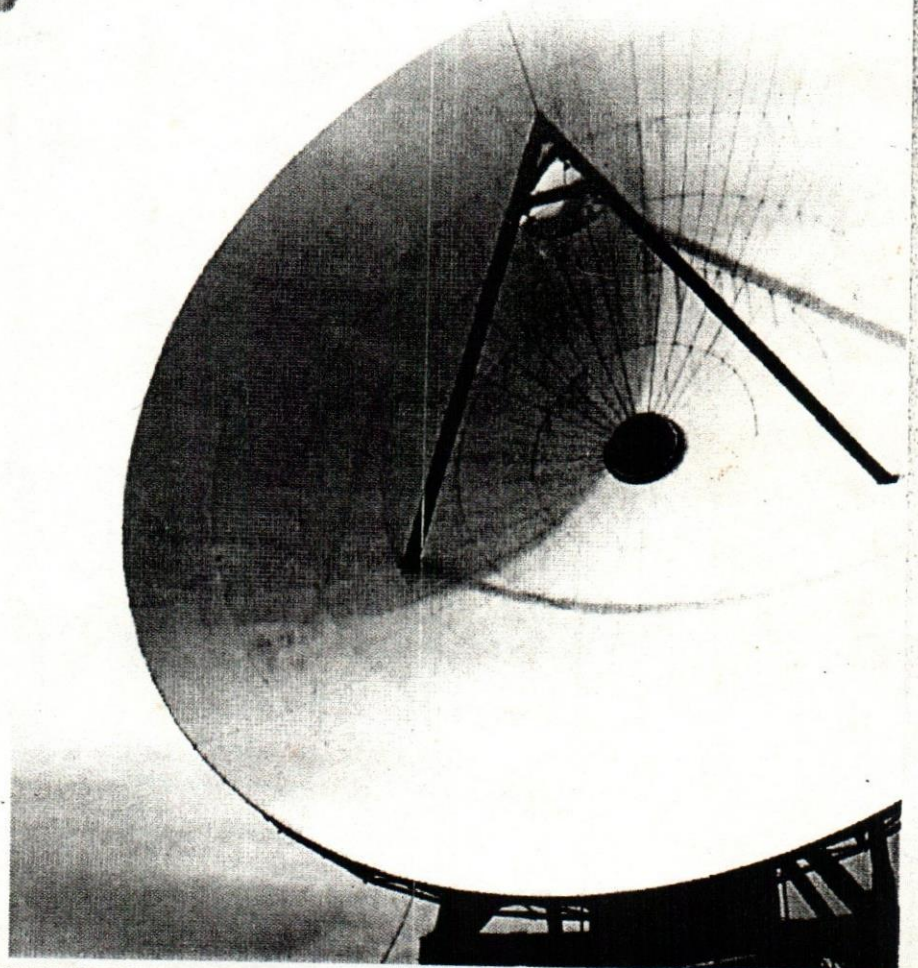


# BABCOCK JOURNAL OF MASS COMMUNICATION

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## **EDITORIAL COMMENT**

Higher institutions of learning have two basic functions – teaching and research. In support of the research function, Babcock Journal of Mass Communication serves as an avenue to showcase the research output of erudite scholars.

This edition is filled with topical issues in the field of mass communication. It features mass communication education, advertising and public relations, print and broadcast media coverage of some issues, communication in a school setting, as well as communication for conflict resolution.

We wish our readers a wonderful time as they go through this richly packed edition.

**Solomon George Anaeto, Ph.D**  
*Editor-in-Chief*

**BABCOCK JOURNAL OF MASS COMMUNICATION**  
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## **NEWSPAPER CONTENTS REPORT PROGRAMME IN THE BROADCAST MEDIA: IMPLICATIONS FOR NEWSPAPER READERSHIP AND CIRCULATION IN NIGERIA**

*\* Olumuyiwa Popoola*

### **ABSTRACT**

*This research was carried out to ascertain the effect(s) of exposure to newspaper contents report programme in the broadcast media, on newspaper readership and circulation in Nigeria. The seemingly controversial and untested hypothesis that led to this fact-finding activity was that, exposure to press report programme affects newspaper readership and circulation negatively. However, this study discovered that, contrary to mere speculations, exposure to press report programme affects newspaper readership and circulation positively, and that the effect of the exposure would only be adjudged partly positive and negative, if it can be substantiated that the satisfaction people derive from the programme, which makes them refrain from buying newspaper(s) any longer, is not consequent upon any financial constraints or any other variable not tested in the research. The research findings evolved from a careful random sampling and interrogation of 200 Lagos State Civil Servants, with the aid of questionnaire, as a reliable data collection instrument, using survey method of socio-scientific research*

### **INTRODUCTION**

#### **Background To Study:**

Human beings, for several millennia, could speak. Then, about 5,000 years ago, as Finnegan *et. al.* (1991) write, their uniqueness was not only that they could communicate orally among themselves, but that they could embody their speech in writing. The uniqueness, as Wainwright (1972) and Alao (1992) observe, had assumed an even greater dimension with the invention of the printing press. Consequently, information could be preserved overtime and transported over space in the form of news.

As Lippman (1992) documents, 'news itself was not a mirror of social conditions at that time, but the report of an aspect of behavior that had obtruded itself. People depended on news to know about their society and events around them. Printing gave birth to newspaper which took over the task of news dissemination from the person-to-person mode of communication. Later, radio broadcasting became economically viable to challenge the print media in the business of news reporting.

Finnegan and her colleagues write that these two technologies did things differently to limit competition between each other through traces of rivalry which existed in the areas of news, fiction and pictures. Newspaper, for instance, had been known long time ago for serving the readers with the news of the moment. Hence, the immediacy that radio

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broadcasting evolved with, led newspaper men to devise new means of remaining in business, by going beyond straight news to offer interpretation. Finnegan et. al. state further that, while it was easy to speculate that radio news might kill or injure newspaper, a contrasting hypothesis held that a short newscast would stimulate interest and lead listeners to read newspapers more. However, as advanced by Lazarsfeld (1940), research had much earlier demonstrated that the second proposition was closer to the truth. Radio and the printed pages were not seen as substitutes for each other but opportunities for the news-hungry to use both to satisfy his appetite.

Hence until the arrival of television on the scene, it became somewhat of a cliché among communication researchers to say that different media are not displacing but reinforcing one another in news reporting. The relationship among them had been equated by Finnegan *et al*, to that existing between radio sports and attending games, listening to records and attending concerts. She and her associates argue further that, television, with its audio-visual appeal, had made researchers uncertain whether the relationship between it and newspaper is that of reinforcement or cataclysmic reconstruction.

With this history of competition and rivalry between the electronic media and print media over news, the arrival of press report programme was not seen as good development by newspaper operators. They have seen the development as a further attempt by the broadcast media to erase any advantage the print media may have over them in news reporting, and thereby limit readership and circulation. As Finnegan and her colleagues report, the conflict began in Great Britain. At the newspapers' behest, the British Broadcasting Corporation (BBC) was forbidden for years not to do anything with news except "read a short wire-service bulletin; no detail, no drama, no effects but just grab announcement."

It was not surprising therefore when Newspapers Proprietors Association of Nigeria (NPAN) filed a suit in the law court against the Broadcasting Organization of Nigeria (BON) insisting on the abolition of early morning report of the contents of their papers or payment of royalties to them. As Oyinlola (1992) explains, the fury of newspaper proprietors had been based on what they term, "the effort put into news gathering which electronic media now enjoy without any cost".

As history shows, the deregulation of broadcasting in Nigeria by Decree 38 of 1992, led to the introduction of early morning television shows and 24-hour radio broadcasting with its attendant pressure on programming. Clearly, efforts had been made by producers and presenters of press report programme to convince newspaper owners of the complementary role of the programme as far as newspaper circulation was concerned. But, while the broadcast journalists had been optimistic programme serves as advertorial for newspapers and thereby enhance readership, print journalists had been concerned about the negative effects of the press report programme as an alternative to reading newspapers.

Though, none of the conflicting media could substantiate its claims with statistics, the assertions of some communication scholars are in consonance with the view of the broadcasters. According to Agee *et al* (1985), in spite of regular or routine newscast on the broadcast media, viewers still go further to read newspaper for detailed information.

Moreover, a research conducted by Uzokwe (1978), reveals that circulation of newspaper

does not depend mainly on the news which the broadcast media transmit, but on other-items like features, letters to the editor, vacancies and cartoons. However, in what appears like reciprocity, presenters of the press report programme try to highlight only the headlines with or without the mention of the news itself. Oftentimes, some presenters advise interested persons to go to the news-stand for more details. Newspaper proprietors, on their part, seem to acknowledge the effect of the press report programme on their publications, especially on people's choices of which newspaper to read immediately after the programme. Hence, some of them send complimentary copies of their papers to these presenters on the premise that persistent failure by the broadcasters to mention the name of a newspaper during the programme, could be misunderstood to mean that, there is actually no story of interest in that particular newspaper that day. Similarly, consistent mention of any newspaper tends to give it prominence and creates a favorable image for it. This assumption, which highlights the status conferral function of the press, had been identified as the cause of apparent popularity of some newspapers.

Notwithstanding, the acknowledgement of the newspaper proprietors apparently does not mean approval or consent. Perhaps, they send their papers to the broadcast stations as mentioned earlier not to jeopardize their prominence until the anticipated court ruling to stop the programme. In another dimension, the growing popularity of the press report programme, and the increased participation of both public and private stations, indicate the presence of public interest in the programme. Today, the programme is gradually becoming a permanent feature of broadcast media especially with the availability of sponsors.

For instance, Gateway Radio on 90.5 FM, Eko FM on 89.75 FM, and Premier FM on 93.5, transmit the programme everyday. To mention television stations, Gateway Television and Lagos Television, transmit the programme daily, while the Radio wing of Broadcasting Corporation of Oyo State also transmit the programme daily. However it appears that it is the public interest generated by the press report programme that makes this study imperative. It is only when people listen to or watch this programme that they can be influenced to read or refrain from reading newspapers. In considering public interest, socio-economic factors, literacy level, age and the relevance of news item to the listeners and viewers, may play vital role in ascertaining the effect the press report programme may have on newspaper readership and circulation.

#### **STATEMENT OF PROBLEM:**

Apparently, "the rising cost of newspaper had lowered newspaper procurement in recent times". Apparently, it is becoming increasingly difficult for people to buy newspapers and when they do, to buy more than one publication each day. Those who manage to read newspapers, do so at awkward places, and not in the comfort of their homes. The introduction of press report programme by the broadcast media had been hailed by many as an alternative means of satisfying the urge to read newspapers. Some had equally praised the broadcast media for the programme, not because it provides them with a short route of escape from buying newspapers, rather, they feel it helps them in making a decision on which newspaper to buy for additional details. Unquestionably, this is a controversy. Consequently,

it is fallacious to make any arbitrary declaration that early morning press report programme, has effect on newspaper readership and circulation. Even when any effects may be apparent, the extent and direction of such effects are to be ascertained empirically.

For instance, it appears difficult to ascertain the extent to which the programme affects the selection of which newspaper to buy. It is an irrefutable fact that financial resources are limited, and it follows that people may not be able to afford all the available dailies, thereby choosing which ones to forego. The decision to procure a newspaper may therefore be influenced by what the press reports say (or do not say) about the selected newspaper in relation to other papers.

From another perspective, it seems possible to buy a newspaper as a routine than with any enthusiasm to read beyond the front pages. Listening to the programme may motivate the reader to read beyond the front page. When that happens, it indicates, on the one hand, that the programme enhances readership. On the other hand, being exposed to the programme may fully satisfy the curiosity of some audience; thereby reducing newspaper circulation. Also, the importance of a news item may attract readership. Often, people like to buy newspapers that contain vital information to them. These various possibilities raise the problem of knowing precisely whether the aggregate effect of press report programme on newspapers circulation is positive or negative. Consequently, considering the apparent validity of the rising arguments and counter-arguments, one might be tempted to subscribe to any of the opinions without any empirical evidence.

This study then seeks to ascertain the effect of press report programme in the broadcast media, on newspaper readership and circulation. Also, if there is any effect, it is the problem of this study to determine the extent and direction of such effect empirically.

#### **RESEARCH QUESTIONS:**

This study shall seek answers to the following research questions:

1. Do people expose themselves to press report programme on radio and/or television?
2. Why do members of the public expose themselves to press report programme in the respective media?
3. Does the press report programme affect procurement and readership of newspaper?
4. Does exposure to the programme limit the circulation of dailies if it is ascertained that it affects procurement and readership?
5. What is the extent of the effect any exposure to the programme may have on newspaper readership and circulation?

#### **LIMITATIONS OF STUDY:**

Due to various constraints such as finance, time and other resources, a large scale research could not be conducted, even though desirable. Therefore, the study was limited to Lagos. There was a rationale behind the choice of Lagos. At the time of carrying out the research, Lagos, the former capital city of Nigeria, remains the commercial nerve centre of the country. More importantly, of all the states of the federation, Lagos has the largest number and highest concentration of both the print and broadcast media.



Consequently, the research sought Lagos State civil servants who have access to the media of radio and television, and could understand mass media messages. As, Alao (1992) argues, "there are people who read newspapers for other items apart from news". These people, among the civil servants, are not short-listed as potential respondents, as their preference for newspapers may not necessarily be as a result of the press report, but rather what Madueme and Ilobi (1983) describe as "the person's desire to know what the other columns say".

## **THEORETICAL FRAMEWORK**

### **The Uses and Gratifications Theory:**

People expose themselves to the media for several reasons. When an individual puts on his radio set to listen to press report programme, he does that to satisfy a want, desire or need either consciously or unconsciously. It may be his need to know what the newspapers are saying or what is happening around him. Therefore, he derives gratifications from the media, which may be "immediate" or 'deferred'. According to Katz, as quoted by Severin and Tankard (1988), the uses and gratifications theory is:

Concerned primarily with the social and psychological origins of needs which generate expectations of the mass media or other sources, which lead to differential patterns of media exposure, resulting in need gratifications and other consequences, perhaps mostly unintended ones.

As Katz puts it, if media exposure results in both intended and unintended need gratification, it tends to suggest that exposure to press report programme may satisfy the reader's need for news (intended gratification from the broadcast media) and, perhaps, reduce newspaper circulation (unintended gratification). Consequently then, once a need is satisfied, it puts an end to any further effort at seeking satisfaction. So, if the press report programme informs the readers what the newspaper had reported on a day, the readers may have the urge to read some newspapers more than others. In this way, room for selective reading is created. This assumption had been earlier reinforced by Davidson (1959) as he explains mass media audience as:

Individuals who demand something from the communication to which they are exposed and who select those that are likely to be useful to them.

Based on the foregoing, suffice it is to theorize that people gain satisfaction from press report programme, whether it leads them to read or refrain from reading newspapers.

### **Gate Keeping Theory:**

Gate keeping studies examine the process news stories traverse before they appear in the media. A gatekeeper, in this sense, refers to the person who keeps the 'gate' that information passes through or the person who according to Lewin, as documented by Severin and Tankard (1988), "determines what information is passed along the chain, and how faithfully

it is produced". After passing through all the 'gates' mounted by the newspaper house, news items pass through another 'gate' mounted this time by producers of press report programme before being highlighted. The process of selecting which newspaper to select, as well as which story to highlight, goes a long way in determining what the listeners and viewers are exposed to as stories contained in the dailies. A story that may be important to a listener or viewer perhaps due to its proximity to him, may not be deemed important to the producer and therefore fails to pass through the producer's 'gate'. This will, in turn, deprive the listener or viewer from knowing that such a story is in the papers and, perhaps, going for more details by reading the newspaper carrying it.

This is apparently true of those who may rely heavily on the press report programme as their guide to which newspaper to read, and those who as well use the programme as an alternative to reading newspapers. This research work is therefore based on the premise that, what the producers select as stories to be highlighted, affect circulation since the selection process is based on their (producers') subjectiveness, which may be at variance with the interest of the listener or viewer.

## **METHODOLOGY**

The survey research method was adopted for this study because of its effectiveness in attitudinal and behavioral studies. As Osuala (1993) asserts, "survey focuses on people, the vital facts of people and their beliefs, opinion, attitudes, motivations and behaviour. Earlier, Smith (1988) had spoken on the effectiveness of survey method. He declares:

Public views come closer to the true statistical picture if researchers that aim at deciphering attitudes and perceptions of the public or a section of the public adopt the survey research method rather than approaches.

In view of the purpose of this research which was to ascertain the impact of exposure to press report programme on newspaper readership and circulation, the survey method was adopted. Among other methods, the survey approach stood as the most appropriate, through which the research could be carried out effectively.

## **POPULATION OF STUDY:**

The population of this study was all Lagos State Civil Servants. Lagos was chosen because of a host of factors. One, irrefutably, a mixed-broadcasting system (interplay of government and private owned broadcast media is more conspicuous and prevalent in Lagos than in any other state of the federation. Two, the state is also known for its twin virtue of being the first state where private broadcasting was launched in Nigeria and press report programme introduced. Apparently also, the state has the largest number of newspaper outfits, and as the former capital city of Nigeria, Lagos serves as the commercial nerve centre of the country, coupled with its varying degrees of diversity in demographic and psychographic characteristics of its inhabitants.

### **SAMPLING SIZE AND TECHNIQUE:**

However, due to limited financial and time resources, only a sample of the population had to be surveyed. In order to draw a representative sample from which inferences could be drawn, the cluster sampling method was adopted and utilized first. There are altogether 23 ministries in Lagos State. Interestingly, as it is the case with every state of the federation, there is a cluster of most of the ministries in the Secretariat, situated at Alausa, Ikeja-Lagos. Consequently, since the civil servants are clustered in their respective ministries, each ministry was regarded as a cluster, meaning that there were 23 clusters. To create a sample, 10 clusters were selected from the total number using the simple random sampling method. Consequently, opinions of 20 respondents were sampled in each of the 10 randomly selected ministries representing clusters. The respondents were then approached in their respective ministries and offices. In each ministry, purposive sampling method was used in distributing questionnaire, so as to control variables such as educational qualification and status. This was also to ensure that, only those who were knowledgeable enough (to reasonably react to press report programme) were interviewed.

### **DATA COLLECTION INSTRUMENT:**

The major instrument used for gathering data was the questionnaire. The instrument was administered personally to respondents. The questionnaire was made up of close-ended and open-ended questions. Questions were drawn to elicit relevant research data. The questions were simplified to enable the respondents understand and answer them correctly.

### **PRESENTATION AND ANALYSES OF RESEARCH FINDINGS:**

Due to personal administration of the questionnaire and meticulous monitoring of the respondents, the entire questionnaires (200 in number) were retrieved. Five basic research questions (as previously stated) were answered using data gathered through the utilized data collection instrument-- questionnaire. Questions 1-6, 18-20 in the questionnaire were drawn as contingency questions. Consequently, questions 7-10 were designed to elicit responses to Research Question 1. Questions 11-13 were asked to provide answers to Research Question 2, while questions 14 and 15 were put forward to address Research Question 3. Questions 15-18 were meant to seek answers to both Research Questions 4 and 5.

#### **Research Question 1: Do People Expose Themselves To Press Report Programme On Radio And /Or Television?**

Questions 7-10 in the questionnaire were put forward to elicit responses to this research question.

**Question 7:** Do you listen to or watch early morning press report programme on some broadcast stations?

This was the most interesting discovery in the entire research work. It is noteworthy to find out that all the 200 respondents constituting 100% listen to or watch press programme. This shows that the programme is popular. Perhaps, one of the reasons for the apparent popularity of the programme is the multimedia airing of the programme. Moreover, due to

the metropolitan nature of Lagos, each household can boast of at least a radio set or a transistor radio.

**Question 8:** Which of the broadcast media of radio or television do you prefer for the programme?

From the responses gathered, 97 respondents, corresponding to 48.5% of the sample use both media. This further emphasizes the apparent popularity of the programme. For the percentage of the sample to tune to both media for the programme, indicates there is something intriguing and gratifying about it that compels the respondents to tune to a television station after listening to the programme on radio and vice-versa. Captivatingly, more people listen to the programme on radio than watch the television for it. While 63 respondents, constituting 31.5% of the sample listen to the programme on radio, only 40, representing 20% of the sample watch the programme on television.

**Question 9:** How often do you listen to or watch the programme?

This question measures the rate at which people actually expose themselves to the programme and assesses their attachment to it. Consequently, a total of 80 respondents representing 40% of the sample said they are exposed to the programme daily. This shows that interest in the programme is high. This percentage represents more than one-third of the sample and apparently reveals that the press report programme is indeed serving the needs of many for news.

A total of 68 respondents corresponding to 34% of the sample affirmed that they watch or listen to the programme several times a week. This percentage is also more than one-third of the sample. When these two figures are added, one will have 148 respondents, constituting 74% of the sample who are keenly interested in the programme. This is a significant number that can be used to measure the effect of press report programme on newspaper circulation. Lastly, are the 42 respondents, representing 21% of the sample who rarely watch or listen to the programme, and 10 respondents, corresponding to 5% of the sample who watch or listen to the programme once in a week.

**Question 10:** How popular is this programme generally?

Interestingly, 81 respondents, corresponding to 40.5% of the sample rated the programme as very popular while 59 people, constituting 29.5% of the sample, rated it as popular. Altogether, there are 140 respondents, representing 70% of the sample that admitted the programme's popularity. However, 54 respondents, standing for 27% of the sample could not really ascertain the popularity or otherwise of the programme, while only 6 respondents corresponding to 3% of the sample, rated the programme not so popular. It is noteworthy that the neutral responses of the 54 respondents cannot be used to counter the submission of 140 others that the programme is popular.

**Research Question 2: Why Do Members Of The Public Expose Themselves To Press Report Programme In The Respective Media?**

Questions 11-15 in the questionnaire were put forward to provide answers to the research question.

**Question 11:** Why do you listen to or watch this programme?

Interestingly, a total of 151 respondents corresponding to 75.5% of the sample expose themselves to the programme to satisfy their desire for news. This finding is not unexpected because the press report programme is a synopsis of the important news stories in national dailies. Consequently, 19 respondents constituting 7.5% of the sample, watch or listen to the programme to enable them decide which newspapers to procure. This particular datum addresses research question three as we shall see later. However, 16 respondents representing, 8% of the sample listen to or watch the programme while preparing for work and not necessarily because of what they intend to gain from the programme. It would be noted that while listening or watching the programme, these people may be attracted by a news story of relevance to them which (as a result of their inadequate attention to the programme) may be off-the-air before they can grasp it. This instance may prompt the last group of 16 respondents to seek clarification from the newspaper that carries it. The last group consists of 14 persons, representing 70% of the sample who gave official routine as their reason for exposure.

**Question 12:** Which of the radio or television station do you listen to or watch for the programme?

In compiling the responses to this question, it was discovered that some respondents listen to/watch the programme on more than one station. Therefore, the frequency distribution is higher than 200 as some of them (the respondents) indicated up to 4 stations.

From the data, it is evident that the most popular station is a radio station, Gateway Station with 105 listeners. This is followed by the same state - Gateway Television with 92 viewers. One reason adduced by most respondents for preferring both media stations, is their method of presentation. Interestingly, the production centers of these two stations are in Abeokuta-the capital city of Ogun state. The proximity between Ogun and Lagos State apparently accounts for the clear reception of signals in Lagos.

**Question 13:** Why do you listen to or watch the particular station(s)?

The reasons adduced by respondents for preferring one or more stations were carefully summarized into the following headings:

	<b>STATION</b>	<b>REASON</b>
1	Gateway Radio	Detailed News Presentation
2	Eko FM & Metro FM	Clear Reception of Signals
3.	Gateway Radio& TV	Mode of Presentation
4.	• “	Popularity

- |    |                        |                        |
|----|------------------------|------------------------|
| 5. | “                      | Loyalty to Station     |
| 6. | Radio Nigeria 1, Lagos | Elaborate Coverage     |
| 7. | Eko FM                 | Currency and Precision |

**Question 14:** When do you think this programme should come up?

Interestingly, an impressive 122 respondents corresponding to 61% of the sample ticked the morning period as being ideal for the programme. This finding thereby confirms the producer's view that people benefit more from the programme when it is aired in the morning. Consequently, 74 respondents, representing 37% of the sample want the programme in the evening; while only 4 persons, standing for 2% of the sample, want the programme in the afternoon. It would be noted that, perhaps, preference for the evening slot may be due to the fact that many people are always in a hurry to get to their offices in the morning. For such people, the evening period may appear to be the most appropriate.

**Question 15:** Should it be longer or shorter?

From the data, 97 respondents, constituting 48% of the sample, want the programme to be longer while 80 respondents, corresponding to 40% of the sample, want the time to alternate. The remaining 23 respondents, constituting 11.5% of the sample, want the programme to be shorter.

### **Research Question 3: Does The Press Report Programme Affect Procurement And Readership Of Newspapers?**

Questions 14-16 in the questionnaire were designed to elicit responses to this research question.

**Question 14:** Does the programme after listening to or watching it, influence your desire to read newspaper(s)?

A total of 160 respondents, representing 80% of the sample affirmed that press report programme influence their desire to read newspaper while 26 persons corresponding to 31% of the sample, said they are never influenced by the press report programme. The remaining 14 people, constituting 7% of the sample, could not ascertain whether they are influenced or otherwise.

**Question 15:** If yes, how often do you read newspaper(s) after the programme?

A total of 126 respondents, representing 63% of the sample indicated that the programme influence their desire to read newspapers always, while 34 respondents, corresponding to 17% of the sample, said they are influenced occasionally. When the two figures are added together, one gets a total of 160 respondents, constituting 80% of the sample as those whose responses indicate that press report programme influences newspaper readership. The last

two groups are 26 persons, representing 13% of the sample whose desires for newspaper are never influenced by the programme, and 14 respondents corresponding to 7% of the sample who could not ascertain whether their decision to read newspaper is consequent upon any exposure to programme or otherwise.

**Question 16:** Does the programme influence you to read particular newspaper(s) and forego others?

From the data, 121 respondents, representing 60.5% of the sample, affirmed that they are influenced by the press report programme to read some particular newspapers and forego others, while 58 persons, constituting 29% of the sample, said they are not influenced. The remaining 21 respondents, corresponding to 10.5% of the sample, did not respond to the question.

**Question 17:** Does the programme influence you to read newspaper(s) only when there is a news item of interest to you?

Interestingly, more than half of the sample- 106 respondents, totaling 53% of the sample, are influenced to read newspapers when news items of interest are highlighted to them in the press report programme. The remaining 94 respondents, constituting 47% of the sample, claimed they are not influenced. It can be carefully submitted therefore that press report programme actually influences choice of newspaper, especially when the report contains news items of interest to the listeners or viewers.

**Research Question 4:** Does The Programme Limit The Circulation Of Dailies If It Is Ascertained That It (The Programme) Affects Procurement And Readership?

This research question is the nucleus of the study.

**Question 18:** Do you find the programme so satisfactory that you do not feel like going for newspaper(s) any longer?

Surprisingly, 112 respondents, constituting 56% of the sample still go for newspapers, while 88 respondents representing 44% of the sample do not buy newspapers because of the satisfaction they derive from the press report programme. Consequently then, the fact that 88 persons derive enough satisfaction from the programme is an indication that press report programme actually affects newspaper circulation. However, income is an important intervening variable to be considered, as some of the respondents who do not go for newspapers any longer after the press report programme, may be inhibited by their low income rather than any satisfaction they derive from the programme. The relationship between income and financial ability to procure newspaper and satisfaction is surely critical to further studies. It could be deduced therefore, from the data, that press report programme invariably affects newspaper circulation positively. Also, the programme affects circulation of newspaper negatively, if it can be substantiated that satisfaction derived from exposure to the programme, does not prompt some people to buy newspapers any longer, other than their low level of income or financial constraints. It would be noted that 121 respondents, representing 60.5% are low-income earners.

**Research Question 5: What Is The Extent Of The Effect Any Exposure To The Programme May Have On Newspaper Readership And Circulation?**

Responses to question 15-18 in the questionnaire are hereby analyzed further to address this research question.

From the data to questions 15, 16, and 17, the press report programme actually influences choice and readership of newspapers, especially when news items of interest are highlighted to the people. In a situation where there may not be any interest in any of the stories summarized in the report, instances of particular choice may be reduced. Consequently, what may prompt or enhance choice and readership of newspaper may likely be of interest in particular newspaper, and not exactly in its captivating and attention grabbing contents for the day. It is evident from the data that press report programme does affect choice and readership of newspapers. But in the findings to question 16, 58 respondents totaling 29% of the sample, said they were not influenced by the programme to read particular newspapers and forego others.

Implied in this response are instances of interest in or loyalty to a particular newspaper, irrespective of its contents. Some facts are also noteworthy in studying the relationship between press report programme and circulation of newspapers. Based on the study, an impressive 97.5% of the sample read newspapers, despite the fact that a meager percentage of 14.5% buy dailies always. This shows that people read newspapers from different sources. It would be submitted that if the press report programme wholly satisfies people's desire for newspapers, such a high percentage would not have been recorded for newspaper readership. Although, it would be noted that some people out of the 97.5%, read newspapers because of other contents apart from news, and not because they are compelled by the programme to do so; 56% of the sample, categorically affirmed that they are influenced to buy newspapers after listening or watching the programme. However, only 44% claimed that they derive enough satisfaction from the programme to the extent of not seeing any need to buy newspapers again. As previously stated, it is not impossible to trace the acclaimed satisfaction of some of these people to their low income and financial incapacities. Perhaps, they don't buy newspapers due to financial reasons and not because the press report programme provides them with all the details they need from the newspapers. Income is therefore a vital variable to reckon with in assessing the relationship between press report programme and newspaper circulation.

Summarily, it can be stated that press report programme does influence newspaper circulation. More importantly, this influence tilts more to the positive side than the negative side. This is substantiated by the higher percentage of those who buy and read newspapers after exposure to the programme, than those who derive full satisfaction from it (the programme) and thereby refrain from buying. The effect can only be adjudged partly positive and negative if it can be ascertained that exposure to the programme provides maximum satisfaction that makes some people to refrain from buying newspapers any longer, and not because of any low level of income or financial constraints or any other variable not tested in this research.



## CONCLUSION

It is hereby restated that exposure to press report programme in the broadcast media, affects newspaper readership and circulation. Consequently, the effect is considerably positive, contrary to some unfounded speculations and assumptions that it is wholly negative. The effect can only be adjudged partly positive and negative, if it can be ascertained that exposure to the programme provides maximum satisfaction that makes some people to refrain from buying newspapers any longer, and not because of any low level of income or financial constraints or any other variable not tested in this research. This finding is imperative and central to the understanding of the relationship that exists between exposure to press report programme and newspaper readership and circulation in Nigeria. The relationship is that of reinforcement and not destruction. More importantly, this inter-media relationship will be adjudged more mutually beneficial if the role of advertising in promoting press report programme can be ascertained and substantiated with valid data.

Albeit, this study is not an exhaustive representation of the effect of press report programme on newspaper readership and circulation in Nigeria. Nonetheless, it is a significant contribution to an apparently unexplored area of inter media activities in Nigeria. It is anticipated that the research findings will help the various affected stakeholders to ascertain the impact of press report programme on newspaper readership and circulation, and create opportunities for more beneficial cross media relationship in Nigeria.

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