....
Nwonu Clifford O.
(Project Supervisor)

Date:.....

.....
Agboeze Damain
(Head of Department)

Date:.....

.....
External Supervisor

Date:.....

Dedication

This work is dedicated to Almighty God who is the beginning of my being without Him am just an empty vessel that make the greatest noise. My God, the fountain of knowledge.

Acknowledgement

I thank the Almighty God for his mercies, kindness, favour and grace towards me and my family. The reward of a job well done is the power to do more. I hereby sincerely acknowledge my versatile and God fearing supervisor Mr. Nwonu Clifford .O. who patiently supervised me, took the pains to encourage me and offered constructive criticism and valuable suggestions.

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Abstract

When the researcher chose the topic: Impact of Nigeria Television Authority on the Economic development of Enugu metropolis, she was inspired to find out the extent (NTA) Nigeria Television Authority has contributed on the economic development of Enugu metropolis. That the mass media plays a pivotal role in the development process of a country is not again a saying. The mass media generally regarded as channels of communication that are capable of reaching heterogeneous audience simultaneously with uniform message. They regularly cover-all sorts of issues such as health, music, fine art, crime, sports, entertainment/political evens, economy among others. Therefore, this study is aimed to examine the impact of electronic media on economic development of Enugu metropolis. The study made use of descriptive analysis with the use of survey method. Primary investigation revealed that the roles of the media cannot be divorced from issues of economic development of Enugu metropolis. The study therefore recommends that the media should endeavour to be involved in the dissemination of news and information in response to a basic human need, which is the “right to know” and they are also expected to analyze issues and facts contained in the news/ in line with the need and interest of a nation.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

That the mass media plays a pivotal role in the development process of a country is not a saying. The mass media is generally regarded as channels of communication that are capable of reaching heterogeneous audience simultaneously with uniform message. They regularly cover all sorts of issues economy among others (Meyer 2002, Soola 2004). The mass media transmits ideas and new information to target audience in the society.

Tosanisunm, (2004) has observed that the mass media educate, inform and entertain beyond these functions as they also persuade and catalyze for social mobilization. In other words, the mass media can be regarded as powerful service of information because they have the capability for penetrating every segment of the society. They have the ability to disseminate messages about issue ideas and products.

The electronic media which is the focus this study comprises the radio and television. The sophistication of these media of communication distinguished them as the wonders of modern communication. Just as the twentieth century dawned, a system was perfected which electromagnetic impulse could be sent through the air without wires carrying voice transmission over long distance. Electronic media are the machinery or an institution used for simultaneous transmission of information to a wide and divergent audience. Although the electronic media are channel for which information is transmitted to the audience through the different types of media yet they represent the attempt or man to relate to and interact with other men. It is clear to note the communication has been enhanced nationally and internationally with the use of technology.

Aniabona (2007) in his contribution to the impact of broadcasting in a developing context, noted that electronic media are powerful and effective. Instruments for achieving national goals such as widespread education for both children and adults in order to realize the set down objective in economic growth, healthcare, political and social awareness, political stability, self reliance and national identity among other things.

Basically, the media are described as performing three functions 18 roles of information, education and entertainment. These are the conventional social functions the media render to the public, but which is equally applicable in broader sense in economy development pursuit. It could be said that through educating, informing and entertaining, the media thereby make the society, society members or the nation as well as the leadership of the very society aware of the importance and need to undertake certain progress or processes of economy development. Also attached to these three basic roles of media is another role of persuasion, where media are seen as virile tools of applying persuasive efforts to influence people's actions towards a particular direction. The mass media are therefore seen for their role in furnishing the public with necessary information to achieve development or change goals.

Therefore, this project seeks to examine the impact of Nigeria Television Authority (NTA) in the economic development of Enugu metropolis.

1.2 Statement of the Research Problem

As stated earlier, the impact of the electronic media especially television is enormous despite, the problem facing them in discharging their responsibility. One thing certain is that electronic

media especially helps in electronic development due to its easy reach and penetration to diverse and scattered listening audience, the literacy level notwithstanding.

But of all these impact and contribution to the economic development of Nigeria, there are still cases of poor funding and poor management of the electronic media to effectively carry out these impacts of economic development. Then one begins to wonder how possible for these media to contribute the economic development when they are underfunded and expend their revenue on surviving the business.

Hence, this project seeks to examine the impact of Nigerian Television Authority (NTA) in the economic development of Enugu metropolis.

1.3 The Objectives of the Study

The objectives of the study are the following:

1. To ascertain the significant relationship between Nigerian Television Authority (NTA) and economic development of Enugu metropolis.
2. To find out the impact of Nigerian Television Authority (NTA) on the economic policy of Enugu government.
3. To ascertain the role of Nigerian Television Authority (NTA) in mobilizing the people toward economic development of Enugu metropolis.
4. To ascertain the role of Nigerian Television Authority (NTA) in setting agenda for economic development in Enugu metropolis.
5. To find out how Nigerian Television Authority (NTA) contribute to the economic development of Enugu metropolis.

1.4 Research Question

Based on the objectives above, the following research questions will be carried:

1. Is there any significant relationship between Nigerian Television Authority (NTA) and economic development in Enugu metropolis?
2. Does Nigerian Television Authority (NTA) have impact on the economic policy of Enugu state government?
3. To what extent does Nigerian Television Authority (NTA) mobilize the people towards economic development in Enugu metropolis?
4. To what extent does Nigerian Television Authority (NTA) set agenda for discussion on economic development in Enugu metropolis?

1.5 Significance of the Study

Upon the completion of this project, it will be made available to the students of mass communication, researchers and scholars who are interested in further research work. It will also help to thoroughly evaluate the impact of Nigerian Television Authority (NTA) on economic development in Enugu metropolis. The project will also help to examine the agenda setting roles of Nigerian Television Authority (NTA) on economic development of Enugu metropolis.

In other wards, it will look into the level of prominence the media give to the issues of economic development in Enugu State.

1.6 The Scope of the Study

The study will cover only Nigerian Television Authority (NTA) in Enugu state. It will also focus on their staff as the population of the study. It will also cover the roles of radio and television and its implication on the economic development. In other words, the project will thoroughly research into economic development in Enugu metropolis in relations to the role of the media. It will examine how Nigerian Television Authority (NTA) mobilize the people and set agenda for economic development.

1.7 Limitation of the Study

Inadequate fund and insufficient time may constitute limitation to a thorough research work. This is because embarking on the project of this nature requires adequate time and sufficient fund. Thus, inadequate fund and insufficient time may constitute limitation of this project work, the time and the available fund will be judiciously utilized.

Another factor that may constitute limitation is inaccessibility to adequate and relevant materials. However, effort will be made to gather relevant materials from available libraries and internet for the project.

1.8 Operational Definition of Terms

Electronic Media: This includes Television, Radio, Film and cinema which are used to pass information to a large available. Television and Radio media pass information from the studio which goes through the transmitter then to the television or radio of the audience.

Economic Development: Is a holistic all embracing and ongoing phenomenon, the manifestation of which is measured by the level of position socio-cultural, geo-political, economic, educational and religious transformation of people or nation.

CHAPTER TWO

LITERATURE REVIEW

This chapter will deal with the review of relevant and appropriate conceptual, theoretical and empirical studies propounded by scholars, professionals and researchers in the fields of communication. It will help in the final analysis of data, drawing of conclusion for the study and suggesting recommendations for the solutions and further studies.

2.1 Conceptual Studies

2.1.1 Development as a concept

Development as a concept is broad and therefore, does not subject itself to a single definition. It indeed covers a wide range of human endeavours.

According to Asemah (2011), development is a process of change in attitude, social structure and general acceleration of economic of poverty and inequality. Asemah (2011) notes that development in human society is a many sided process. At the level of the individual, it implies increased skills and capacity, greater freedom, creativity, self discipline, responsibility and material well being. The achievement of any of these aspects is very much tied in with the state of the society as a whole. Development involves the creation of opportunities for the realization of human potentials. Human beings have certain basic requirements, which must be satisfied so that they can property function in the society. Among these are enough food, employment and the elimination of the kinds of inequality, which lead to poverty.

Asemah (2010) sees development as a gradual process of bringing about positive attitudinal change in the people. It is a continuous process of improving their living conditions,

through positive change. The essence of development according to Asemah is the development of people with change in their attitude, leading to change of habit. This means that just changing things without concurrent change of habit or attitude is not a healthy development.

2.1.2 The Media

The media has been variously defined by scholars of mass communication among which media is referred to as a collective means of communication by which general public or populace is kept informed about the day to day happenings in the society. The media is also said to be an aggregation of all communication channels that use techniques of making a lot of direct personal communication between the communicator and the public. While talking of mass media however, the word “mass” means a large number of people or a collection and “media” means organs or channels.

Hence mass is a collection of organs of communication and information dissemination that reaches out a large number of people. The information circulation is not only confined within members of the public but the media also serves to co-ordinate the information flow between leaders and the led and vice versa. More importantly, the media is also referred to, as “the fourth realm of the Estate”, i.e the fourth pillar in support of the essential tripod of government, the executive, the legislative and the judiciary”. The two broad categories of media.

- A. The print media comprises of Newspaper, magazine, journals and periodicals.
- B. The Electronic media include the Radio, Television and all related modern means of communication such as the computer and the internet.

The term “press” is also used to refer to both category of the media, the print and the electronic media.

2.1.3 Media in Development

Development refers to a change process geared at improving or making better, the life and environment of man. Dully Sears (1985) posited that development involves the creation of opportunities for the realization of human potentialities. While economic development is a holistic, all embracing and ongoing phenomenon, the manifestation. Which is measured by the level of positive socio-cultural, geo-political, economic, educational and religious transformation of people or nation. In otherwords, the concept of economic development generally refers to the sustained, concerted actions of policy makers and communities that promote the standard of living and economic health of a specific area. Economic development can also be referred to as the quantitative and qualitative changes in the economy. Such actions can involves multiple areas including development of human capital, critical infrastructure, regional competitiveness, environmental sustainability, social inclusion, health, safety, literacy and other initiatives.

Economic development differs from economic growth whereas economic development is a policy intervention endeavours with aims of economic and social well-being of people, economic growth is a phenomenon of market productivity and rise.

In GDP consequently, as economist Amartyasen points out “economic growth is one aspect of the process of economic development, where the media comes in development process is though what is called “development communication”. This is the type of communication which is consciously packaged by the sender so that the message content or the information sent could persuade, encourage or convince the receiver or target audience to adopt an attitude and

participate in actualizing a development plan or goal. At certain instances, the message sent aims at making the target audience adopt a positive attitudinal change towards a development purpose.

2.1.4 Economic Development Role of Media

Basically, the media are described as performing three functions or roles of information, education and entertainment.

These are the conventional social functions the media render to the public, but which is equally applicable in broader sense in national development pursuit. It could be said that through educating, informing and entertaining, the media thereby make the society, society members or the nation as well as the leadership of the very society, aware the importance and need to undertake certain process or processes of national development.

Also attached to these three basic roles of media is another role of persuasion, where media are seen as virile tools of applying persuasive efforts to influence people's actions towards a particular direction. The mass media are therefore seen for their role in furnishing the public with necessary information to achieve development or change goals.

These roles of media in economic development lie in their capacity and capability to teach, manipulate, sensitize and mobilize people through information dissemination- (Ucheanya 2003, as cited by Nwabueze 2005) the media also chart a course for the public in line with the agenda setting theory, thereby creating in the minds of the people, issues that should be viewed as priority issues including development programmes and policies (Nwabueze, 2005). Instances of this role being presently played by media in Nigeria is the general millennium goal pursuit towards the year 2015, as proposed by the United Nations and incorporated as national policy by

governments of member countries around the world. Other roles of media in national development include:-

- (1) The media leads to formation of attitude through establishing of values from the society or nation and thereby building a climate of change in the society or nation. According to Alade Odunewu as cited by Yakasai A.S. 1996, this involves the dissemination of News and information in response to a basic human need, which is the “right to know”.
- (2) Protection of society justice is another role of media in national development, in that the media are not only expected to record, compose or report account of events and stories just as the histories do, but the media are also expected to analyze issues and facts contained in the news, in line with the need and interest of social justice. Dr. Stanley Machebo pointed here that the press “are subordinate to a far higher goal: the goal of ensuring that public and private conducts directed towards the greatest possible measure of justice, in society”.
- (3) In order to ensure a peaceful national co-existence and progress, the media have before then the task of discouraging such negative issues as ethnicity, dictatorship in leadership like the military rule and of course discourage embezzlement of public funds, as it is the disturbing trend presently indulged by politicians occupying positions of responsibilities and related public officers in Nigeria.

Perhaps if the media in Nigeria were carried out or were allowed to ideally carry out their function of investigating facts and announcing them to the public, the recent scenario whereby some ex-governors which include Saminu Turaki of Jigawa state, Orji Uzor Kalu of Abia, Joshua Dariye of Plateau and Chimaroke Nnamani of Enugu and the likes who were

arrested by the anti graft commission, the EFCC for alleged money laundering and embezzlement of funds might not have happened.

Machebo S. as cited by Yakasai A.S. 1996, stated- “the press in Nigeria can never properly claim to be discharging any significant responsibility if it fails to consistently describe, if not denounce, the countries ways in which the pursuit of wealth corrupts the polity and companies our future”.

(4) The responsibility of informing people about development project and programmes is another major role of media to national development. Such programmes designed and proposed by policy makers could be entirely new to the people at whom they need to be enlightened, educated and mobilized by the media.

Instance of such programmes are the Universal Basic Education (U.B.E), the Nomadic Education, Girl-Child Education, Adult Education, Fighting Drug Addiction and trafficking and for instance, a nationwide campaign towards boosting agriculture and food production.

(5) Offering solutions to problems is another development role of the media, in that they are not only expected criticize government official and condemn their actions, but also as watchdogs of the society, they should review analyze, appraise or criticize, as the case may be, activities of government agencies and programmes such as the Re-capitalization of banks and the Economic and Financial Crime Commission (EFCC), with a view to offering solutions in the areas where they are failing or lacking and suggest ways to their rectification.

The media in Nigeria ought to use this function of offering solution to encourage leaders to always stick to budgeting provisions and avoid indulging in extra budgetary spending, which

leads to embezzlement of public funds. In connection to this, Bajuwade D.1987, as cited by Yakasai A.S. 1996, reasoned-“this day and age demands pungent writing that does not stop at picking up all the peccadilloes and more in other people’s eyes, but in addition, offers it’s own alternatives, put forward its own ideas and submits well considered solutions to problems it highlight’s.

Problems Restricting Development Role of Media

Few among the numerous obstacles to objective media reporting and progressive functions of the media are:-

- (1) Restrictions from the so-called “state security” laws and decrees tend to prevent full rights of expression and writing or broadcasting the facts as they are-by “calling spade a spade”
- (2) Lack of adequate remuneration and protection for media practitioners by the media managers often lead to suppressing of facts and succumbing to collection of gratification (the brown envelope syndrome) in order for the reporters to have their ends meet or pay for transportation and facilities for sending their stories.
- (3) Crossing the interest of media owners is another problem whereby executives of government owned media prefer to have their lead story carrying big portrait of the governor or president on the TV screen or front page of Newspaper in order maintain their position in the office. On the other hand, private media owners often have governors, ministers and commissioners friends, at which the helpless or expose an act of dishonesty committed by any of these people could not have his story published or aired because it crosses their personal interests. Journalism in Nigeria has now shifted from its

position as the watchdog to collaborator in killing of a nation through misinformation and covering up for dishonest public office holders. It is no more a news that editors and publishers call ministers and governors to inform them of stories about them and the possibility of killing it.

- (4) Lack of self censorship is also a problem militating against objective and developmental output by Nigerian media. The media are seen as good in criticizing others but scarcely do they criticize themselves in terms of observing the code of ethics of the profession. While a section of the media engages in bitter criticism and harassment of those in position of power to earn their reorganization, others stoop down to paying cheap I.P service to the authorities that be with a view to gain gratifications. It could be said that while the former case could fetch charges of deformation in the court of law, the later could expose the practitioner to ridicule and debase and debasement.

2.1.5 Economic Impact of Broadcast Media

A viable private sector led broadcast media industry can contribute meaningfully towards the development of any economy. Indeed for Nigeria it is not unsafe to say that considering the level of mass unemployment, private sector investment in the industry has created thousands of new jobs form 1993 to date as a result of the accelerated development of the industry, the investment figure and number of jobs created additionally might have doubled or trebled.

In the absence of hard facts, it may not be out of place to suggest that capital investment in the sector might have crossed the billion dollar mark. Going by this growth rate, prospects for more job spaces are on the horizon, though this will strongly depend on how well private proprietors can commit themselves towards sustaining their stations.

The economic impact of private broadcasting transcends the provision in the industry. Indeed, other auxiliary services which complement broadcasting have also been positively affected. What is obvious is that advert Agencies have witnessed expansions so as to handle the myriad of commercials to be aired on the various radio and television stations.

Consequently, there has been further attendant job openings for graduates of related fields. This extend to theatre practitioners as well.

Again, another economic impact of private broadcasting is in the area of revenue derivable from the exportation of locally produced programmes. Just as the NTA and other public stations have been broadcasting acquired foreign programmes, so also the private stations could with time export their locally produced programmes to other sister African countries. This could become a significant source of revenue to government and the private operators.

2.2 Theoretical Framework

2.2.1 Development Media Theory

This theory states that media should be involved in development of agenda setting for the media, government and society in general.

It helps to show case area that need development by the government through its programmes and messages. Development media theory owes its origin to the UNESCO's McBride committee set up in 1979. This theory is opposed to dependency and foreign domination and arbitrary authoritarianism. It accepts economic development and nation building as over binding objectives. Press freedom should be open to restriction according to economic priorities and development need of society in the interest of the development ends, the state has the ultimate control. That is to say in simple terms, the fact about the inherent influencing power

of media, makes it to be seen and applied as important instrument in developmental policies. The development media theory, according to Yaroson and Asemah (2008), derives its strength from the need for the media to be active participants in the quest for the development of a society. The theory sees the media as ready and prepared to champion socially economic, political and religious development.

According to Samber, cited in Asemah (2011). The journalistic responsibility if that, information in journalism is understood as a social good and not as a commodity, which means that the journalist shares responsibility for the information transmitted and is thus, accountable not only to those controlling the media, but ultimately to the public at large, including various social interests. The journalist's social responsibility requires that he or she will act under all circumstances in conformity with a personal ethical consciousness.

Be it as it may, the Nigerian journalist has maintained a standard of repute to the society, as well as, a standard of dispute.

The assertion above shows that the media are to be used to serve the general good of the society. The media are seen as agents of development and social change in any community thus, the theory says that the media should be used to complement government's effort by carrying out programmes that will level to positive behavioral change among the people.

The development media theory is relevant to the study in that it places emphasis on using the media for development purposes. The media, through their persuasive power can be used to change people's attitude toward economy policy of the government.

2.3 Empirical Studies

According to Ucheanya (2003) as cited by Nwabueze (2005), the roles of media in economic development lie in their capacity and capability to teach, manipulate, sensitize and mobilize people through information dissemination. The media also chart a course for the public in line with the agenda setting theory, thereby creating in the minds of the people, issues that should be viewed as priority issues including development programmes and policies (Nwabueze, 2005). Instances of this role being presently played by media in Nigeria is the general millennium goal pursuit towards the year 2015, as proposed by the United Nations and incorporated as national policy by governments of member countries around the world.

The media leads to formation of attitude through establishing of values for the society or nation and thereby building a climate of change in the society or nation. Alade Odunewu as cited by Yakasai A.S. (1996) opined that this involves the dissemination of news and information. In response to a basic human need, which is the “right to know. He further noted that in order to ensure a peaceful national co-existence and progress, the media have before them the task of discouraging such negative issues as ethnicity, dictatorship in leadership like the military rule and of course discourage embezzlement of public funds, as it is the disturbing trend presently indulged by politicians occupying positions of responsibilities and related public officers in Nigeria.

Perhaps if the media in Nigeria were carrying out or were allowed to ideally carry out their functions of investigating facts and announcing them to the public, the recent scenario whereby some ex-governors which include Saminu Turaki of Jigawa state, Orji Uzor Kalu of Abia, Joshua Danye of Plateau and Chimaroke Nnamani of Enugu and the likes who were arrested by

the anti-graft commission, the EFCC for alleged money laundering and embezzlement might not have happened.

To facilitate economic development, Odulaye S. (2005) noted the media in Nigeria ought to use this function of offering solution to encourage leaders to always stick to budgetary provisions and avoid indulging in extra budgetary spending which leads to embezzlement of public funds. In connection to this, Bajuwade D. (1987); as cited by Yakasi A.S. (1996), reasoned that this day and age demand pungent writing that does not stop at picking up all the peccadilloes and note in other people's eyes, but in addition, offers it's own alternatives, put forward its own ideas and submits well considered solutions to problems it highlights".

Sogolo G. (1995) pointed out that the role of information in our economic development is no longer a matter of dispute. And as we have argued, information is useful if only it is properly disseminated. Sogolo further stated that in a plural and diverse society such as Nigeria. We need an information order built on cordial relationship between leadership and followership, between the elite and the people at the grassroots level.

In all this, the media have an important role to play, always taking into consideration the socio-economic conditions under which they operate, but without losing sight of the universal commitment of the progression.

2.4 Summary of Literature Review

The summary of the literature review is that development media theory derives it's strength from the need for the media to be active participants in the quest for the development of a society.

In all this, the media has an important role to play, always taking into consideration the socio-economic conditions under which they operate, but without losing sight of the universal commitment of the progression.

CHAPTER THREE

RESEARCH METHOD

3.1 Introduction

This chapter will focus on research methodology which includes research design, population of the study, sample size determination, sampling procedure, method of data collection, validity and reliability of data instrument and method of data analysis.

3.2 Research Design

The method that will be used is survey method which gives room for Questionnaires and inter-view while the sampling technique which will allow all members of the population of the study an equal of being included in the study.

3.3 Population of the Study

Thus can be regarded as the total number of the people or subjects that are with the study are (Adeosun et al 2013:43). Such specification may be people, subjects, item sectors and so on but as projected by national population commission in 2006, the population is 722,664.

3.4 Sample Size Determination

Since the population of the study is known, Taro Yamane formula (1962) second edition will be used to calculate the sample size from the study. Therefore, the sample size of this study is calculated thus;

$$n = \frac{N}{1 + N (e)^2}$$

n = sample size

N = The definite population

E = Expect error of 0.05 or 5/100 or 5%

l = Constant

$$n = \frac{722,664}{1 + 722,664 \times (0.005)^2}$$

$$n = \frac{722,664}{1 + 722,664 \times 0.0025}$$

$$n = \frac{722,664}{1807.66} = 399.7$$

$$n = 400$$

The sample size for this study is 400.

3.5 Sampling Procedure

Simple random sampling will be used for the purpose of this study. It is a means of selection where each unit in the population has an equal chance of being selected.

3.6 Method of Data Collection

The data source of this research will be both primary and secondary source will include questionnaire administered on the respondents, while the secondary source will involve literatures, library and interest materials.

3.7 Validity and Reliability of Data Instruments

In order to gather appropriate and relevant data for this study, the research instruments will be tested for validity so as to ensure that data collected are logical and acceptable. Also the instruments will be tested for reliability so as to ensure that data analyzed and correct and true. The constructed questionnaire will be pilot tested to eliminate possible error.

The interview guide and questionnaire were presented to the supervisor for verification and areas of errors was identified and corrected. Thus, the instruments were administered after correction was made.

3.8 Method of Data Analysis

The data collection through questionnaire will be analyzed with the use of smile, percentage, arithmetic tables.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter will be focused on the presentation and analysis of the data collected from the respondents in the course of this research work.

To enhance easy understanding and comprehension, the presentation will be in tabular form, drawing the response of each four major questions and selected sub questions.

A total number of 400 copies of questionnaire were distributed to respondents of each local government an Enugu metropolis as indicated in chapter three, out of the 400 copies distributed, 340 copies were retrieved from the field while 60 missed.

4.2 Data Analysis and Interpretation

Table 1: Respondent Sex

Variables	Frequency	Percent
Female	136	40.0
Male	204	60.0
Total	340	100.0

Source: field survey, 2014

The table above shows that 60.0 (60%) percent of the entire respondents were male while female respondents constructed 40.0 percent (40%).

Table 2: Respondent Marital Status

Variables	Frequency	Percent
Married	99	29.2
No response	42	12.3
Single	199	58.5
Total	340	100.0

Source: field survey, 2014

The table above shows that 58.5 percent of the entire respondents were single while the married constituted 29.2 percent.

Table 3: Respondent Age

Variables	Frequency	Percent
18-30	241	70.8
31-40	68	20.0
41-50	31	9.2
Total	340	100.0

Source: field survey, 2014

The table above reflects that 70.8 percent (70.8%) of the entire respondents were between the age of 18 and 30 years, 20.0 percent between 31 and 40 years while 9.2 percent between 41 and 50 years.

Table 4: Respondent Educational status

Variables	Frequency	Percent
No response	37	10.8
O' level	16	13.8
ND/NCE	47	13.8
HND/BSC	230	67.7
Others	10	3.1
Total	340	100.0

Source: field survey, 2014

The information in the table above indicates that 67.7 percent of the entire respondent possessed either HND or BSC, 13.8 percent possessed either ND or NCE while 4.6 percent possessed O' level.

Table 5: Respondent's Position

Variables	Frequency	Percent
No response	141	41.6
Senior staff	120	35.4
Junior staff	79	23.0
Total	340	100.0

Source: field survey, 2014

The information in the table above indicates that 35.4 percent of the entire respondents were senior staff while 23 percent were junior staff.

Table 6: Respondent's years of experience in broadcasting

Variables	Frequency	Percent
No response	37	10.8
1-10	16	4.6
11-20	47	13.8
21-30	230	67.7
31 and above	10	3.1
Total	340	100.0

Source: field survey, 2014

The information in the table above shows that 67.7 percent of the entire respondents have spent between 21 and 30 years in service 13.8 percent between 11 and 20 years, 4.6 percent between 1 and 10 years while 3.1 percent between 31 years and above.

Table 7: Staff category

Variables	Frequency	Percent
No response	104	30.7
Operation service	104	30.8
Programme	132	38.5
Total	340	100.0

Source: field survey, 2014

The information in the table above shows that 38.5 percent of the respondents are in programme department while 30.8 percent are from operation service.

Table 8: How many television stations do you get in Enugu

Variables	Frequency	Percent
NTA	2000	58.8
AIT	31	9.2
ETV	47	13.8
EBSTV	62	18.5
Total	340	100.0

Source: field survey, 2014

The information in the table above shows that 200 respondents agreed that they get NTA (Nigeria Television Authority) station in Enugu.

Table 9: Is there any significant relationship between NTA and economic development of Enugu metropolis?

Variables	Frequency	Percent
Strongly Agree	147	43.1
Agree	152	44.6
Strongly disagree	41	12.3
Total	340	100.0

Source: field survey, 2014

The information in the table above shows that 44.6 percent and 43.1 percent agreed and strongly agreed that there is significant relationship between NTA and economic development of Enugu metropolis.

Table 10: Which programme do you like most in NTA (Enugu)

Variables	Frequency	Percent
Food today	123	36.2
Oil and Gas forum	42	12.3
Labour market	21	6.2
Finance and economy	154	45.4
Total	340	100.0

Source: field survey, 2014

The information in the table above shows that 45.4 percent likes shows that 45.4 percent likes finance and economy programme in NTA (Nigeria Television Authority) Enugu.

Table 11: Does NTA have impact on the economic policy of various governments?

Variables	Frequency	Percent
Strongly	149	43.8
Agree	191	56.2
Total	340	100.0

Source: field survey, 2014

The result of the data analysis above indicates that 56.2 percent and 43.8 percent agreed and strongly agreed respectively that NTA has impact on the economic policy of various governments (local governments).

Table 12: To what extent does finance and economy programme have on economic development in Enugu metropolis.

Variables	Frequency	Percent
Great extent	160	46.9
Little extent	131	38.5
No extent	13	3.8
No response	37	10.8
Total	340	100.0

Source: field survey, 2014

The information in the table above shows that 46.9 percent strongly agree that finance and economy programme has impacted on economic development in Enugu metropolis.

Table 13: Do you agree that NTA mobilize the people towards economic development of Enugu metropolis?

Variables	Frequency	Percent
Strongly agree	126	36.9
Agree	167	49.2
Strongly disagree	47	13.9
Total	340	100.0

Source: field survey, 2014

The information in the table above shows that 49.2 percent and 36.9 percent agreed and strongly agreed that NTA mobilize the people towards economic development of Enugu metropolis.

Table 14: Do you agree that NTA set agenda discussion on economic development of Enugu metropolis

Variables	Frequency	Percent
Strongly agree	144	42.3
Agree	133	39.2
No opinion	42	12.3
Strongly Disagree	21	6.2
Total	340	100.0

Source: field survey, 2014

It is obvious from the table above that 42.3 percent and 39.2 percent of the entire respondents strongly agreed and agreed respectively that NTA set agenda discussion on economic development of Enugu metropolis.

Table 15: In your own opinion, do you think that finance and economy programme offer solution to economic development in Enugu metropolis.

Variables	Frequency	Percent
Yes	199	58.5
No	99	29.2
Total	340	100.0

Source: field survey, 2014

The table above shows that 58.5 percent of the entire respondents thinks that finance and economy programme offers solution to economic development in Enugu metropolis.

4.3 Discussion of Findings

1. Research Question 1: Is there any significant relationship between Nigerian Television Authority (NTA) and economic development in Enugu metropolis?

The findings in the analysis shows that there is significant relationship between Nigerian Television Authority (NTA) and economic development of Enugu metropolis. This is show in table 9 that 44.6 percent and 43.1 percent agreed and strongly agreed that there is significant relationship between NTA and economic development of Enugu metropolis.

2. Research Question 2: Does Nigerian Television Authority (NTA) have impact on the economic policy of Enugu state government?

The result in table 11 indicates that 56.2 percent and 43.8 percent agreed and strongly agreed respectively that NTA has impact on the economic policy of various governments. Since

these majority agreed to the above, it is clear that Nigeria Television Authority (NTA) has impact on the economic policy of Enugu state government by promoting this policy through news reporting and current affairs programmes.

3. Research Question 3: To what extent does Nigerian Television Authority (NTA) mobilize the people towards economic development in Enugu metropolis?

It is clear from the analysis table 13 that 49.2 percent and 36.9 percent agreed and strongly agreed respectively that (NTA) mobilize the people towards economic development of Enugu metropolis.

5. Research Question 4: To what extent does Nigerian Television Authority (NTA) set agenda for discussion on economic development in Enugu metropolis?

It is obvious from the table 14 that 42.3 percent and 39.2 percent of the entire respondents strongly agreed and agreed respectively that (NTA) set agenda discussion on economic development of Enugu metropolis.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This project extensively examined the impact of broadcast media on the economic development of Enugu metropolis using Nigerian Television Authority (NTA) as a study. A research survey method which allowed the use of descriptive analysis to carry out research on 400 respondents.

Chapter one of the project gave the over-all background to the study. it stated the statement of the problem of the study, the objectives, and the research questions and it also featured the significant of the study scope and limitation of the study and operational definition of term to aid the understanding of the research of the project.

Chapter two dealt extensively with review of relevant secondary sources of data: conceptual studies theoretical and empirical studies by scholars and researchers within and outside the field of mass-communication. The developmental theories and relevance was reviewed. An empirical study on the impact of broadcast media on the economic development was thoroughly examined.

Chapter three of the study focused on the research methodology which includes research design, population of the study, sample size determination, sampling procedure, method of data collection, validity and reliability of data instrument and method of data analysis. The researcher adopted survey method which gives room for oral interview while the sampling method was used which allowed all members of the population of the study on equal chance of the study on equal chance of being included in the study.

Chapter four focused on the presentation and the analysis of data collected from questionnaire responded to by respondents. The data were collected and analyzed with arithmetic table and simple percentage using Statistical Package for Social Sciences (SPSS). Total numbers of 400 sets of questionnaire were released and administered, 340 were retrieved from the field while 60 were not returned.

5.2 Conclusion

Since the findings in the analysis show that there is significant relationship between Nigerian Television Authority (NTA) and economic development of Enugu metropolis, hence one cannot divorce roles of the media from the economic development of nations. The same thing goes for the Nigerian Television Authority and the economic development of Enugu.

The above can be achieved through the promotion of the economic policies of the government by the media. They need to promote the policy through their various developmental news reporting, current affairs and programmes.

Conclusion can also be draw how the findings that indeed the media especially Nigerian Television Authority also mobilize the people towards economic development of Enugu metropolis. It is also claim that they give prominent to issues if economic development in Enugu through constraint and consistent developmental Agricultural, Economical programmes. Like food today, finance and economy, labour market, oil and gas forum.

Indeed, Nigerian Television Authority (NTA) has had impact on the economic development of Enugu.

5.3 Recommendations

The recommendation is based on the findings gotten from this study, therefore the following recommendation are given:

1. The media should endeavour to be involved in the dissemination of news and information in response to a basic human need, which is the “right to know”.
2. The media are also expected to analyze issues and facts contained in the news, in line with the near and interest of a nation.
3. The order to ensure a sound economic development through a peaceful national co-existence and progress, the media have before them, the task of discouraging such negative issues as terrorism, ethnicity, dictatorship in leadership and off course discourage embezzlement of public funds, as it is the disturbing trend presently indulged by politicians occupying positions of responsibilities and related public officers in Nigeria.
4. The responsibility of informing people about development projects and programmes is a major role of media to national development. Such programmes designed and proposed by policy makers could be entirely new to the people, hence, the media need to enlighten, educate and mobilize the people.
5. Offering solution to problems is a development role of the media, in that, they are not only expected to criticize government officials and condemn their actions, but also as watchdogs of the society, they should review, analyze, appraise or criticize, as the case may be, activities of government agencies and programmes.

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APPENDIX A

Department of mass communication
Faculty of Mgt. and social sciences
Caritas University,
Amorji-Nike, Enugu.
P.M.B 01784
Enugu State.

Dear Respondents,

I am a final year student of the department of mass communication with Reg. No MC/2010/464, faculty of Management and Social Sciences, Caritas University.

I am undertaking a research study on the topic” Impact of NIGERIAN TELEVISION AUTHORITY (NTA) on the economic development of Enugu metropolis”. You are kindly requested to answer the question appropriately.

However, all information will be used strictly for academic purposes, any information supplied by you will be treated with utmost confidence.

Thanks for your co-operation.

Yours faithfully,

Adoms, Tochukwu Uju
(Project Researcher)

APPENDIX B
QUESTIONNAIRE
INTRODUCTION

Please tick appropriately and supply details where necessary

- SA - Strongly Agree
A - Agree
N - No Opinion
D - Disagree
SD - Strongly Disagree

SECTION A
DEMOGRAPHIC DATA

1. Sex:

Male Female

2. Marital status:

Married Single

3. Age:

18-30 31-40 41-50

4. Educational status:

O' level ND/NCE

HND/ BSC

5. Position:

Senior Junior

6. Years of experience in Broadcasting

7. Staff category

Operation services

Programmes

SECTION B

8. How many television stations do you get in Enugu

NTA AIT ETV

EBSTV

9. Is there any significant relationship between NTA and economic development of Enugu metropolis?

Strongly Agree

Agree

Strongly Disagree

10. Which programme do you like most in Enugu

Food today

Finance and economy

Oil and Gas forum

Labour market

11. Does NTA have impact on the economic policy of various governments?

Strongly Agree

Agree

12. To what extent does finance and economy programme have on economic development in Enugu metropolis.

Great extent

Little extent

No extent

No response

13. Do you agree that NTA mobilize the people toward economic development of Enugu metropolis?

Strongly Agree

Agree

Strongly Disagree

14. Do you agree that NTA set agenda discussion on economic development of Enugu metropolis?

Strongly Agree

Agree

No opinion

Strongly Disagree

15. In your own opinion, do you think that finance and economy programme offer solution to economic development in Enugu metropolis?

Yes

No