

**TITLE PAGE**

**INFLUENCE OF OWNERSHIP IN RADIO NEWS COVERAGE  
(A STUDY OF FEDERAL RADIO CORPORATION OF NIGERIA,  
ENUGU)**

**BY**

**IMBUL NANCY NGUEVESE**

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AWARD OF BACHELOR OF SCIENCE (B.Sc.) DEGREE IN MASS  
COMMUNICATION**

**AUGUST, 2014**

## **Declaration**

I Imbul Nancy Nguevese hereby declare that the research work was written by me and has been submitted or received anywhere for the purpose of acquiring a degree in mass communication.

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Imbul Nancy Nguevese

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Date

### **Certification**

This is to certify that this project “INFLUENCE OF OWNERSHIP ON RADIO NEWS COVERAGE” was carried out by Imbul Nancy Nguevese. 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.) in mass communication.

\_\_\_\_\_  
Mr. Jude Edeh  
(Project Supervisor)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Mr. Damian Agboeze  
(Head of Department)

\_\_\_\_\_  
Date

\_\_\_\_\_  
External Examiner

\_\_\_\_\_  
Date

## **Dedication**

This research work is dedicated to Almighty God.

## **Acknowledgements**

This research work is a success because of the contributions from some people

I acknowledge my creator, the Almighty God, my Alpha and Omega in all things.

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## **Abstract**

*This study was undertaken to examine the influence of ownership in radio news coverage. Categories of media ownership in Nigeria are private owned and government owned but, the researcher concentrated more on government owned media since it is the researcher's area of study. The point of the study is to determine the influence of ownership in radio news coverage to determine if, the news covered is owner's interest or public's interest oriented. A survey of the selected broadcasting stations news coverage for a period of two weeks was carried out with the use of questionnaires. The data obtained were used to obtain the frequency for the study. The data was analyzed using the simple percentage method and chi-square. This was used to obtain percentage prominence and degree of freedom of news coverage the study. The result of the analysis revealed that, radio news coverage is highly influenced by the owner's (government) and the news that is covered is owner's interest oriented instead of public interest oriented. The research also shows that the government has influence on radio news coverage. Recommendations were made based on the studies that the government should interfere less in the running of the station and focus on subvention and overall performance of the station as a tool for national developments covering news that are people's interest oriented instead of owner's interest oriented.*

# CHAPTER 1

## INTRODUCTION

### **1.1 Background of the study.**

Mass media are very important tool of communication through which information is passed to even the farthest end of the world. They enable us to communicate with each other by helping us to overcome the barriers of time and space. They perform both primary and secondary functions for the society.

Mass media function in various ways. First, mass media keep us well informed of the happenings around us and of the world which will otherwise remain unknown.

The media also persuade us mostly through advertisements. As we can see newspapers, magazines, radio and television.

Also, the mass media gives us entertainment. Television and radio broadcasting provides us with a big variety of programs which both educates and entertain us.

The media systems that exist in a society are directly related to the political system prevalent in that society. The political system determines the exact relationship between the media and the government. The political system in place also determines the relationship between the media and the people. It also determines to what capacity the media will operate. The political system in a country also affects the flow of information in the country in which it operates. It, for example, the political system in place in a country is an authoritative one (i.e. Military rule)

there will be no free flow of information as the media will be acting in fear of the government and will cover the information that the government want the people to be informed about and so the people if that country will continue to live in ignorance of the activities of their government. But since Nigeria is a democratic society, the researcher is going to talk about the role of the media is a democratic society.

The role of the news media in a democratic society springs from the right of the people to learn about matters of public concern.

Nigerians, as members of a democracy, claim a freedom to speak about the workings of government, and entitlement to debate government conduct and a right to demand that policy makers defend their decisions such things rely on access to information. People can play a useful role in a democracy and hold their government accountable only if informed well enough to do so. In this context, the news media act as both a conduit and a watch dog. Free expression also encourages a government to be answerable to its people. Indeed, because of advances in Internet communications and the mass media, at no time in history have governments been better able to answer directly to those who elect them. But there are limits in the scope of information people have access to so, it is the job of the news media and the journalists to pass on correct and concise information to the

people so that they are kept abreast of the activities of their government and their environment. This brings us to broadcast management and media owners.

Broadcasting is the distribution of audio and video content to a dispersed audience via radio, television, or other digital transmission media. Receiving parties may include the general public or a relatively large subset of thereof. It is imperative to note that broadcasting organizations has various things it offers to its audience. Those offerings of the organization are regarded as programs of the organization, programs are artistic products packaged as tangible goods in an economic sense for the consumption of audience of a broadcast channel in the medium (Owuamalam, 2002).

Radio news programs are designed for the ears because it is an audio oriented medium. It is however regarded as an audio visual medium because the audience can see the programs through their minds eye and be able to interpret it.

Broadcasting management is the organizing and control of the affairs of the broadcasting organization. The control of a broadcast management or media house influences the content of news that will be broadcast to the audience. Also the type of government policy/policies that the management will implement.

Private ownership of media houses was not allowed until 1992 under the Babangida administration, when due to mounting agitation and pressure he was forced to establish National Broadcasting Commission (NBC) which successfully

licensed private individual to participate in broadcasting. This brings us to the issue of media ownership.

When US media pundit A. J. Liebling wrote that freedom of the press belongs to those who own one, he summed up the emotion that separates the media business from virtually any other enterprise. The press today, more generally, the mass media stands not simply for the power to cover information but crucially for the assumed ability to shape attitudes, opinions and beliefs. The media are the vehicles for education and propaganda. Who controls these outlets and what the player's intentions are for their use have been a contentious issues at least since the 15th century. When both church and state recognized the potential of the printing press and immediately sought to control it.

Media ownership pattern has become central to the discussion on class media and society because as Edeani (1985) pointed out.

“The nature of ownership of any press system determines to a great extent whether that press is dynamic, vigorous, responsive and responsive press; or and emasculated, timid, spineless, ineffectual or irresponsible press”.

However, we have three main categories of media ownership namely; Government ownership

Private ownership

Mix ownership

But the researcher will be constrained to government and private ownership of media.

Government ownership implies that the medium completely financed by the government e. NRCN (Federal Radio Corporation of Nigeria) and NTA (Nigerian Television Authority) etc. in government ownership; the government not only finances the media house, but also enforces policies for the media and helps in implementing them. The government previews the news content and news programs to see if they agree with their policies and what they (the government) want. Also, any news that the government does not want to be made known to the public and is in the news content, the government will erase out of the news content.

Also the government further controls the media by their decision to invest or not to invest. The government's interest will be reflected in the appointment of competent staff.

Private ownership on the other hand refers the situation where individuals (one person or group of persons) establish, finance and direct the administration of a media organization. Example of privately owned media houses or organization are AIT (African Independent Television), MINAJ BROADCAST, SILVER BIRD etc. whether a station is government or private owned, the key variable is listenership

and viewership, what the audience wants should be balanced with what the broadcast feel they should hear.

Influence on the other hand is both external and internal since there is nucleus of interdependence or co-existence in the media organization. Shoemaker and Rees (1991) said that there are many established groups we often influence the message of broadcast and print media. This group ranges from proprietors influences, leadership influence and house policy.

There is a common saying with regards to mass media control in Nigeria and elsewhere which had become a cliché that “he who pays the piper dictates the tune”. This means that owners of mass media organi2e, channel and control what the media covers (reports) and broadcast and how they broadcast and how they broadcast it.

It is obviously true that mass media owners exert a threatening control over the press, whether a mass media is managed by a board of directors appointed by private owners or by a public

corporation established by the government. The media have policies set too by the board. The policies define the short term and long term operations.

## **1.2 Statement of the Problem**

In Nigeria, most news covering are determined by the owners and gatekeepers of the organization. These owners are those in the helm of affairs of the government,



and like the ruling government, the gate keepers take orders from owners. Their rank and file includes the management of radio stations and the various news editors and news and program producers. The philosophy of any media operation in Nigeria depends on the government in place. The problem in this study is to examine the impact of leadership decision on radio news coverage.

Secondly, how these decisions can serve public interest. Thirdly, how to convince the government to interfere less in running the affairs of the station to their own interest instead of the public interest.

The right news covering decision and programming can lead to success for the radio station. Whatever the practice in Radio Nigeria (FRCN) federal Radio corporation of Nigeria, the influence of leadership and gate keeping on programs are still present and if not handled well, it may greatly impair the success of any program, so this is what the research is aimed at finding out.

It is hoped that answers arrived would help the researcher make some observation and policy proposals that would help re-address the present problems of radio news coverage in FRCN, if ever.

### **1.3 Objectives of the Study**

This research is up to achieve the following objectives:

1. To find out the influence of ownership or leadership on radio news coverage of FRCN Enugu.

2. To find out whether radio news covered (coverage) is people's interest oriented or owner's interest oriented.

3. To ascertain the influence of gate keepers on radio news coverage.

To try to make suggestions in likely areas of recommendation and improvement.

#### **1.4 Research Questions**

The following questions if properly answered will achieve the aforementioned objectives of the research.

1. To what extent do media influence news coverage?

2. To what extent is the pattern of news people interest oriented or owner's interest oriented.

3. To what extent does the gate keeper influence radio news coverage?

What are the suggested areas of recommendation and improvement?

#### **1.5 Research Hypothesis**

The hypothesis mentioned below will help the researcher carry out her research more efficiently and will give her more focus and an agenda.

Ho: Ownership or leadership does not have any influence on radio news: coverage.

H1: Ownership or leadership of a media house has influences on radio news coverage.

Ho: The news coverage of FRCN Enugu is not owner's interest oriented instead of people's interest oriented.

H2: The news coverage of FRCN Enugu is owner's interest oriented instead of people's interest oriented.

### **1.6 Significance of the Study**

The choice of FRCN as opposed to radio stations is because of its significance in Nigeria. Perhaps, as it has often been said to be the largest radio network in Africa, besides this, it has been a relying point for people (listeners) to hear at prime listening time. Much attention is paid to the news story on network period by Nigerians.

FRCN is believed to have surpassed any other radio station in terms of its wider reach. The ultimate significance of this study will lie with its final utility and its ability to influence the on-going policies on how, where and what news to cover for Nigeria(ns).

### **1.7 Operational Definition of Terms**

1. **Influence:** means the effect of the government's ownership or leadership on FRCN news coverage Enugu.

2. **Media:** the media are tools of communication FRCN as a mass medium tries see how functions, whether it performs all the functions of a medium without intrusion of bias because of its owners or leaders.

3. **Ownership:** ownership means the legal right to possess something.

It is the ownership of a media house especially the ownership of the FRCN station Enugu that manipulates the performance, news coverage and other programs of FRCN.

4. **News Coverage:** this means sourcing for data, information (news) being covered. Also, to find out if the news covered is people's oriented or government interest oriented.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Sources of Literature**

This chapter is reviewed all literature relevant to study “influence of ownership on radio news coverage”. The researcher considered relevant literature in relation with the study and how it contributes to the research. The literature to be used in this study was obtained from primary and secondary data, text book, libraries and online data.

#### **2.2 Review of Concept**

##### **2.2.1 The concept of mass communication:**

Mass communication takes place through so many channels these varieties of channels are called the mass media are simply put as the major gateway through which large number of people received information, entertainment, simultaneously.

Mass communication is a term used to denote a section of the media specifically envision and designed to reach a very large audience such as population or nation.

According to Bittner (2005: 10), the media are specifically designed to reach a large audience. The term was got in the 1920s with the advent of nationwide radio network, mass circulation newspaper and magazines. Some form of mass media such as books and manuscripts had already been in use for centuries. Mass media include television, radio, newspaper and internet media (like blogs, message

boards, podcasts and video sharing) because individuals now have a means to exposure that is comparable in scale to that previously restricted to a group of mass media producers. The media is able to reach large number of people simultaneously.

### **2.2.2 Electronic Media**

The electronic media is that institutional structure that fosters the rapid transmission of standardized information to as relatively large audience through a mechanized channels. The electronic media can be sub-divided into radio, TV, the internet etc. the electronic media (i.e. radio, TV and the internet) play so many functions in the society, in little time as against other forms of communication (Bauran 2003).

### **2.2.3 The FRCN (Federal Radio Corporation of Nigeria)**

The FRCN Enugu is Nigerians publicly funded radio broadcasting organizations amongst its subsidiaries are the domestic radio network known as Nigeria and voice of Nigeria international radio services. FRCN is believed to be the central in the overall development in

- the society. This suggest that FRCN relevant in power distribution and catching over the extent at which such power positively or negatively has impact on people. FRCN transmits ideas, information, entertainment to the targeted audience; it

shows that FRCN is responsible for most adjustment in the behavioral patterns of people in the society.

#### **2.2.4 The Characteristics of FRCN (Radio)**

The media refers to those innate qualities possessed by the mass media institutions that lead to isolate and keep them apart as distinct entities and mutually bind them together as a system for the realization of the set goals.

The power and effectiveness of such medium is to a large extent, a function of the combination of its characteristics and they include:

- i. **Simultaneity:** this is an inherent ability possessed by the radio which allows them report present live coverage at an event; the event being presented as it is going on this special attribute also enables the media to overcome distance and time. This making the event both close and immediate to the audience.
- ii. **Flexibility:** this is the ability of a particular mass medium to easily change or adjust their patterns to accommodate last minute development in their message production or dissemination.
- iii. **Fidelity:** this refers to the ability of a medium realistically reproduce real event and experience to its audience. It is also the ability of any mass medium to “exactly” reproduce or transmit the original message in put, in the form it was in or without physical distortion.

- iv. **Immediacy:** This factor simply refers to the relationship between the time an event takes place and the time it is made public by a particular mass medium. Going by this discussion, it is clear that the electronic media exhibit more immediacy in every coverage than the print media.
- v. **Permanence:** the degree of probability of a particular medium message for its audience is a measure of its permanency. The print media are more permanent than electronic media. Though technology has helped in preserving broadcast materials through the assistance of tape recording gadgets.
- vi. **Low cost:** according to Sambe (2005), one major advantage the radio offers to advertisers compare to TV is its lower cost. Both for airtime and the preparation of the commercials.
- vii. **Large audience:** the radio listening audience is larger than the TV audience for a sizeable portion of the day. Stayley (2002) pointed out that radio is larger, it reaches the remote areas because it could no longer compete with TV for the national audience, it breaks the barrier of literacy.
- viii. **Portability:** radio is portable some radio set like the wall man are small and personal, others like boom box. No matter their size, radio set are easily transported to go everywhere (market, film, sport events, village square, and workplace). It gives information on political issues, it entertains.



ix. **Radio is supplemental:** most radio listening occurs while we are doing something else in the farm, while working it provides an audio background for our activities.

### **2.2.5 Some Of the Functions of Radio Nigeria (FRCN)**

a. To entertain: FRCN (Radio Nigeria) entertain the public through advertisement, drama audience participation, soap opera programs which also allow the masses to contribute their opinion on current issues. The FRCN has this functions, and obligation to the people of Enugu.

b. To educate: Educating the masses is another functions of FRCN for instance in issues concerning health and take care of themselves, this can be seen in the ongoing programs on the sensitization of the creation of awareness on Ebola.

c. To inform: This is the fundamental function of FRCN; it passes messages across to the heterogeneous audiences especially on event and happenings around the society.

d. Cultural promotion: Through FRCN various cultures are promoted. FRCN promotes programs though showcasing the culture of different group of people.

e. Correlation: Through correlation by explaining interpreting and commenting on the meaning of event and information, setting the Agenda and center status and coordinate separate activities.

### **2.2.6 The Concept of Radio Ownership**

Radio is defined as an electromagnetic device used for the transmission and reception of information or message from the sender to the receiver with help of our waves and radio frequencies.

The national broadcasting commission (NBC) is a commission established by decree No. 38 of 1992 empowered to take full responsibility of managing and supervising the affairs of broadcasting in Nigeria. The National Broadcasting Commission was to advise the Federal government on the implementation of national mass communication policy with particularly reference to broadcasting applications from individuals or cooperate bodies for ownership of radio stations and television stations. It is to recommend applications through the honorable minister of information and communication to the president for the granting of radio and TV services, to regulate ethical standards and technical excellent in both public and private broadcasting stations, it's established to disseminate a nation broadcasting code that set standards with regards to the content and quality of material and of broadcast, the NBC was established to monitor broadcasting. It is to allocate airwaves and frequencies to radio and TV stations.

Ownership in the broadcasting sector is shrouded in excessive secrecy particularly during the licensing process. There is some legislative provision for control of cross-ownership. Section 9 (4) of NBC, Act 38 says that in determining the

granting of licenses, the NBC shall consider “the structure of share holding in the broadcasting organization the ‘the number of share holding in other media establishment”.

Okenwa (2002:11) and Effiom (2005, p. 138-139) believed that the ownership structure and the resultant influence of owner’s of the media organizations, broadcast of the electronic media has had serious effect on journalism. The news content of many radio stations conform to the interest of radio owners.

### **2.2.7 Effects of ownership on the media in Nigeria**

According to Edeani 1995; “Ownership of mass media in Nigeria is an issue that has generated a deal of public attention and heated debate and that factor is likely to be important in determining the extent, and the land of coverage the country’s presses are able to produce news that is free from subjectivity.

The effect of ownership or leadership on media in the pre-independence era was said to be highly outspoken, politicized and diverse. The political, economic and social affairs of Nigeria were under the direct control of British colonial masters till 1960, so also was ownership, philosophy and control. Colonial policy is not always designed for the total benefit of the colonial subjects, so also was the case at the Nigerian media at that time.

The effect of ownership on media performance under military rule of January 15, 1996 when the armed forces took over government after a bloody coup d’etat was

not a good one. Immediately after the successful coup, the media was reduced to reporting news on propaganda that lacked even surface credibility. In this regard one is forced to say that there was absolute media ownership effect on the production and covering of radio news especially the FRCN which was and still is owned by the government. In an enlightened democratic society where the role of the media is recognized and given its right place in the society, there exists a healthy relationship between the governments. Because of this journalist practice their watchdog role conscientiously, but in a contrary situation where the media is not given the right place in the society, a society like ours, the journalist misinforms the public in true negation of the ethics of journalism.

Concentration of media ownership is very frequently seen as a problem of contemporary media and society. When media ownership is concentrated in one place, a number of undesirable consequences follow, they include;

- i. Commercially driven, ultra-powerful mass market media is primarily loyal to sponsors i.e. Advertisers and government rather than to the public interest.
- ii. Consequently, if the companies dominating a media market choose to suppress stories that do not serve their interests, the public suffers, since they are not adequately informed of some crucial issues that may affect them. If the media outlet in a town refuses to air a story, the question becomes, who will?

iii. It reduce diversity of information, reduces accountability of information providers to the public. It creates a poorly informed public who are restricted to a reduced array of options that only offer information that does not harm the media oligopoly's growing range of interests.

iv. It reduces the overall quality and diversity of information communicated through major media channels. Media ownership can lead to censorship of wide range of critical thoughts.

### **2.2.8 Effects of government ownership of the media in Nigeria (FRCN)**

It is common knowledge that ownership determines the political focus of the media, with an example of NTA, which is wholly owned by the federal government just as the FRCN. In Nigeria, we follow the traditions of our colonial masters in political advocacy on radio and television, thus the role of electronic media has become limited to party political broadcasts in which leaders of the contesting parties come on air to propagate their policies and programs.

It is important to elaborate upon the issue of media consolidation and its effect upon the diversity of information reaching a particular market. Crisis of consolidation raise the issue of whether monopolistic or oligopolistic control of a local media market can be fully accountable dependable in serving the public interest. Whether they will present a diversity

of opinions and also whether they are willing to present information that may be damaging to either their advertisers or to themselves.

On the local end, reporters have often seen their stories refused or edited beyond recognition. In instances where they have unearthed potentially damaging information concerning either the media advertisers or its parent company i.e. the elites. In this case, investigative journalism is crippled beyond receiving. Regardless of factual basis, journalists and their reports may be directly sponsored by parties (which I must say is against the ethics of journalism) who are the subject of their journalism leading to reports which actually favour the sponsor, have that appearance, or are simply a repetition of the sponsors opinion.

Government stations are established by legislative acts, stipulating their nature, funding and operation. They are run as extensions of the executive branch of government, such as parastatal in the ministry of information. The stations are public property held in trust for the people by the government as public institutions. They are funded by legislative approvals like annual budgetary provisions, subventions and taxes from the major source of operational funds for public stations. Personally, I think if only the government representing the interests of a minority elite control the public airwave of over 300 million citizens, then calling them “public airwaves” is only lip service. The desire of government to own and control broadcasting stems from two major dicta namely; that information

can influence public opinion and change governments. The immediacy of broadcasting and its extensive coverage or reach makes it a potent force for effective mass mobilization of people as agents of social change. It is also considered that since the airwave is public property, it requires the exclusive right of the people's government to exploit the common wealth of the people through the establishment of broadcast stations.

### **2.2.9 History of broadcasting in Nigeria**

Unlike the print media that was established at the initiative of Nigerian citizens and used as a vehicle for venting dissatisfaction with colonial government, the colonial government

established the Nigeria Broadcasting Corporation (NBC).

Audu (1998) argues that the colonial radio was severely attacked by the Nigerian nationalist movement and the indigenous press as being the mouthpiece of colonial government. It was a time the Nigerian people wanted an impartial NBC that would be representative of not only the government but also that of Africans. Uche (1986) points out that since the colonial government controlled the colonial radio; the indigenous community had no access to its use. The emergent Federal House of parliament in 1954 thus set in motion, steps toward transforming NBS into an autonomous body free from government control.

The early fifties was a period in Nigeria when the apparently conflicting desire for regional autonomy on one hand and national unity on other hand had already taken root. According to Olabode:

The colonial administrators stated the purpose for which broadcasting was established:

these were to serve the information needs of the British community in Niger, to propagate western cultures and to also advance the colonial administration (Olabode 1994).

For Audu (1999), under the Macpherson constitution, broadcasting was placed on the concurrent list thus making it possible for the three regions to establish their own stations, each in competition with the central government. Maduka further states that:

Even at the beginning it was not an indigenous radio particularly its guiding laws: whole sections in Nigerian laws were replicated from the British broadcasting corporation (BBC) charter, especially in the provision of fairness and balance in news treatment of political issues and public disputes (Maduka, 1997).

Uche further argues that the colonial antecedents of broadcasting in Nigeria can be traced back to 1932 when the British hooked up Nigeria by wire services to the mother country. This was extended to the Nigerian colony using the post and telegraph (P&T), through some rudimentary wire services, which were obtained in



other settler colonies such as Kenya, Rhodesia and South Africa. This made it possible for Nigerians to tune to the BBC. An Obazete (1996) state that this fledgling colonial radio was facilitated by wired relay stations, and was conceived mainly as an arm of British propaganda and as a public relations strategy in the colonies especially during the World War II to counter Hitler's propaganda.

Being the only service of this nature available at the time, the mechanism became popular as the number of subscriber rose to 10,000 in 1949, with relay stations covering major cities such as Lagos, Enugu, Kaduna, Ibadan, Calabar and Port Harcourt. At this time the number of licensed sets was about 5,000. Rapid urbanization underpinned by gathering anti-colonial ferment of the 1950s made the establishment of an indigenous radio service inevitable.

The contemplated idea of a British West African Broadcasting service, by the colonial government in 1932, according to the Turner Byron commission was considered unviable due to linguistic and geographical barriers. The Turner report rather recommended, and the colonial administration accepted the establishment of a country radio service. In the case of Nigeria, the expansion was to assume a regional structure. The project that gave birth to Nigeria Broadcasting Service (NBS), was undertaken by BBC through its experts including T.W. Charmers and J. W. Murray who became pioneer chief executive and chief engineer respectively (Ikime 1983; Audu 1999).

Though widely supported, the initiatives in the House of Representatives did not materialize until 1957, when by an Act of Parliament, No. 57 of 1956 assented to by the queen, NBS was later converted to a statutory corporation and called Nigerian broadcasting corporation (NBC) on April 2 1951. The reason for this was to shield the NBC from the prospects of government interference and exclusive propagation of the views of the ruling political party. The NBC Act was in operation until 1978, when the federal radio corporation of Nigeria came into being by virtue of Decree No. 8, of 1979 with retrospective effect from 1st April, 1978 (Omu 1963, Audu 1999).

The functions of the NBC include, among other things provision of independent and important broadcasting service to r5eflect the unity of Nigeria as a federation, and at the same time give adequate expression to the culture, characteristics, affairs and opinion of the people of each region. It was also to engage in presentation of ministerial speeches from various political parties, including speeches that express divergent views on issues other than political, and provide educational service for the benefit of the people.

According to Audu (1999), the new NBC has a regional board of governors with a chairman and ten members in each region. There was also a director-general (DG) and a secretary to the corporation. The NBC was expected to be an independent policy making institution. The functions of the regional boards were identical to

those of the national board. In practice however, whereas the national board portrayed national cultures, the regional ones focused on cultures within the region. The way the NBC functioned raised concern about national unity. Each of the three regional governments lost faith in the NBC and embarked on the establishment of their broadcasting outfits. The 1956 ordinance gave almost autonomous powers to regional board of the NBC. The political arrangement in the country had already established what was almost a confederation with regions competing freely with the federal center. The emerging federal constitutions especially that of 1953 left media matters on the concurrent list. This enabled the regions freedom to establish their media and seek frequency allocation from the federal government. According to Lasode (1994).

The colonial radio, which was based in Lagos, had a difficult task. It was required not only to project on national image, but also to reflect the various characteristics of the three regions. This was not always possible. Conflicts always arose between the NBC and the regional governments who felt that NBC has failed to accomplish the utmost diversity and decentralization dealing with regional complaints.

Audu (1999) states that with the 1956 Act which gave a leeway to the regions to have more than a say in the media organization based in their areas, they gradually got their parliaments to introduce adufts that established their broadcasting systems. All these thus provided the necessary impetus for the establishment of

regional broadcasting services. It was the Western regional government that seized this opportunity to first establish its radio and television stations.

According to Maduka (1997), radio, which was the first to start, refused to carry the views of the people, particularly if such views were divergent from the establishment. This further gave impetus to emergence of television in Nigeria. The situation remains the same until the emergence of private broadcasting stations in Nigeria. This situation did not change until the emergence of private broadcast stations in 1996.

#### **2.2.10 NBC and the Emergence of Private Broadcasting**

Before the National Broadcasting Commission (NBC) was set up by the Federal Government, the legislative houses in the three regions, had the powers to approve the laws, which established broadcasting stations in the three regions during the first republic. They were primarily to serve as public service institutions.

Broadcasting and public service have almost become inseparable. The principle in public service broadcasting (PSB) is that it places it a duty on any government to administer any broadcasting medium in such a manner as to serve the national interest, predicating such service on its need for social political and cultural experiences as its guiding philosophy. The origin of the public interest in broadcasting, according to head (1982) is that:

Communication must of necessity serve the public interest, which emerged during the early days of maritime radio, when it became obvious that self interests and commercial profit could not be allowed to stand on the way, when lives were at stake in emergencies at the sea. To ensure that it serves public interest, the guideline then was unambiguous about the programming requirements such as fairness and balance good taste, decency, integrity, accuracy, morality and social values. It must also serve the needs of the people irrespective of what government was in power.

The regulatory authority over approval of licences for broadcasting stations before 1994 was the federal ministry of communications. The ministry had power to approve licence but could not withdraw such. This anomaly therefore made it difficult for the ministry to regulate the programming of broadcast stations, particularly if there was a breach of operational rules. There was even not much need to withdraw broadcast licences because the broadcasting stations were all government owned. This therefore gave the stations room to become bias.

By 1996, following the collapse of the first republic, an era of state owned radio and television stations began. This fad, according to the NBC Handbook, caught on with the creation of more states by the General Yabuku Gowon regime. This proliferation became more intense, as some of the states were not content with having one channel of radio or television but went ahead to acquire more channels

especially on the frequency modulating (FM) band. This is to enable the regional government disseminate news on their activities in local dialects. The feedback from the listeners was almost non-existent (Rhodes, 1999).

According to Tangrin (1995), discussion for privatization and commercialization of state enterprises in sub-Saharan Africa shows that these initiatives arose out of the need by African governments to comply with donor driven economic reforms programme of which divestiture and greater economic and political liberalization constituted an integral part. He further contends that given their troubled economic conditions and acute dependence on foreign financial flows, African governments officially accepted privatization so as not to forfeit the international support crucial for their survival.

It was within this background that the NBC came into being. The decree setting up the commission stresses the need for an agency to monitor, coordinate and midwife the deregulation of the broadcast industry. According to Dokpesi (1997), NBC was set up to actualize the popular recognition of broadcasting as a vital tool in the country's socio economic development and the need to break the monopoly of government ownership.

The commission was set up to monitor and regulate the private and public radio, television and cable stations. It has relevant powers relating to broadcasting under the wireless and telegraph Act and Regulations as well as the powers in section 7

(1) of the NTA Act 1977 and section 6 (1) of FRCN Act. Section 2 (2) of NBC Decree 38 1992 states; “No person shall operate or use any apparatus or premises for the transmission of sound and vision by cable, satellite or any other medium of broadcast from anywhere in Nigeria except under, and in accordance with the provision of the Decree”.

This policy framework for the operation of private enterprise broadcasting in Nigeria coincides with the SAP, which began in the eighties. (Ogundimu, 1997, Bourgault, 1995). For instance, in 1988, the NTA and the FRCN were cited among enterprises slated for partial commercialization, which entitled them to managerial autonomy and a great deal of financial independence after an initial take-off grant. In July, 1992 the federal government, through the technical committee on privatization signed performance bond with the two networks, NTA and FRCN. This however did not take place until new licences were granted in 1994. It recommended a regulatory body to control broadcasting in Nigeria. It gave official support to the establishment of the NBC in 1992 through Decree 38.

As at December 2004, following more approvals in 2004 there are today 99 federal television stations, 41 national radio stations; 40 state radio and 34 television stations, 17 private radio and 14 television stations. This upsurge in request is because; owning a licence for a station automatically confers a status of patronage

from the state while access to a broadcast station is seen as vital to electoral success.

## **News**

News means information, data of interest. It also means reports of current events broadcast via media such as newspaper, radio, television etc. News could be good or bad, depending on the events.

News is classified in hard and soft news (fresh and stale news)

- Fresh/current news — is news about recent happenings or has happened but is going on in different places. Like the bomb blasts around the country.
- Hard, stale, old news - news about Chibok girls been kidnapped is now getting. This concerns news that a relevant but is no longer in use for the main time.

## **Sources of News**

News, according to Udeb (1998) “is found everywhere. A good reporter makes news out of the most casual event. Be aware of what is happening around you. News is always in the making. No matter where you are.... Always keep your ear open and to the ground”.



If news according to this communication scholar is everywhere and is always in the making, it then means that the sources of news we see, read and hear every day from the various mediums of mass communication is around us. Professionally speaking, newsbeats are special interest area or institutions of life where reporters or news men (women inclusive) are sent to scout for news.

News therefore, can be gotten from the various places that will be mentioned below:

- It can be from a school; how it is run, the issues or educational standard.
- Could be from our homes; most especially people with high standard of living (superstars). How they live outside their fame live.

## **2.2 Review of Related Studies**

Some or many literatures were reviewed in the course of the research work. I shall briefly analyze some of them. The first Audu (1999) under the Macpherson's constitution said, broadcasting was placed on the concord list thus making it possible for the regions to establish their own station each in competition with the central government.

One pertinent point about the early years of broadcasting in Nigeria however was the high quality of technology and managerial elite that pioneered its establishment.

The nationalists in the walk of struggles for independence, realized the importance of radio as a means of reaching out to the masses scattered in places or villages over large areas in the regions, nations. But due to increasing dissatisfaction with the NBS, the politicians eventually changed it into an organization with a strong regional posture, notwithstanding the mandate of the NBC that, it should at all times, ensure that its services reflected the unity of Nigeria as a federation.

Lasode (1994) and Audu (1999) states that what obtained, however was that the NBC as a national broadcast institution was engulfed in the politics of the nation. This involves competitions among the regional governments which at the same time became suspicious of the colonial authority, which they felt, had strong control over NBC. The regional government wanted two things, to control the programmes of NBC in their regions, to have indigenes of the regions as the predominant staff of the regional NBC (Nigerian Broadcasting Corporation) station.

In furtherance, whether there is a competition amongs station or not, the media should still push to broadcast the events that happen around us especially in Enugu. Again as a tool for societal development the mass media is expected to present realist reporting of the event work against and for the society.

Mohammed (2002) the former needed the (media) institution to articulate, promote and defend bourgeois imperialist values, ideas and world outlooks, and counteract

nationalist agitations, and the latter to fight for justice, self determination, culminating in political independence. These two social classes engaged in fierce political struggle, mobilized their respective media of mass communication to advance their interests in promoting their differing social, economic and political objectives.

Access to information and the quality of information are vital factors in orientating a society's perception, attitudes and the behavior of individuals and groups. Inadequate information and misinformation about a particular situation can, and do produce false consciousness, misunderstanding and inappropriate responses which may cause problems for individuals and society.

Onoge (2000), all cultures recognize the importance of information for perceptions and have therefore evolved traditions of information separately. He also said that certain kinds of information may be restricted.

However, societies manage, package and control information. There is however more flow of information and in more transparent and egalitarian social structures than in societies that have rigid hierarchies of prestige, wealth and power.

Onoge further states: (onoge: 2000) the functional value of information for orienting action is ultimately dependent on the degree to which the information corresponds to what Karl Marx calls the "the rude external reality". An information predicated on falsehood which does not square regularly with rude external reality,

the real world, in which the people have lived experiences are ultimately distrusted and powerless. The information must accord with reality and address the contradictions in real life of the people, if it is to become the material force guiding the action. This partisanship therefore explains why there is total control of the media, particularly the broadcast stations during the past military regimes in Nigeria. The code of the NBC succinctly supports this statement.

### **2.3 Theoretical framework**

The theories used to support this research work are: Gramsci's theory of hegemony and the authoritarian theory

Gramsci used the word hegemony to mean the ways in which ruling classes use a dominant ideology to conceal their control of the masses. This is to say, that the ruling classes use their resources to kill the ideologies of the masses wherein their own ideologies of the masses wherein their own ideologies and values become dominant thereby becoming the norm in the society. In relation to this theory, we can see that Gramsci was right because the elites or the ruling class use their position and their resources to dominate the airwaves. Authoritarian theory there the monarch ruled (the kings and queens) in Nigeria, the government. In this study the owners of the radio station. They have the final say the opinion of people is useless if not approved. The hegemonic theory says that once ownership of a media is established and demonstrated, there is no real need to examine the

programs and news content of a media house in detail, as all they would display would be minor varieties within the narrow limits dictated by their owners. The Authoritarian theory points to the fact that the government use the mass media to cover and disseminate the ideas and the world view of the ruling class and in the process deny or refuse alternative ideas. Gramsci's theory of hegemony sees the media as an ideological state apparatus largely concerned with the reproduction of dominant ideologies claiming relative autonomy for the mass media (Wolla Cott 1982:110). This is seen as true in the case of the Nigerian radio station, FRCN as it tends to reproduce interpretations which serve the interests of the ruling class. Their (FRCN) news performs the crucial role of defining events in favor of the government and other sponsors.

In summary, authoritarian and Gramsci's theory of the hegemony are of the opinion that ownership and economic control of the media is the key factor in determining the control of the media messages, after all "it is he who pays the piper that dictates the tune". So these two support the research, as they explain that ownership of the press does not allow it to perform its duties i.e. it explains the effect government ownership on media or news coverage or reporting.

#### **2.4 Summary of Literature Review**

A government owned media is incapable of performing the watchdog role over the activities of those in government. It should be agreed that government owned

media just like the FRCN, distort historical events out of sycophancy towards those in government. Government owned media houses sing praises to the government and their journalist are unable to be journalists of conscience and do not perform their social responsibility to the society in covering radio news.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

In this study, the survey research method was used as the scientific approach in the study. Survey research was found to be the most appropriate for this particular study. Survey research, as a research technique used to obtain data, requires either interviewing the respondents or providing them with self-administered questionnaire.

#### **3.1 Research Design**

The design used for this study is survey research design. Survey design techniques are used to gather contemporary data either by direct measurement or by solution from others.

According to Ogili (2005), Survey is a form of descriptive research that studies both large and small population for the study. It studies a group of people, considered to be representative of the entire group. The research instrument employed in this study were questionnaires which were used in preference to other survey techniques.

#### **3.2 Population of the study**

Population of study according to Ogili (2005:53) “involves a group of persons or aggregate items, things the researcher is interested in getting information from the study”. The population of the study is the reporters/journalist of Federal Radio

Corporation I Enugu, as they are the once that cover the new3s. the population is made up of the entire journalist in FRCN, with the total number of 450.

### **3.3 Sample size and sampling techniques**

A sample is a representative of the whole population. Osuala (1982), sampling is taken to any proportion of a population as a representative of that population.

Ogili (2005:54) says that; sample is the actual number of or part of the study of population that is objectively selected for the purpose. Sampling is necessary because the entire population cannot be studied as it may be too large and cannot be controlled.

The sampling technique adopted for this study is simple random sampling technique which gives every member of the population the chance of selection. The researcher also used purposive sampling technique in the study to get the actual size that was studied. The sample size of this study was 140 randomly selected from the 450 journalist in FRCN and the journalists were purposively selected.

### **3.4 Instrument for data collection**

A total number of questionnaire items drawn and administered to the respondents. They were divided into two sections; Section “A” contained item on the demography of respondent and section “B” answered the research question.



### **3.5 Validity of instrument**

After construction and critical study of the questionnaire. It was passed to the researcher's supervisor for proper modifications of the questionnaire in order to ascertain good result.

### **3.6 Reliability of the instrument**

The measuring instrument was constructed in a way that the questionnaire item were used to measure particular hypothesis and relevant variable that leads the respondent to answer the question. The result were analyzed using test and retest before arriving at the score and later presented to the supervisor who approved it as being reliable from the selection.

### **3.7 Method of data collection**

Data was collected using the questionnaire which the researcher administered face to face to the respondents. Out of 140 questionnaires, the respondents, 120 copies were retrieved. This represented a response rate of 85.7%.

### **3.8 Method of data analysis**

In analyzing the data collected tables and responses were grouped and their percentage was calculated. Research questions were answered and analyzed using responses from respondents.

In testing of the hypothesis collected for this study, the chi-square goodness of test will be used because it is reliable and scientific in nature and widely used by social scientists. Formula for chi-square is  $X^2 = \sum(O - E)^2$

Where  $X^2 =$  Chi-square

$\sum =$  summation

O= observed frequency

E = expected frequency

Decision: the data collected used chi-square ( $X^2$ ) goodness of fit test to validate statistical hypothesis at 5% level of significance. To arrive at a decision, the researcher used the decision rule.

Decision rule: says reject null hypothesis ( $H_0$ ) if the calculated value is greater than the table value, otherwise accept.

## CHAPTER FOUR

### DATA ANALYSIS AND PRESENTATION

The aim of this chapter presents and analysis research findings since the research questions are geared towards responding to the research problems of this study, through the use of questionnaire distributed. One hundred and forty (140) copies of questionnaire were distributed, out of which one hundred and twenty (120) copies were returned with a response rate of 85.7% while 20 copies were not returned with a response rate of 14.3%.

The study answered the following research questions

- 1 To what extent do the media influence news coverage?
- 2 To what extent is the pattern of news peoples interest oriented or owner's interest oriented.
- 3 To what extent do the gate keepers influence radio news coverage?
- 4 What are the suggested areas of recommendation and improvement?

#### **4.1 Analysis of demographic data**

Items 1 — 6 in the questionnaire answered questions on the demographic of the respondents

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

Table 4.1.1: Response to question 1

Response	Frequency	Percentage (%)
Male	70	58.3%
Female	50	41.7%
Total	120	100%

**Source: Field survey 2014**

The above table shows that 70 respondents representing 58.3% are males and 50 respondents representing 41.7% are females.

**Question 2:** Age bracket

Table 4.1.2 Response to question 2

Response	Frequency	Percentage (%)
18-20	40	33.3%
21-30	30	25%
31 and above	50	41.7%
Total	120	100%

Source: Field survey 2014

The above table indicated that 40 respondents representing 33.3% were between the age of 18-20 years, 30 respondents, representing 25% are between the ages of 21-30, 50 or 41.7% were between the ages of 31 and above.

**Question 3:** What is your marital status?

Tables 4.1.3 Response to question 3

Response	Frequency	Percentage (%)
Single	20	58.3%
Married	50	41.7%
Total	120	100%

**Sources: Field survey 2014**

The table above indicates that 70 respondents representing 58.3% are single, respondents representing 41.7% are married.

**Question 4:** What is your educational qualification?

Table 4.1.4: Response to question 4

Response	Frequency	Percentage (%)
'0' level	20	16.7%
OND/GCE/NCE	30	25%
B.Sc	40	33.3%
M.Sc	25	20.8%
Ph.d	5	4.2%
Total	120	100%

**Source: Field survey 2014**

The table above shows that 20 respondents, representing 16.7% are ‘0’ level holders, 30 or 25% are OND/GCE/NCE holders, 40 or 33.3% are B.Sc. holders, 25 or 20.8% are M.Sc. holders, 5 respondents, representing 4.2% are Ph.d holders.

**Question 5:** Are you a reporter?

Table 4.1.5: Response to question 5

Response	Frequency	Percentage (%)
Yes	120	100%
No	0	0%
Total	120	100%

**Source: Field survey 2014**

The table above indicates that 120 respondents, representing 100% are reporters while 0 or 0% are not reporters.

Question 6: What type of reporter are you?

Table 4.1.6: Response to question 6

Response	Frequency	Percentage (%)
Specialist	40	33.3%
Freelance	10	8.3%
Fulltime	70	58.3%
Others	0	0%
Total	120	100%

**Source: Field survey 2014**

The table above indicates that 40 respondents, representing 33.3% are specialized reporters, 10 or 8.3% are freelancers, 70% respondents, representing 58.3% are full time (workers) reporters while 0 or 0% are others.

**Question 7:** Are you satisfied with the method in which FRCN covers news? Table

4.1.7: Response to question 7

Response	Frequency	Percentage (%)
Yes	120	100%
No	0	0%
Total	120	100%

**Source: Field survey 2014**

The information above tells us that 120 respondents, representing 100% are all satisfied with the method which FRCN covers news.

**Question 8:** Do you agree that FRCN covers detailed and key information? Table

4.1.8: Response to question 8

Response	Frequency	Percentage (%)
Strongly agree	40	33.3%
Agree	30	25%
No option	16	13.3%
Strongly don't agree	15	12.5%
Don't agree	20	16.7%
Total	120	100%

**Source: Field survey 2014**

Table 8 shows that 40 respondent of 33.3% strongly agree,30 respondents, representing 25% agree, 16 or 12.5% have no option, 15 respondent of 12.5 strongly don't agree while 20 respondents, representing 16.7% don't agree that FRCN covers detailed and key information

Question 9: Do you agree that FRCN's news coverage is sometimes restricted?

Table 4.1.9: Response to question 9

Response	Frequency	Percentage (%)
Strongly agree	41	34.2%
Agree	30	25%
No option	10	8.3%
Strongly don't agree	19	15.8%
Don't agree	20	16.7%
Total	120	100%

**Source: Field survey 2014**

The table above indicates that 41 respondents of 34.2% strongly agree, 30 or 25% just agree, 10 respondents, representing 8.3% have No option, 19 or 15.8% strongly Don't agree, 20 of 16.7% Don't agree that FRCN news coverage is sometimes restricted.

**Question 10:** Who causes the restriction?



Table 4.1.10: Response to question 10

<u>Response</u>	<u>Frequency</u>	<u>Percentage (%)</u>
Government	24	20%
The radio proprietors	50	41.7%
All of the above	46	38.3%
None of the above	0	0%
Total	120	100%

**Source: Field survey 2014**

Table 10 above tells us that 24 respondents, representing 20% say government, 50 of 41.7% say the radio proprietors, 46 of 38.3% say all of the above, 0 respondent of 0% say none of the above cause the restriction of news coverage.

**Question 11:** What factors restrict news coverage?

Table 4.1.11: Response to question 11

<u>Response</u>	<u>Frequency</u>	<u>Percentage (%)</u>
Inadequate infrastructure	22	18.3%
Economic problem	55	45.2%
Poor remuneration	17	14.3%
Threats from wealthy people	26	21.7
Total	120	100%

**Source: Field survey 2014**

Table 11 shows that 22 respondents of 18.3% say inadequate infrastructure, 50 of 45.8% say economic problem, 17 of 14.3% say poor remuneration, 26 respondents representing 21.7% say that threats from wealthy people are factors that restrict news coverage.

**Question 12:** Do you agree that FRCN news covering is based on propagating government policies as against the general public interest?

Table 4.1.12: Response to question 12

Response	Frequency	Percentage (%)
Agree	13	10.8%
Strongly agree	60	50%
No option	9	7.5%
Strongly don't agree	17	14.2%
Don't agree	21	17.5%
Total	120	100%

**Source: Field survey 2014**

The information above shows that 13 of 10.8 respondents agree, 60 respondents, representing 50% strongly agree, 9 respondents of 7.5 have no option, 17 of 14.2% disagree, 21 of 17.5% strongly disagree to FRCN covering news base on propagating government policies as against general public interest.

**Question 13:** Does media ownership or leadership have influence on radio news coverage?

Table 4.1.13: Response to question 13

Response	Frequency	Percentage (%)
Yes	116	96.7%
No	0	0%
No idea	4	3.3%
Total	120	100%

**Source: Field survey 2014**

**Question 14:** Do you agree that the pattern of FRCN Enugu's news coverage is owner's interest oriented instead of public's interest oriented?

Table 4.1.14: Response to question 14

Response	Frequency	Percentage(%)
Agree	26	21.7%
Strongly agree	70	58.3%
No option	5	4.2%
Disagree	5	4.2%
Strongly disagree	14	11.7%
Total	120	100%

**Source: Field survey 2014**

The above table indicates that 26 respondents, representing 21.7% agree, 70 respondents of 58.3% strongly agree, 5 of 4.2 had no option, 5 of 4.2% disagree, 14 respondents of 11.7 strongly disagree that the pattern of FRCN Enugu's news coverage is owner's interest oriented instead of public's interest oriented.

**Question 15:** Give reason for your answer above

Table 4.1.15: Response to question 15

<u>Response</u>	<u>Frequency</u>	<u>Percentage (%)</u>
It reports news in favour of the government	96	80%
<u>Reverse is the case</u>	<u>24</u>	<u>20%</u>
Total	120	100%

Source: Field survey 2014

Table 15 says that 96 respondent of 80% say that it reports news in favour of the government while 24 respondent of 20% says reverse is the case.

**Question 16:** To what extent does the gate keepers influence radio news coverage?

Table 4.1.16: Response to question 16

<u>Response</u>	<u>Frequency</u>	<u>Percentage (%)</u>
Very High extent	65	54.2%
High extent	21	17.5%
Very low extent	8	6.7%
Low extent	20	16.7
<u>No idea</u>	<u>6</u>	<u>5%</u>
Total	120	100%

**Source: Field survey 2014**

Table 16 above indicates that 65 respondent, representing 54.2% agree to a very high extent, 21 of 17.5% agree to a high extent, 8 representative of 6.7% disagree to a very low extent, 20 or 16.7% disagree to a low extent, 6 or 5% had no idea that the gate keepers influence radio news coverage.

**Question 17:** Is there a high level of professionalism and social responsibility in FRCN Enugu's news reports?

Table 4.1.17: Response to question 17

Response	Frequency	Percentage (%)
Yes	50	41.7%
No	30	25%
No idea		
Total	120	100%

**Source: Field survey 2014**

The information above indicates that 50 respondent, representing 41.7% say yes, 30 respondents of 25% say no, 40 of 33.3% had no idea that there was a high level of professionalism social responsibility in FRCN Enugu's news reports.

**Question 18:** Suggest how FRCN news coverage should be improved. Table 4.1.18: Response to question 18

<u>Response</u>	<u>Frequency</u>	<u>Percentage (%)</u>
Through codes of ethics of journalism	36	30%
By serving public's interest	34	28.3%
No idea	9	7.5%
All of the above	24	20%
None of the above	17	14.2%
Total	120	100%

**Source: Field survey 2014**

Table 18 above shows that 36 of 30% said through codes of ethics of journalism, 34 respondents, representing 28.3% said by serving public's interest, 9 or 7.5 said no idea, 24 respondents of 20% choose all of the above while 17 respondents, representing 14.2% said none of the above.

**4.2 Testing of hypothesis**

Ho: ownership or leadership does not have any influence on radio news coverage.

Hi: ownership or leadership of a media house has influence on radio news coverage.

Table 4.2.1: To access that ownership or leadership of a media house has influence on radio news coverage.

Variables	O	E	O - E	(O-E) <sup>2</sup>	$\frac{(O-E)^2}{E}$
Yes	116	40	76	5776	144.4
No	0	40	-40	1600	40
No idea	4	40	-36	1296	32.4
Total	120				E=1516.4

Source: field work, 2014

Chi-square formula

$$X^2 = \sum \frac{(O-E)^2}{E}$$

Where

$X^2$  = chi-square

O = observed frequency

E = Expected frequency

$\sum$  = Summation

From the above,  $X^2 = 1516.4$ ,  $df = 2$ ,  $\alpha = 0.05$

$$X^2_{i=}$$

$X^2$ (calculated chi-square) = 1516.4

Df (degree of freedom) = 2

$\alpha$  (percentage error) = 0.05

$X^2_{i=}$  (table chi-square under 2 def) = 5

To calculate expected frequency (Fe) all the observed frequency (Fo) were added and divided by the number of observation.

$$\therefore 116+4=120/3=40$$

To get the calculated chi-square for each of the observed frequency

$$\text{Thus: } 116-40= 76$$

$$4- 40= 36$$

$$0- 40= -40$$

$$76 \times 76= 5776/40 = 144.4$$

$$(-36)^2 = -1296/40 = 32.4$$

$$144.4+40+32.4$$

$$\text{For } df = k - 1$$

Where k = number of cases

1= constant number

$$\therefore 3-1 = 2$$

$$Df = 2$$

Decision rule

If  $X^2 > X^2_{\alpha}$ ; reject null hypothesis

Response of the question was tested analyzed using the chi-square. The test and the analysis showed that calculated chi-square is 1516.4, while chi-square table ( $X^2$ )



under two degrees of freedom and at 0.05 level of significance in for a non-directional test.

However the decision rule is whenever the calculated value ( $X^2_i$ ) is greater than the table chi-square value ( $X^2$ ), the null hypothesis should be rejected, but where the reverse is the case, the same hypothesis will be accepted. Thus considering the fact that the calculated chi-square value is greater than the table value, the after native hypothesis was accepted and null rejected.

Based on this statistical support, the finding indicated that significant proportion of Enugu’s FRCN radio owner’s influence radio news coverage.

Hypothesis two:

Ho: The news coverage of FRCN Enugu is not owner’s interest oriented instead of people’s interest oriented.

Hi: The news coverage of FRCN Enugu is owner’s interest oriented instead of people’s interest oriented.

Table 4.2.2: To evaluate the news coverage of FRCN Enugu is owner’s interest oriented instead of people’s interest oriented

Variables	O	E	O - E	(O-E) 2	$\frac{(O-E)^2}{E}$
Agree	26	24	2	4	0.2
Strongly agree	70	24	46	2116	88.2
No option	5	24	-19	361	15.0

Disagree	5	24	-19	361	15.0
Strongly disagree	14	24	-10	100	4.2
Total	120				$\Sigma = 122.6$

Where

$X^2$  = chi-square

O = observed frequency

E = Expected frequency

$\Sigma$  = Summation

From the above,  $X^2 = 122.6$ ,  $df = 2$ ,  $\alpha = 0.05$ ,  $X_{21} = X_2$  (calculated chi-square) =

122.6 Df (degree of freedom) = K

$\alpha$  (percentage error) = 0.05

$X_2$  (table chi-square under 2 df) = 1

To calculate expected frequency ( $F_e$ ) all the observed frequency ( $F_o$ ) were added and divided by the number of observation.

$$\therefore 26 + 70 + 5 + 5 + 14 = 120 / 5 = 24$$

To get the calculated chi-square for each of the observed frequency

$$\text{Thus: } 26 - 24 = 2$$

$$70 - 24 = 46$$

$$5 - 24 = -19$$

$$5 - 24 = -19$$

$$14 - 24 = -b$$

$$(2)^2 = 4/24 = 0.2$$

$$(46)^2 = 2116/24 = 82.2$$

$$(-19)^2 = 361/24 = 15.0$$

$$(-19)^2 = 361/24 = 15.0$$

$$(10)^2 = 100/24 = 4.2$$

$$0.2 + 88.2 + 15.0 + 15.0 + 4.2 = 122.6$$

For dft = K - 1

Where K = number of cases

I = constant number

$$\therefore 5 - 1 = 4$$

$$Df = 4$$

Decision Rule

If  $X^2 > X^2_i$ ; reject null hypothesis, otherwise don't reject.

The test shows that the calculated chi-square is 122.6, while the chi-square table ( $X^2_i$ ) value under two degree of freedom at a probability level of 0.05 is 5.99. The findings revealed that the chi-square calculated value, which is 5.99 based on the statistical support, the alternative hypothesis is accepted. On this note, it can be deduced that great proportion of news coverage of FRCN Enugu, is owner's interest oriented instead of people's oriented.

### **4.3 Discussion of findings**

The findings of this research study show that the journalists in FRCN perceive that the federal government has a lot of influence on the radio news coverage of FRCN and that the news that is covered is owner's interest oriented. The research also shows that FRCN's news coverage is based on propagating government policies as against the public interest.

Furthermore, the formulated hypotheses for this study also proved that ownership or leadership of media house influence their news coverage. Also, from the suggestions made by the respondents, it is concluded that FRCN news coverage should be improved by serving public interest and by adhering to the codes of ethics of journalism.

## **CHAPTER FIVE**

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

This chapter deals with the summary, conclusion and recommendations

This study examined the influence of media ownership on radio news coverage.

This chapter look at what is contained in previous chapters and gives a conclusion of the outcome of the investigations, make recommendations as well as give suggestions to future researchers.

#### **5.1 Summary**

This research work was set to find the influence of ownership on radio news coverage, so in chapter one, the researcher was able to determine the influence of media ownership on all news coverage by existing factors that influence the coverage of news in any media organization in any society, with emphasis on Nigeria as a society, and on FRCN Enugu's news coverage.

In chapter two, a detailed literature review was undertaken by the researcher. The idea of ownership influence was thoroughly analyzed. To authenticate the study, theories like the social responsibility theory and Gramsci's theory of hegemony were used to give the study a solid background.

The third chapter of this study saw to the methodology used in gathering information for the study which happens to be the primary data collection which included the sharing of 140 questionnaires to randomly selected FRCN journalists.

In the fourth chapter, the data used for the research work was analyzed with the aid of simple percentage tables and the hypothesis tested using the chi-square method. It is clear to see from chapter one to chapter four that ownership of media houses be it private owned or government owned, influence their news coverage.

## **5.2 Conclusion**

Radio is fully developed in Nigeria. Based on findings of the study, the following conclusions were reached: The research study has shown that government has influence on news coverage. It can be seen from the data gotten that 96.7% of the respondents say yes that the government or media owners have influence on FRCN's news coverage and it could also be seen that 58.3% strongly agree that news coverage of FRCN Enugu is owners interest oriented instead of public's interest oriented.

Most owners restrict workers (reporters) under them from covering event that will put the media in to problem with the government, talking about private owners.

Higher technology will lead to higher standard of news gathering rather than low method of news gathering. The best brain cannot do much where there is no money and equipment.

### **5.3 Recommendations**

From the research conducted, it clearly seen that FRCN needs to be properly funded so as to clear economic factor that hinders better news coverage. FRCN should also provide infrastructure (technological devices) that can help cover news easier and faster since even the best brain cannot do much where there is no money and equipment.

The radio owners should reduces the rate at which the put constraint on reporters who go out to source for news.

Journalist should be journalist of conscience and should perform their social responsibility regard less of situation.

Poor remuneration, poor performance. Workers or journalist should be well and properly trained so as to meet up with professional methods of covering events. i.e cover necessary items.

The government should interfere less in the running of the station and focus on subvention and overall performance of the station as a tool for national developments covering news that are people's interest oriented instead of owner's interest oriente

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## APPENDIX A

Department of Mass  
Comm.,  
Caritas University,  
PMB 1301784,  
Amorji—Nike, Enugu,  
Enugu State.

Dear Respondent,

I am a student of mass communication department currently researching on the “influence of ownership on radio news coverage FRCN Enugu”.

Kindly assist me by responding to the questionnaire to enable me write my project on the above. All information supplied would be treated confidentially and solely for academic analysis.

Thank you for your anticipated co-operation.

Yours faithfully,

**Imbul Nancy Nguevese**

## APPENDIX B

1. What is your sex?

(a) Male

(b) Female

2. What is your Age?

( a) 18-20

( b) 21-30

(c) 31 and above

3. What is your marital status?

(a) Single

(b) Married

4. What is your educational qualification? a) O'level

( b) OND/GCE/NCE

(c) B. Sc

(d) M. Sc

(e)Phd

5. Are you a reporter?

(a) Yes

( b) No

6. What type of reporter are you?

(a) Specialist

(b) Freelance

(c) Full time

(d) Others

7. Are you satisfied with the method which FRCN covers news?

(a) Yes

(b) No

8. Do you agree that FRCN covers detailed and key information?

(a) Strongly Agree

(b) Agree

(c) No option

(d) Strongly Don't Agree

(e) Don't agree

9. Do you agree that FRCN news coverage is sometimes restricted?

(a) Strongly agree

(b) Agree

(c) No option

(d) Strongly don't agree

(e) Don't agree

10. Who uses the restrictions?

( a) Government

( b) The radio proprietors

( c) All of the above

(d) None of the above

11. What factors restrict news coverage?

( a) Inadequate infrastructures

( b) Economic problems

( c) poor remuneration

(d) threat from the wealthy people

12. Do you agree that FRCN news coverage is based on propagating government policies as against the general public's interest?

( a) agree

(b) strongly agree

(c) no option

(d) don't agree

(e) strongly don't agree

13. Does media ownership or leadership have influence on radio news coverage?

(a) yes

(b) No

( c) No idea

14. Do you agree the pattern of F Enugu's news coverage is owners inters oriented instead of public Interest oriented?

- (a) Agree
- ( b) Strongly agree
- (c) No option
- (d)Disagree
- (e) Strongly disagree

15. Give reasons for your answer above,

- ( a) it reports news in favor of the government
- ( b) reverse is the

16. To what extent does the gate keeper influence radio news coverage?

- (a) Very high extent
- (b) High extent
- (c)Very low extent
- (d) Low extent
- (e) No idea

17. Is there a high level of professionalism and social responsibility in FRCN Enugu's news reports

- (a)Yes
- (b)No

( c) No idea

18.Suggest how FRCN news coverage should be improved

(a) Through codes of ethics of journalism

(b) By serving public's interest

(c)No

(d) All of the above

(e) None of the above