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A JOURNAL OF BROADCASTING AND MEDIA MANAGEMENT

Africa Broadcast Journal (*ABJ*)

Publication of the National Broadcasting Commission

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Editorial Board

Editor-in-Chief's Note

When I assumed office as Director-General of the National Broadcasting Commission, one priority was clear: bring the *Africa Broadcast Journal* back to life as a serious forum for evidence that shapes policy and practice. A strong industry needs a strong knowledge base. After twenty years, I am pleased to announce that our journal returns.

This relaunch marks a commitment to rigorous scholarship, open debate, and practical impact. The Journal features contributions from leading scholars and experienced professionals, with a peer-review process designed to ensure quality, integrity, and relevance. Our Editorial Board brings together respected academics and industry voices from across Nigeria and beyond to guide the Journal's direction and uphold high standards.

We will publish work that speaks to real decisions in our sector: content standards and freedom of expression, competition and intellectual property, audience measurement, the economics of local content, digital switchover, emerging technologies including AI, media literacy, and the resilience of our regulatory frameworks. Each issue will aim to translate research into clear guidance for regulators, policy makers, broadcasters, creators, and investors.

The Journal's purpose is simple: connect ideas to outcomes. It is a platform for knowledge exchange, collaboration, and innovation; a meeting place for academia and industry; and a resource that informs policy and improves implementation. We invite submissions that are methodologically sound, context-aware, and actionable for Africa's broadcasting landscape.

Thank you to the scholars, reviewers, and practitioners who have supported this revival. I look forward to the conversations and improvements this Journal will enable across our ecosystem.

Mr. Charles Ebuebu
Director-General, National Broadcasting Commission
Editor-in-Chief, *Africa Broadcast Journal*

Editor's Note

After a two-decade hiatus, ABJ is proud to bounce back, bringing together the best of scholarly research and industry expertise. In this edition, ABJ features cutting-edge articles that bridge the gap between theory and practice, offering valuable insights for policymakers, industry professionals, and academics alike.

In this edition, 10 scholarly articles have been published. Our readers will find the content enriching and compelling, contributing to the body of knowledge. As the name of the Journal implies, the edition received contributions from within Nigeria and some parts of Africa, fostering a rich exchange of ideas and perspectives.

As an industry journal, ABJ is committed to publishing research that informs policy development and implementation, driving industry growth and innovation. Our Editorial Board comprises renowned scholars and industry experts, ensuring that published articles meet the highest standards of quality and relevance.

I would like to extend special thanks to the Faculty of Communication, Bayero University, Kano (BUK) for its support toward the revival of ABJ.

Mrs. Stella Erhunmwunsee
Director, Broadcast Policy and Research
Editor, *Africa Broadcast Journal*

About *ABJ*

Africa Broadcast Journal (ABJ) is a research-based and peer-review journal of the National Broadcasting Commission. The journal bounces back after almost two decades in both online and printed versions.

The journal focuses on bridging the gap between theory and practice through academic researches and practical application of theories in the broadcast industry for national development. ABJ accepts well-researched manuscripts from scholars outside Nigeria for researches that have direct bearing on Nigeria's development with particular reference to broadcasting. The journal prefers quantitative or qualitative studies or a combination of both. It also accepts practice papers which are more pragmatic in their subject and approach.

Manuscripts undergo a double-blind peer review process with our reviewers highly positioned in communication scholarship drawn from highly reputable universities, polytechnics, research centres and broadcasting organisations in Nigeria and across the globe.

Editorial Policy

It accepts articles from within and outside Nigeria exclusively on issues related to broadcasting and regulation; media policy and practice in Nigeria, Africa and beyond, professional activities relating to media appraisal, investment and finance.

Guidelines:

1. Manuscripts should be between 3,500 and 5,000 words inclusive of references, appendixes and notes.
2. An informative abstract of not more than 250 words and 5 key words structured in the following order, background, objectives, methodology, findings, contribution to the body of knowledge, conclusion and recommendation.
3. The recommended format is Times New Roman font size 12, and 1.5 line spacing.
4. Referencing style is APA 7th Edition.
5. We take the issue of originality of manuscripts very seriously, therefore, all submissions must be free from plagiarism. Manuscripts will be returned to authors when found unacceptable. Use credible plagiarism checker as any text resemblance of over 20% is not acceptable.
6. Full name of author(s) including title, details of place of work, telephone, email address and a brief autobiography should be provided on the title page.
7. Author(s) should explain at the last page of manuscript if there is any conflict of interest, funder, and acknowledge the contributions of other bodies/persons towards the work.

Submission

All manuscripts are sent to the Editor-in-Chief of the Journal through afribjournal@nbc.gov.ng

Once accepted for publication, a completed and signed Letter of Originality, available from the Editor, must accompany each article.

The manuscript will be considered to be the definitive version of the article. The author must ensure that it is complete, grammatically correct and without spelling or typographical errors.

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Table of Content

National Broadcasting Commission (NBC) and Media Compliance with Broadcast Regulations in Nigeria

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Abstract

This study sought to highlight the dangers associated with carrying out broadcast activities without paying critical attention to the established regulatory framework that guides operations of the broadcast media. It reviewed the effectiveness of Nigeria's broadcast regulatory agency, National Broadcasting Commission (NBC), in the implementation of broadcast extant rules in the country. Social responsibility, and development media theories, which both promote the need for mass media to build the society, were used as the theoretical framework. Survey research design was adopted for the study, using 400 respondents in Calabar, Cross River State of Nigeria. The study linked the poor implementation of broadcast extant rules to the failure of NBC to regularly visit broadcast organisations for assessment due to the challenges the Commission faces, which include financial constraints and political interference. It was recommended, among others, that NBC should carry out regular public enlightenment campaigns to create more public awareness of its activities to equip the people with the needed information on its mandate; and broadcasters should not be biased but always be guided by the Nigeria Broadcasting Code so that the people can enjoy those benefits broadcast media have to offer.

Keywords: Broadcast media, extant rules, National Broadcasting Commission, NBC Act, Nigeria Broadcasting Code.

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Introduction

The broadcast media are considered the most powerful mass media invented by man. According to the Commonwealth Broadcasting Association, broadcasting is the most pervasive, powerful means of communication in the world (Salomon, 2008). The development of any nation can be fast-tracked by the indispensable role performed by the broadcast media (Nwagbara, Okon, Nweke & Okugo, 2029). This unique role of information dissemination is described as the bedrock for meaningful development in any human society. Akashoro, Okidu and Ajaga (2013) consent to this: "Broadcasting is indispensable in any society, permeating and fulfilling all individual, social, political and hedonic needs of people pivoted by the transfer of meaning – communication" (p.41).

Broadcast media utilise visual and audio technology in transmitting messages (signals). These signals travel through electromagnetic radiation, transformed by receiving equipment (broadcast devices) into sound waves and visuals for the eyes and ears (Dominic, 2002). With the use of audio and visual elements in broadcasting, the credibility and believability of messages are heightened, thereby attracting more viewers and listeners than other media forms. Also, its feedback mechanism creates a window for active participation by audience members, who contribute and share ideas in their bid to shape and reshape the world (Okon, Udoyo & Okon, 2021). With this nature of broadcast media, their widespread perception, as noted by the National Broadcasting Commission

(2016), offers the best means of information dissemination and reception which cannot be doubted, hence the need for broadcasters to be professional and innovative in creating contents, while serving the public's interest.

Over the years, there has been massive evolution in Nigerian broadcasting sector, and the most significant being the deregulation in 1992, which led to the establishment of the broadcast regulator, National Broadcasting Commission (NBC), and resulted in the proliferation of broadcast media stations in Nigeria. The proliferation was meant to encourage plurality in information gathering and dissemination, which ordinarily should enhance credibility, fairness, accuracy, relevance and objectivity, in line with the libertarian theory of the press, which argues that plurality of information can allow people to sieve truth from lies.

Today, Nigerian broadcasters are largely accused of unprofessional and unethical conducts in their operations. Cases of biased political programmes and other unethical commercials, violation of human rights, interference by politicians in programming, unbalanced reporting, inciting commentaries, jaundiced reporting and much more have filled the airwaves. According to Idemudia (2008), mass media, being a part of society, have been polluted by the prevailing societal ills, such as corruption and bribery. The broadcast media stations, specifically, have derailed in their social responsibility of enlightening the public by commodifying their services (Abang & Okon, 2017).

In Nigeria, NBC is authorised to oversee the affairs of the broadcast industry. It was established through Decree No. 38 of 1992,

which became Act No. 55 of 1999 (as amended). The commission was empowered to evolve defined standards, in all aspects of broadcasting, to effectively license, monitor and regulate an environment that encourages investment and development of quality programming and technology for a viable industry, which competes favourably in the global information society. However, despite its regulatory power, questions still arise as to how well NBC has discharged its duties.

Statement of the Problem

On several occasions, broadcast organisations have been accused of turning a blind eye to the core values that promote balanced reportage. Also, broadcasters have been accused of unprofessional and unethical conduct in the course of their practices. Mrs. Eugenia Abu, former Deputy Director, training and capacity building, Nigeria Television Authority (NTA), had to complain, "I have been largely disappointed over the years by the way in which professionalism within the broadcast industry has been thrown to the dogs" (Okachi, 2013, p.46). This observation is not only worrisome, but it discloses the fact that even persons within the broadcast industry no longer believe in themselves in packaging and disseminating information that is accurate and balanced to correctly inform the people.

Adams and Ahmad (2024), in their study, express dissatisfaction in the way Nigerian broadcasters have been handling their professional activities. They conclude that while they have "made significant progress since the liberalisation of the media landscape in the 1990s, challenges persist in

the areas of ethical conduct, content quality, industry regulation, and technology adaption" (p.49). These are issues that need to be tackled seriously by both the professional broadcasters and the regulatory agency.

During Nigeria's 2003 general electioneering, Beli and Inuwa (2017) noted that, "the Nigerian Television Authority (NTA) was said to have violated the law and provision of the NBC's regulation, which compels mass media to give equal chances to political oppositions for political advertisement". Section 7.6.5 of the 2016 Nigeria Broadcasting Code states that, "No broadcaster shall deny any person, party or group a right of broadcast of a political advertisement". The then PDP candidate, Olusegun Obasanjo, was given a full coverage and the same was denied his ANPP co-contestant, Muhammadu Buhari.

Similarly, as reported by the European Union Observation Mission (EOM) and published in saharareporters.com on October 23, 2015, the Nigerian media, especially those owned by the government, turned a blind eye to objectivity and fairness by giving almost absolute preferences to the incumbent leaders at campaign periods. These are all clear cases of broadcast organisations breaching the law that guides the operation of the industry, and NBC could not implement its law to arrest the situation.

This paper, therefore, focuses on the need to identify the dangers associated with carrying out broadcast activities without paying critical attention to the established regulatory framework. It also dwells on why broadcasting laws should be implemented

comprehensively and aggressively to maintain best practices which, on the long run, will lead to effective broadcasting and, by implication, national development.

To guide this investigation, the following research questions were formulated:

1. What is the relationship between the development of the Nigerian broadcast media and regulation by the NBC?

2. To what extent do broadcasters have a comprehensive knowledge of the broadcasting code and how do they apply such knowledge while on the field?

3. How does the National Broadcasting Commission carry out its functions of monitoring and regulating the broadcast industry in Nigeria?

Literature Review

Regulatory Framework and Broadcasting in Nigeria

Regulatory framework in the broadcast industry refers to the rules that guide the operations of broadcast establishments and ensure that they perform their functions in line, firstly, with the national goals and aspirations of the country and her people; and secondly, according to international best practices in the media industry. The NBC Code supports this position by directing that Nigerian broadcasting should essentially match the best in the profession anywhere in the world while remaining distinctly Nigerian.

McQuail (2010) sees regulatory framework as projects of government and public administration, which have particular goals and a certain legitimation in terms of the wider "public interest" (p.21). He further observes that projects are characterised by deploying certain means in the form of regulatory or administrative measures that are legally binding, nationally or internationally. Broadcast regulatory frameworks, therefore, are carefully drafted to reflect the characteristics of media environment on how best the industry could operate without undue restrictions that can cause societal fracas and impede national growth and development.

Sani (2017) opines that, to meet up with the challenges of emerging trends in the broadcast industry, there is a need to have a "proper and workable regulatory framework" (p.52) that should guide its operators. The NBC Code serves as the guideline and reference material for broadcasters and stakeholders in the industry; and ignoring it would limit the productivity of broadcasting especially as it concerns promotion of national development. Therefore, broadcasting must ensure that its activities are structured to furnish the people with truthful information, disseminated in such a way that national interest is well protected. Section 0.2.1 of the Code elaborates on this thus:

The cardinal responsibility of broadcasting to inform, educate and entertain shall not be at the expense of national interest, unity and cohesion of Nigeria's diverse social, cultural, economic, political and religious configuration, therefore no broadcast shall intentionally encourage or incite to crime, lead to public disorder, be repugnant to public feeling or contain an offensive reference to

any person alive or dead or generally be disrespectful to human dignity. (p.6)

The available regulatory mechanisms employed for the broadcasting industry in Nigeria are licensing and authorisation, content standards, professional ethical standards, and sanctions and enforcements.

(a) Licensing and Authorisation

Before the establishment and subsequent commencement of operation by any broadcast outfit in Nigeria, such an establishment must be licensed by NBC. This mode of regulation is essential to ascertain the nature of the broadcasting outfit and declare it fit for operations within a given frequency. Ahmed (2012) highlights that licensing ensures the harmonious and effective use of frequency and reduces or removes the dangers associated with unregulated frequency spectrum such as interference of frequencies, which may have national security implications, aeronautical tragedies and a chaotic industry. In issuing a license, NBC assesses to ascertain that the applicant meets the requirements as listed in the Code, processes the application, and recommends through the Minister of Information to the President for the grant of license. If granted, a license is for five years, for which a prescribed fee is paid.

(b) Content Standards

In broadcasting, contents are programmes of different formats and genres produced and aired for audience members to consume. Osazee-Odia and Ijeh (2017) opine that contents also mean the number of programmes aired daily or periodically on radio and television. Programming, on the other hand, is the scheduling of broadcast contents in such a way that audience members stay with a channel because of the satisfying smooth flow of contents. Osazee-Odia and Ijeh (2017) note that programming is the means by which audience members choose a programme in relation to duration and convenience.

The creation, scheduling and dissemination of broadcast content should conform to the regulatory framework drafted by NBC. Through content regulation, NBC ensures that broadcast contents are decently produced, not only to satisfy viewers and protect national interest but, as reiterated by Salomon (2008), to also protect viewers and listeners from harmful or offensive messages and consumers against misleading advertising claims.

(c) Professional Ethical Standards

In performing their duty of information interpretation and dissemination, broadcasters should be morally sound, observe the highest professional and ethical standards of the profession, and have a healthy regard for the public interest. The code of professional ethics was approved by the Nigerian Press Organisation to ensure that ethical standards are clearly stated and made available to guide media organisations as they perform their functions. It pays critical attention to 15 items, which include editorial independence as regards news content, accuracy and fairness in reporting, social responsibility of the journalist in promoting universal principles of human rights, democracy, justice, equity, peace and international understanding, refraining from discrimination against a person's ethnic

group, religion, sex, or to any physical or mental illness or handicap, and protection of children and minors from publicity in cases of negative social consequences.

(d) Sanctions and Enforcements

There are three categories of sanctions maintained by NBC for licensed stations which that violate the NBC Code. The categories listed under A, B and C, according to the Code, are:

- For Class A, the sanctions are immediate order of suspension of broadcast services and licence, resulting in immediate shut down/seal up of transmitter; or revocation of licence, seizure and forfeiture of transmitting equipment.

- For Class B, the sanctions are: (a) warning to remedy the breach within a reasonable timeframe, failing which a penalty is applied; (b) failure to comply with the provision of sub-paragraph "a" above attracts reduction in daily broadcast hours, while re-commencement of full broadcast hours attracts a heavy penalty; and (c) failure to comply with the provisions of sub-paragraph "b" above attracts the suspension of the broadcast licence for a period of 30 days while re-commencement of full broadcast attracts a heavy penalty.

- For Class C, the sanctions are: (a) verbal admonition to remedy the breach within 24 hours; (b) failure to comply with the provision of sub-paragraph "a" above leads to issuance of a written warning; (c) failure to comply with the provisions of sub-paragraph "b" leads to a light penalty; and (d) failure to comply with provisions of sub-paragraph "c" leads to a Class B sanction.

It is important to note that before sanctions are meted on broadcasters, the authority is expected to carry out thorough investigation to ascertain the correctness of the breach of the law and impose appropriate sanctions for the severity of offense. In carrying out this responsibility, regulatory bodies are enjoined by Buckley et al. (2011) to bear in mind that the purpose of regulation is not primarily to "police" broadcasters but rather to protect the public interest by ensuring that the sector operates smoothly and provides a range of quality broadcasting services to the public.

Theoretical Framework

Theoretically, this study relates with the social responsibility theory, formulated by Siebert, Peterson and Schramm in 1963. The theory originated from the Hutchins Commission on Freedom of the Press, Media Practitioners and Media Codes, which was setup in the United States of America in 1947 to examine the concept of press freedom as spelt out in the Libertarian Media Theory (Baran & Davis, 2009). According to Beli and Inuwa (2017), the theory places greater emphasis upon the accountability of the media (especially broadcasting) to the society. McQuail (2010) concludes, among others, that the media have the obligation to the wider society, and media ownership is a public trust. Therefore, broadcast organisations should ensure they comply with these obligations by self-regulating

themselves just as the regulatory body must ensure strict compliance by broadcast organisations and sanction defaulters accordingly.

Also used for this study is the development media theory, formulated by McQuail in 1987, which applies in countries at lower levels of economic development and with limited resources. It takes various forms but essentially proposes that media freedom, while desirable, should necessarily be subordinated to the requirements of economic, social and political development. Development media theory presupposes the use of the mass media for national development, for the socio-political autonomy and cultural identity of any developing country, for a participatory communication model and to foster economic development and nation-building. As explained by Okunna (1999), the theory emerged in the 1980s to fill the gap which had become more noticeable between the developed and the developing countries.

The above theories support the assumption that the media have a distinct role to play in the society. It is worth mentioning that the public relies on the media for information on their environment; and it is the responsibility of the media to inform the people correctly. If the media fail to do this, they essentially fail the masses because the people seek information for personal advancement, which ultimately can lead to effective participation in national development.

Methodology

The survey research design was adopted for this study. The population was limited to broadcasters in Calabar and residents of Calabar Municipality, Cross River State of Nigeria. At the time of the study, nine functional broadcast stations operated in Calabar: two television and seven radio stations. Out of these nine stations, the government owns five: Nigerian Television Authority (NTA) Channel 9, Cross River State Broadcasting Corporation Television, Paradise 105.5 FM, Cross River Radio 92.6 FM, and Canaan City 99.5 FM. The other four, Fad 93.1 FM, Hit 95.9 FM, Sparkling 92.3 FM, and Correct 97.3 FM, are privately-owned.

The simple random sampling, which is a type of probability sampling method, was used to pick respondents for the study. This method was chosen because everyone in the population stood a chance of being part of the sample as the sample was drawn at random from the population. The population of Calabar was 279,800 in 2022 but with the 2.7 percent annual growth, projection it became 303,080 in 2025 (City Population, 2022). In determining the sample size to be studied, the following Taro Yamene's formula was adopted:

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

Where n   =   Sample size sought

e   =   level of significance

N   =   population size

The computation therefore was:

$$n = \frac{303,080}{1 + 303,080 \, (0.05)^2}$$

$$n = \frac{303,080}{757.975}$$

$n = 399.855$

$= 399$ (rounded).

The research instrument used was the questionnaire. There were two different sets of the questionnaire – one was directed at consumers of broadcast products while the other was for the professional broadcasters. Three hundred and fifty-five copies were produced and administered to broadcast media audience members in Calabar Municipality while 45 copies were for the broadcasters, with each of the nine functional broadcast organisations in Calabar receiving five copies, and a copy each given to the head of news and head of programmes while three copies were given to reporters.

In checking the reliability of the research instrument used for the audience members, a pilot test involving 18 respondents was conducted, and it showed that they properly understood the import of the research and the questions asked. For the instrument meant for

broadcasters, nine staff members from broadcast organisations in Calabar were tested, and the test revealed that 100% of those employed to report events are graduates with considerable years of experience. This revelation prompted the question, why are consumers of broadcast content still dissatisfied with broadcasting in Nigeria, especially in government-owned establishments? This result provided the need to examine the role played by NBC, and to ascertain if there is a relationship between broadcast media proliferation and poor implementation of the regulatory framework.

Results and Discussion

The data presented and analysed below were obtained from the valid copies of questionnaire returned by 310 consumers of broadcast content and 45 broadcasters.

(a) *Presentation and Analysis of Psychographic Data (Broadcast Content Consumers)*

Table 1: Average number of Radio/TV stations viewed/listened to in a week

Nature of Responses	Frequency	Percentage
4 and below	145	47
5 and above	165	53
Total	**310**	**100**

Table 1 samples the views of respondents in regard to the number of broadcast stations they view/listen to in a week. From the table, 145 of the respondents which marks 47 percent listened to/viewed an average number of four (4) radio/TV stations in a week. An average of five radio/TV stations were listened to/viewed by 165, which marks 53% of the respondents.

Table 2: Ever filed a complaint to NBC or broadcast station

Nature of Responses	Frequency	Percentage
Yes	0	0
No	310	100
Total	**310**	**100**

Table 2 indicates that out of 310 respondents who participated in the survey, none of them had ever filed a complaint to NBC or broadcast station on the quality of broadcast.

(b)   Presentation and Analysis of Psychographic Data (Broadcasters)

Table 3: Educational Qualification of Respondents

Nature of Responses	Frequency	Percentage
ND/HND	3	7
BSc/BA	33	73
MA/MSc	7	16
PhD	2	4
Others	0	0
Total	**45**	**100**

Table 3 shows that three respondents were ND or HND holders and they amounted for seven percent of the respondents in this category. Thirty-three respondents, accounting for 73 percent, possessed B.A./B.Sc. degree; 16 percent of the respondents, numbering 12, were M.A./M.Sc. degree holders. Two were Ph.D. degree holders, representing four percent of the respondents, while zero had other qualifications.

Table 4: Year of Service of Respondents

Nature of Responses	Frequency	Percentage
1-3 years	5	11
4-7 years	9	20
8-11 years	10	22
12-15 years	6	13
16 years and above	15	33
Total	**45**	100

The retrieved questionnaire on this session as presented in table 4 above shows that in Calabar where the survey was carried out, 11 percent of the respondents, numbering five, submitted that they had been in service for 1-3 years; 20 percent, numbering nine respondents, had been in active service for 4-7 years; 10 respondents or 22 percent, had worked for about 8-11 years; six respondents, which accounts for 13 percent, had served in the broadcast industry for 12-15 years, while 33 percent of the respondents, numbering 15, had been in active service for about 16 years and above.

Table 5: Regular Visitation by NBC to Broadcast Stations for Assessment

Nature of Responses	Frequency	Percentage
Yes	10	22
No	35	77
Total	**45**	**100**

Table 5 shows that 22 percent, amounting to ten respondents, confirmed that personnel of NBC pay regular visit to their organisation for assessment while 77 percent or 35 respondents, related that NBC does not pay regular visit to their organisation for assessment.

Table 6: Observation of the Code while carrying out duties

Nature of Responses	Frequency	Percentage
Yes	33	73
No	0	0
Sometimes	12	27
Total	**45**	**100**

This question was asked to ascertain if broadcasters pay critical attention to the broadcast code while carrying out their duties. It was gathered as represented in Table 6 that 33 respondents, measuring 73 percent of the studied sample in this category, answered in affirmative. Twelve respondents, representing 27 percent, hinted that sometimes they observed the Code while carrying out their activities. No one accepted to have breached the Code.

Table 7: Possible challenges of NBC

Nature of respondents	Frequency	Percentage
Political	18	40
Funding	25	56
Corruption	2	4
Others	-	0
Total	**45**	**100**

Table 7 gives an insight to the possible challenges faced by NBC. Eighteen respondents, amounting to 40 percent, noted that NBC was battling with political challenges; 25, amounting to 56 percent, hinted that funding was a major challenge faced by NBC; while two respondents, representing four percent, believed that NBC was facing the challenge of corruption.

The findings reveal that the residents of Calabar are aware of the many broadcast stations available in their locality and majority of them listen to a broad range of these stations. This finding can be seen in table 1, which shows that out of the 310 respondents who participated in the survey, 165 of them, representing 53 percent, listen to/view an average number of five radio/TV

stations every week. This implies that the activities of the broadcast stations in Calabar are likely to have a direct effect on a large number of people. Therefore, broadcasters should be objective and fair in carrying out their activities.

Any conscious drift from impactful messages to mere advertorials for revenue accretion by broadcast organisations could easily shield the people off the numerous and impactful events around them. If the news and other broadcast contents are not credible, then, there is a high tendency of misinforming the people and this could hamper steady societal growth.

In answering Research Question 1, table 5 shows clearly that there is a relationship between the development of the Nigerian broadcast media and regulations made by NBC. This relationship is made manifest in the poor implementation of extant rules by NBC. The fact that NBC officials fail to regularly visit broadcast stations and lack adequate gadgetry for strict monitoring of broadcast establishments could mean that the number of stations in existence is overwhelming, and as such, makes close monitoring of broadcast activities difficult. According to Ihechu and Okugo (2013), lack of a tracking station through which activities of broadcast stations can be monitored round the clock, as it is done in western countries, is a major regulatory setback for NBC.

Salihu (2004) underscores this problem when he observes that the broadcasting firmament is all but a babel, particularly in the metropolitan centres. Therefore, it can be concluded that the challenges facing NBC is monumental and its inability to keep on with the pace can have a negative effect on the quality of content of broadcast stations.

Tables 3, 4, and 6 were used to answer Research Question 2, where the researcher sought to know if broadcasters had a comprehensive knowledge of the broadcast code and if they applied such knowledge in their work. From findings, broadcasters are aware of the existence of the broadcast code as table 3 shows clearly that all the broadcasters passed through the standard and recommended training before assuming their position. Table 4 also shows that the broadcasters have a considerable number of years of experience in the field of broadcasting, and from table 6, majority of the broadcasters strive to adhere to the dictate of the broadcast code while carrying out their functions. Therefore, it is not out of place to say that they have a comprehensive knowledge of the Code that guides their operation.

In answering Research Question 3, it was gathered that, to ensure the broadcast industry is free from the emission of harmful messages/content, interference and illegal broadcasting, NBC operates 10 zonal and 28 state offices, through which monitoring officers across the states actively monitor, enforce and carry out other regulatory activities. With this situation, it is expected that our airwaves should have been free from misguided messages and propaganda, but the challenges faced by NBC continuously serve as a major setback that undermines the Commission's efforts in carrying out its functions effectively. It is seen in table 7 that two of the numerous challenges that make NBC unable to effectively carry out its

functions are poor funding and the pressure exerted on the Commission by government. To a great extent, NBC operates as a unit of the government of the day and this makes it to compromise in favour of its paymaster – the government.

The European Union Election Observation Mission (EOM) had observed that "the passiveness of the media regulator, the National Broadcasting Commission to challenge …bias and effectively regulate the broadcast media is not fully consistent with regulatory framework…" (Kawu, 2015). This observation is not far from the truth, as most times, during electioneering, incumbent office holders enjoy more publicity than other contestants but NBC would not enforce the law.

Conclusion and Recommendations

The main objective of broadcast organisations, beyond monetary gains, is to disseminate information that stimulates peaceful coexistence and ensures speedy and uniform development in the society. If the broadcast media must perform maximally, then they must carry out their functions in line with the set rules and regulations that guide their operations, and NBC must be active in ensuring that broadcast extant rules are not taken for granted or breached by broadcast organisations. This is because poor implementation of these rules can inadvertently allow broadcasters to propagate messages that are inimical to the country's overall development interest.

From the study's findings and conclusion, the following recommendations are proffered:

(i)   Many Nigerians are not fully aware of the functions of NBC. To address this, the Commission should carry out regular public enlightenment campaigns of its activities on both radio and television as well as conduct interactive forums in the states. This will help to equip the people with the necessary knowledge as it concerns NBC's mandate and how they can play their own part to assist the Commission in achieving its goals.

(ii)   NBC should explore other sources of funding apart from depending greatly on government. One of such sources could be the strict imposition of appropriate fines on media organisations that breach the law. With more funds at its disposal, the Commission would be in a better position to properly monitor, both physically and electronically, the activities of the broadcast stations under its regulatory purview.

(iii)   NBC should not only claim to be independent and apolitical but must be seen to be so. Therefore, its activities should be devoid of interference from government and it should be able to sanction media organisations that breach the law irrespective of their owner.

(iv)   Broadcast organisations should always carry out their activities in

line with the regulatory framework in the Nigeria Broadcasting Code. With this, the audience will enjoy more local content and unbiased reportage, and the people will trust the media more.

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Perception of National Broadcasting Commission's Monitoring and Sanctioning Activities among Communication Students in South-Eastern Nigeria

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Abstract

The National Broadcasting Commission (NBC) is the broadcast custodian of the Federal Republic of Nigeria. It is the responsibility of the Commission to receive, process, and consider applications for the establishment and ownership of radio and television service, direct satellite broadcast and any other medium. Thus, this study examined the perception of National Broadcasting Commission's monitoring and sanctioning activities among communication students in South-Eastern Nigeria. The study's objectives were: To find out whether select communication undergraduate students are exposed to the National Broadcasting Commission's (NBC) monitoring and sanctioning activities, and to ascertain the extent to which select communication undergraduate students are exposed to NBC's activities. The researchers adopted a survey research design. The researchers found that most respondents are unaware/exposed to NBC monitoring and sanctioning activities. The study concludes that there is a significant gap in awareness and understanding of National Broadcasting Commission's (NBC) monitoring and sanctioning activities among communications undergraduate students in South East Nigeria. Despite being prospective media practitioners, many of these students demonstrated limited knowledge of regulatory mechanisms guiding the broadcasting industry. The researchers recommended that the National Broadcasting Commission (NBC) should make its activities known to Nigerians by creating awareness of its activities. People get to know of NBC activities mostly during electioneering campaigns in Nigeria.

Keywords: Perception, NBC, Monitoring, Sanctioning Activities, Communication

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Introduction

From the inception of broadcasting, the government perceived that, although broadcasting was too important to be left in the hands of individuals or commercial companies, it was inappropriate in a democracy for broadcasting to be under direct state control. There was a need to maintain some kind of regulation on who provides what types of broadcast service (O'Sullivan, 1994, cited in Sani, 2019). Some countries then came up with the means to maintain equilibrium by establishing regulatory organs to monitor and regulate the broadcast industry. Broadcasting, which invites legal controls because of the need to prevent interference and also for the efficient use of the spectrum for public interest and to manage its potential for social control, is regulated the world over, usually by an agency of government. In this case, it is the National Broadcasting Commission (NBC) (Ogor, 2002, cited in Adeniyi, Moshood, & Jolaoso, 2019). Also, Nwosu, (1990, cited in Adeniyi et al, 2019) quoted the Federal Government and others as arguing that "since radio and television are powerful instruments, should they fall into the hands of unscrupulous politicians, they may misuse them for gain and to hold political power unfairly or to propagate parochial ideologies. Also, to some private investors, fairness might be sacrificed on the altar of commercial gain.

Since the beginning of broadcasting in Nigeria, regulation can be viewed as one of the contemporary issues of debate and interest to scholars and policymakers. The issues of media regulation have become even more significant in the Nigerian context since the deregulation of broadcast media in 1992, because of its delicate nature, it can make or ruin a society, thus demanding a regulatory mechanism to protect against abuses. As a result of this, the industry witnessed the Federal Government's establishment of the National Broadcasting Commission (NBC) to regulate broadcasting in Nigeria. The NBC was established on August 24th, 1992, by decree 38 of 1992. The decree was amended as an act of parliament of the National Assembly by Act 55 of 1999 and is now known as the NBC Act, Cap N11, LFN, 2004.

The Act provides NBC a range of functions which include advising the federal government on policy implementation on broadcasting; processing and recommending broadcasting license applications; regulating and controlling the broadcast industry; addressing public complaints; arbitrating in the industry's conflicts; guaranteeing and ensuring the liberty and protection of the industry with due respect to the law, undertaking research and development in the broadcast industry; receiving, Considering, and investigating complaints from individuals and bodies corporate, regarding the contents of a broadcasting station and the conduct of a broadcasting station and upholding the principles of equity and fairness in broadcasting etc.

The NBC, in fulfilling its mandate, produced the Nigerian Broadcasting Code, which defines the standards and professional and ethical responsibilities of broadcast media.

The commission, therefore, regulates the operation of broadcast media in Nigeria. Izuogu, Okolo, Ekong, and Atekebo (2021) say the legal framework empowers the Commission to also regulate broadcast media content and sanction broadcasters in case they violate the rules guiding their operations.

Regulation is the control or guidance of the mass media by the government and other regulatory bodies. These regulations via laws, rules, or procedures can have various goals. The principal targets of media regulation are the press, radio, and television, but may include film, recorded music, cable, satellite, storage and distribution technology, the internet, and mobile phones etc (Sani, 2019). Despite the numerous functions of the National Broadcasting Commission (NBC), it is not known whether communication and media students in Nigerian universities are exposed to NBC's monitoring and sanctioning activities. It is against this background; the study examined the perception of NBC sanctioning and monitoring activities among select communication undergraduate students.

Statement of the Problem

The National Broadcasting Commission (NBC) is the sole broadcast media regulatory agency in Nigeria, statutorily empowered by the constitution through a decree in 1992 and the act of parliament in 1999 to license, monitor, and sanction radio and television stations in Nigeria. It publishes a broadcasting code to guide the operations of the radio and television stations across the country. The establishment of the Commission was a very important innovation that has far-reaching implications for the broadcast industry in Nigeria.

There are, however, an important number of bibliographical reviews, journalists' opinions, evaluations of specific cases, studies that approach ethical discussions, and studies on the National Broadcasting Commission (NBC). For example, Adeniyi, Moshood, & Jolaoso, (2019), examined audience perception of the National Broadcasting Commission's regulatory roles in Ogun State. Sani (2019) carried out a qualitative study: A discourse of the challenges and prospects of regulating broadcast media in a democratic Nigeria. While Talabi, Owolabi, & Zakariyahu (2023) investigated the implementation of the Nigerian Broadcasting Code: A perspective of international broadcasters. Malam & Rabilu, (2019) analysed the broadcast monitoring process in Nigeria by the industry regulator, the National Broadcasting Commission (NBC). To the best of the researcher's knowledge, none of these studies focused on the perception of NBC activities (particularly its monitoring and sanctioning activities) among select communication undergraduate students. It is this gap in knowledge that this study is designed to close.

Objectives of the Study

The following objectives are formulated to give this study direction:

1. To find out whether select communication undergraduate students are exposed to the National Broadcasting Commission's monitoring and sanctioning activities.

2. To ascertain the extent, select communication undergraduate students are exposed to NBC's monitoring and sanctioning activities.

3. To ascertain the select communication undergraduates' perceptions of the NBC's monitoring and sanctioning activities.

Justification for this Study

The study is restricted to the communication/media studies undergraduate students from Federal, State, and Private Universities in Nigeria. The reason for studying communication undergraduate students is that, as potential media practitioners, they are taught about NBC and other regulatory bodies in Nigeria, such as the Nigerian Press Council, Advertising Regulatory Council of Nigeria (ARCON), etc. The students will be in a better position to rate NBC. Also, the various schools or universities were selected to have diverse ideas from the select undergraduate students.

Empirical Review

Malam & Rabilu, (2019) analysed the broadcast monitoring process in Nigeria by the industry regulator, the National Broadcasting Commission (NBC). It sought to identify and highlight the gatekeeping processes that are involved in broadcast monitoring and regulation. The researchers used both quantitative and qualitative research methods for data collection. The findings show that, though a gatekeeping process is put in place to detect breaches of the Nigeria Broadcasting Code at the State and Zonal levels, NBC seems to use its discretion in using a stick and carrot approach to sanctioning defaulting broadcasters,

usually in favour of public broadcasters. It was also found that NBC is selective in reporting breaches of its codes. The reviewed work is different from the current study, especially in the following areas: The subject matter, methodology, and theoretical framework of the current study will fill the knowledge gap. The current study looked at the perception of NBC monitoring and sanctioning functions among select communication undergraduate students using a survey research method.

Arede, & Oji (2022) examined the influence of radio broadcasting on political participation among people of South-South Nigeria. The researchers used a cross-sectional research design and surveyed 400 respondents. Descriptive statistics, such as mean and standard deviation and Pearson Product-Moment Correlation (PPMC) inferential statistics were deployed to test the stated hypotheses. The researchers found that the South-South peoples' behaviour towards political activities is strongly affected by radio broadcasts. The study recommends that more effort is needed to ensure the information on the radio is put together to positively influence the behaviour of people and their thoughts on election processes in Nigeria. The work by Arede & Orji (2022) is different from the current study, as the researchers looked at the influence of radio broadcasting on political participation among people of South-South Nigeria. Their scope of study is larger than the current study.

Talabi, Owolabi, & Zakariyahu, (2023) assessed the application of the Code to international broadcasters in Nigeria. The researchers adopted a conceptual

methodology for the study. The research is based on authoritarian and social responsibility theories. Findings show that international broadcasters cannot be regulated through the Nigeria Broadcasting Code and that there are no clear-cut international regulations the country can rely on in dealing with these transnational stations in case of violations of provisions of the Nigeria Broadcasting Code in their broadcasts. The study recommended the need for the National Broadcasting Commission to look critically into the lacuna in the Code to address it at the home front while the Commission should take appropriate steps at the international conferences and conventions of broadcast media regulators to come up with appropriate measures to curb the alleged excesses of international broadcasters considering their increasing roles in Nigeria's media landscape. The reviewed work by Talabi et al (2023) is different from the current study. The researchers assessed the application of the code to international broadcasters in Nigeria, and they adopted a conceptual methodology for the study, as well as two theories. The current study used one theory.

Akurega, Saidu, Okujeni, & Okocha (2024) evaluated students' perception of the unbundling of communication studies in Nigerian universities. Perception and expectancy theories provided the framework for the study, while a survey was employed as the research design. Findings from the study indicated that university students have a fair knowledge of the unbundling of communication studies in Nigerian universities. Further findings showed that university students gleaned their information about the unbundling from appropriate and reliable sources. Empirical evidence from the study revealed that the university students not only tagged it as a positive development and proactive move but also perceived the unbundling as an apt and timely decision by the National Universities Commission. The researchers recommended, inter alia, that university students should not only maintain the current positive disposition to the unbundling but also search for more information about it from appropriate sources to fully appreciate the decision of the National Universities Commission. The reviewed work is different from the current study in terms of the subject matter, the researchers also used two theories.

Concept of Perception

Perception is the process of interpreting sensory input by constructing meaning for what one sees, feels, touches, and hears based on one's background of experience (Defleur & Defleur, 2010, cited in Abamba, 2024). People make meaning out of situations based on their previous experiences. Perception is the process of being aware of or comprehending sensory information. The Latin word *perceptio*, which means receiving, gathering, the activity of taking possession, and apprehension with the mind or senses, is where the word "perception" comes from (Rao &Narayan, 2018). This Latin term served as the basis for the English word "perception.

Quick & Nelson (2017) define it as the act of processing information about another person or circumstance. This definition has made it very clear that the opinions we make about other people or things rely on the amount of

information that is available to us and how effectively we can understand the information that we have.

Yolanda (2018) states that perception is a way to recognise and interpret information. We have our perceptions that are not only shaped by our personal experiences but also by social and cultural conditioning. To perceive something means to organise our impressions of the environment, leading to taking action based on these perceptions. Perception is a complex process that helps us make sense of the world and influences actions. It is shaped by our past experiences, cultural background, and the context in which we exist. Understanding how perception works is crucial in the realm of social marketing, as it allows us to better communicate with and influence target audiences effectively. (Me Burney & Ceilings, 1998, as cited in Jemimah & Ayodele, 2023).

According to Feldman (1999 as cited in Wogu & Ugwu, 2019), perception is defined as the sorting out, interpretation, analysis, and integration of stimuli involving our sense organs and brain. Similar to this conceptualisation, Lahlry (1991 in Wogu & Ugwu, 2019) views perception as the process by which people interpret sensory data. It is therefore the first stage in the process of forming an opinion over any issue and is highly influenced by previous experiences, expectations, and the general impression.

Theoretical Framework

The researchers adopted perception theory to explain the study. Perception theory is applied when people interpret media messages to agree with their already-held beliefs and judgments. The perception theory was propounded in 1960 by Klapper (Asemah, Nwammuo & Nkwam-Uwaoma, 2017). It is one of the limited effects theories that show how individuals perceive things differently as a result of their different cognitive structures of needs, perceptions, beliefs, values, attitudes, skills, etc. According to the theory, perception is the process by which individuals select, organise, and interpret inputs to create a meaningful picture of the world. The basic argument of perception theory is that individuals' attitudes, beliefs, culture, values, needs, and motivation have a way of affecting their perception and response to media messages that will be helpful to them; they selectively expose, attend and retain only information that will be useful to them. In other words, perception requires exposure to stimuli, as well as a specific level of attention paid to the stimuli, before the stimuli are understood by the audience Ezinwa, 2014 as cited in Ezegwu, Obilichi, Agbasimelo, & Omokhapue, 2021).

The theory explains why one audience's perception of a message may differ from another audience's interpretation of the same message. The theory is relevant to this study because of the differences in the way select communication undergraduate students perceived or viewed the monitoring and sanctioning functions of the National Broadcasting Commission. Each audience comes up with its own interpretation of NBC's monitoring and sanctioning functions. Some may view their functions as good; some may view them as bad, depending on their level of exposure and knowledge about the NBC monitoring and sanctioning activities.

Methodology

The researchers adopted the survey research method, using the questionnaire as an instrument of data collection. Asemah, Gujbawu, Ekhareafo & Okpanachi (2017) and Asemah, Nkwam- Uwaoma & Sabo (2023) note that surveys are used when dealing with a very large population. The population of this study consists of all of the communication undergraduates of Nnamdi Azikiwe University Awka, Chukwuemeka Odumegwu Ojukwu University, Anambra State, and Godfrey Okoye University, Enugu State. The total number of registered communication undergraduate students for the 2023/2024 academic session at Unizik Mass Communication Department, according to the Head of the Department, is 718, Chukwuemeka Odumegwu Ojukwu, Anambra State, is 1,121, while Godfrey Okoye University communication undergraduate students are 110. The total population of the three schools' communication undergraduate students is 1,948.

Therefore, the sample size from a population of 1 948 using the Krejcie and Morgan formula with a precision level of 5% and a confidence level of 95% was 322. Since the sample size was 322. The census method was applied because the population of selected communication undergraduate students was not too large to warrant any kind of sampling technique. Thus, all the members of the population were studied. This study employs a questionnaire to elicit information from the respondents.

Data Presentation

The percentage method was used in data analysis and presentation. Out of 322 copies of the questionnaire administered to respondents in Nnamdi Azikiwe, Awka, Chukwuemeka Odumegwu Ojukwu, Anambra State, and Godfrey Okoye University, Umunya, Anambra State, only 302 (94%) were returned and found usable, thus giving the questionnaire a mortality rate of 22 (6%). Therefore, only 302 copies of the questionnaires were used for data analysis. The demographic data of the respondents indicate that 192 (63%) are females, while 110 (37%) are males. The age brackets of the respondents indicate that 18 and 22 (36%) were 109, which made up of large number of the respondents, while the age bracket of 28 and above (15%) was 45 respondents, which was the smallest number of the respondents sampled. Also, 166 of the students are 400 level, which accounted for more in the research (55%).

Table 1: Whether select communication students are exposed to NBC monitoring and sanctioning activities

Exposure	Frequency of Response	Percentage of Response
Yes	55	18
No	229	76
Can't Say	18	6
Total	**302**	**100**

The implication is that 82% of the respondents are not aware/exposed to NBC monitoring and sanctioning activities.

Table 2: Extent of exposure to NBC monitoring and sanctioning activities by select communication students

Extent of Exposure	Frequency of Response	Percentage of Response
Very high	31	10
High	57	19
Low	109	36
Very Low	91	30
Not at all	14	5
Total	**302**	**100**

Table 2 reveals that (36%) most of the respondents are lowly exposed to NBC monitoring and sanctioning activities.

Table 3: Perception of NBC monitoring and sanctioning activities by select communication students

Level of Awareness	Frequency of Response	Percentage of Response
Very Good	38	13
Good	70	23
Fair	104	34
Bad	59	20
Very Bad	21	7
Undecided	10	3
Total	**302**	**100**

Table 3 shows that (34%) majority of respondents have a fair perception of the   NBC monitoring and sanctioning activities.

Discussion of Findings/ Analysis

Research question one aimed to determine whether select communication undergraduate students are exposed to National Broadcasting Commission (NBC) monitoring and sanctioning activities. The findings showed that most of the respondents are not exposed to NBC monitoring and sanctioning activities. This showed that select communication undergraduate students do not know much about the monitoring and sanctioning functions carried out by the NBC. Also, it was discovered that most of the respondents are poorly exposed to NBC monitoring and sanctioning activities. This finding collaborates with earlier studies by NBC (2024) and the Nigerian Communication Commission (2024). The research notes that recent studies and official reports indicate that many Nigerians are largely unaware of the National Broadcasting Commission's (NBC) sanctions and monitoring activities. According to the report, this lack of awareness is evident in the minimal public engagement with the NBC's complaint mechanisms and the broader perception of the commission's role. Also, Akannishelle, Ajayi, Eruaga, Fatonji, & Owolabi (2024) note that evidence suggests that a significant gap exists between the NBC's regulatory activities and public awareness.

Further findings revealed that the greater part of respondents have a fair perception of NBC monitoring and sanctioning activities. This finding is in concurrence with the perception theory used in the study. This is because of the differences in the way the audience perceived or viewed the National Broadcasting Commission (NBC)

monitoring and sanctioning activities in Nigeria. Each audience comes up with his or her comprehension of NBC's monitoring and sanctioning activities based on how they got to know it from media reportage. Some residents felt that the NBC had done well, while others felt otherwise. All these views expressed by the residents depended on their level of exposure and knowledge about the NBC's monitoring and sanctioning activities. According to Ezegwu, et al (2021), perception theory helps to explain the process by which an individual selects, organises, and evaluates stimuli from the environment to provide meaningful experiences for him or her. This means that people focus on certain features of their environment to the exclusion of others.

Conclusion and Recommendations

The study concludes that there is a significant gap in awareness and understanding of National Broadcasting Commission's (NBC) monitoring and sanctioning activities among communications undergraduate students in South East Nigeria. Despite being prospective media practitioners, many of these students demonstrated limited knowledge of regulatory mechanisms guiding the broadcasting industry. This lack of awareness raises important concerns about the effectiveness of NBC's public communication strategies and the integration of regulatory education within communication curricula.

Based on the findings and conclusion, the foregoing recommendations are hereby given:

1. The National Broadcasting Commission (NBC) should make its activities known to Nigerians by creating awareness of its activities. People get to know of NBC activities mostly during electioneering campaigns in Nigeria.

2. The NBC should intensify its outreach and educational initiatives, especially through partnerships with academic institutions. Incorporating more practical modules on media laws, policies, and regulatory frameworks into university curricula would help bridge the knowledge divide.

3. It is important for the NBC to facilitate its public engagement strategies and ensure that members of the public are informed about its roles/functions.

4. The management of the National Broadcasting Commission (NBC) should sponsor academic conferences and seminars yearly in various higher institutions in Nigeria, which will make more undergraduates aware of their activities. For instance, the National Drug Law Enforcement Agency (NDLEA) has sponsored the Mass Communication Department of Chukwuemeka Odumegwu Ojukwu University's annual conference for two years now.

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The Impact of Artificial Intelligence on Content Creation Practices in Nigerian Broadcasting Stations

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Abstract

This study examines the influence of Artificial Intelligence (AI) on content creation within Nigeria's broadcasting industry, focusing on radio, television, and internet media. Despite global advances and successful integration of AI-driven technologies in developed countries, Nigeria's adoption remains limited due to infrastructural, financial, and regulatory challenges. The study was anchored on the mediamorphosis theory and employed a qualitative approach through discourse analysis of existing literature, evaluating how AI technologies—such as automated scripting, video editing, voice cloning, content personalization, and audience engagement tools—are currently utilized in Nigerian broadcast stations. The findings reveal that while AI has begun to enhance efficiency, creativity, and audience interaction, its implementation is constrained by high costs, insufficient infrastructure, skills gaps, and a lack of comprehensive regulatory frameworks. The study underscores the importance of strategic investments, capacity building, and policy development to facilitate broader AI adoption. It concludes that, with targeted interventions, Nigeria can leverage AI to revolutionize its creative industries, improve content quality, and compete effectively in the digital broadcasting landscape.

Keywords: Artificial Intelligence, Content Creation, Broadcasting Industry, Nigeria.

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Introduction

There has been a rapid transition from analogue to digital technologies in both developed and developing countries, resulting in significantly increased outputs (Usua & Asak, 2023). However, Nigeria has yet to fully embrace digitalization (Obi, Ole, & Uzoigwe, 2023). The adoption of digital technologies has led to substantial improvements in operations across various sectors. In the media industry, these technologies have made significant impacts at every stage of production—pre-production, production, and post-production. Additionally, there has been a notable rise in audience engagement, which has positively influenced media content.

Globally, AI has made inroads into various fields such as STEM, security, health, journalism, and broadcasting. In Nigeria, AI has gained significant prominence as both private and public enterprises seek to enhance productivity and efficiency (Obi et al., 2023). For instance, MTN utilizes an AI-driven customer care assistant named Zigi; Zenith Bank employs Ziva, a chatbot; lawyers use an AI tool called Timi; and commuters in Lagos use Lara.ng, an AI-driven chatbot for conversations and fare estimates. Furthermore, both broadcast and print media organizations in Nigeria have largely adopted digital technologies in their production processes, resulting in undeniable positive impacts (Ogah, 2020). The creative industries, including radio, television, and the Internet, have continued to evolve with these technologies, leading to increased audience appreciation and engagement with content. The advancements in digital technologies

have also brought about the rise of Artificial Intelligence (AI), systems designed to mimic human intelligence. AI systems, which perform tasks traditionally done by humans, are known for delivering more efficient and prompt results.

Beyond the use of chatbots and AI customer care assistants, there is also an advanced AI system known as Generative AI. The awareness of Generative AI (GenAI) became prominent in Nigeria with the launch of OpenAI's chatbot 'ChatGPT' (Chat Generative Pre-trained Transformer) in 2022 (Obi et al., 2023; Guanah et al., 2020). Generative AI has the capability to create various types of data, such as images, audio, videos, and text, based on prompts or queries from humans.

There has been a significant transition to the use of AI across different fields, including the creative industries of radio, television, and the Internet, particularly in developed countries. For instance, the United Kingdom, Japan, China, South Korea, and the United States have successfully deployed AI-powered robots as presenters on both radio and television (Oyedokun, 2023). Additionally, AI tools are heavily utilized in graphic design and voice cloning, employing deep learning techniques to replicate human voices. A notable example of voice cloning is the recreation of the late football coach Vince Lombardi's voice by the NFL for the Super Bowl using AI tools (Mayne, 2022).

Despite the growing use of AI in radio, television, and the Internet for more efficient content creation, Nigeria still has limited resources for deploying AI in its creative industries. The evolution of Artificial

Intelligence (AI) is transforming task performance across various sectors, including the creative industry of radio, TV, and the Internet. AI enhances efficiency and productivity, especially in developed countries. While AI is used in Nigerian journalism, its impact on Nigeria's creative industry remains underexplored. The question is: How is Artificial Intelligence (AI) influencing content creation in radio and television broadcasting in Nigeria? The goal of this study was to assess the influence of AI on content gathering, production, and dissemination in Nigeria's television broadcast stations. We achieve this by looking at content creation at the stations through the lens of the application of AI technology. In this approach, we learn more about the motivations of the broadcast stations that create AI content, as well as the strategies used by these stations in their bid to be more efficient and profitable. This work therefore, adds to the growing corpus of knowledge in the field of AI technology in the creative industries. The specific objectives for the study are to determine the extent of AI application in content gathering, production, and dissemination in Nigeria's creative industry; assess the impact of AI on these processes; and identify challenges to AI implementation in these areas.

Theoretical Framework

The mediamorphosis theory, introduced by Roger Fidler in 1997, serves as the theoretical foundation for this study. This theory provides a comprehensive framework for understanding the transformation of media forms, emphasizing the complex interplay of various factors including societal needs, competitive dynamics, political pressures,

and technological advancements (Guanah et al., 2020). Fidler's theory is particularly relevant to examining the impact of Artificial Intelligence (AI) on the creative industries in Nigeria, as it offers a nuanced perspective on how new media technologies emerge, evolve, and integrate within existing media ecosystems.

Fidler's principles of mediamorphosis are pivotal to understanding the transformation process. One key principle is the concept of coexistence and evolution, which posits that new media forms do not immediately replace older ones but rather coexist and evolve alongside them. This principle is evident in the Nigerian context, where traditional media such as radio and television continue to operate alongside burgeoning internet-based platforms, all of which are increasingly influenced by AI technologies. This coexistence allows for a gradual adaptation and integration of new technologies, facilitating a smoother transition and adoption process.

Another significant principle is the gradual metamorphosis from old to new media. Fidler suggests that media transformation is not abrupt but occurs through a slow and continuous process. This principle is particularly applicable to the Nigerian creative industry, which has experienced a prolonged transition from analog to digital broadcasting. Despite delays and challenges, this gradual shift has paved the way for the introduction and integration of AI technologies, enhancing content creation, management, and dissemination processes.

The propagation of dominant traits is another cornerstone of Fidler's theory. This principle

asserts that new media technologies often inherit and propagate the most effective traits of their predecessors. In the context of AI, this means leveraging the established strengths of traditional media while introducing advanced capabilities such as automated content generation, data analytics, and personalized content recommendations. These dominant traits enhance the functionality and appeal of new media forms, making them more effective and widely adopted.

Survival in changing environments is another important principle, highlighting the adaptive nature of media forms. Fidler argues that media must continuously evolve to survive in a dynamic environment characterized by changing consumer preferences, technological advancements, and regulatory frameworks. In Nigeria, the creative industry's adoption of AI is a strategic response to these environmental changes, aiming to enhance competitiveness, improve efficiency, and meet the evolving demands of audiences.

Fidler also discusses the merits and adoption delays of new media. He suggests that while new media technologies often offer significant advantages, their adoption can be delayed by various factors such as cost, infrastructure, and regulatory barriers. This principle is particularly relevant to Nigeria, where the high cost of AI systems, infrastructural challenges, and lack of regulatory frameworks have slowed the widespread adoption of AI in the creative industry. Despite these delays, the gradual integration of AI technologies continues, driven by the potential benefits they offer in

terms of improved productivity, efficiency, and audience engagement.

Applying Fidler's mediamorphosis theory to the study of AI in Nigeria's creative industry provides valuable insights into how AI, as a new media technology, is transforming the gathering, production, and dissemination of content in broadcasting and internet media. This theoretical framework underscores the dynamic and multifaceted nature of media transformation, highlighting the interplay between old and new media, the gradual nature of technological adoption, and the adaptive strategies employed by media organizations to thrive in a changing environment.

Literature Review

The quest for improved and efficient ways of performing tasks is a major driver of technological innovations, with Artificial Intelligence (AI) being a prominent example. Fayoyin (2021) notes that AI development addresses the question, "can computers think?" (p. 3). This highlights the ambition to create machines with human-like intelligence. According to the United Nations' Information Economy Report (UNCTAD 2017), AI is defined as the capability of machines and systems to acquire and use knowledge, displaying intelligent behaviors once exclusive to humans. Reidl (2019) emphasizes AI's ability to communicate, a facet of human intelligence now replicable by machines. Beyond machine-to-machine communication, AI has facilitated machine-to-human interactions through systems like Natural Language Generation (NLG) and Natural Language Processing (NLP),

enabling machines to understand, interpret, and respond in human languages (Jamil, 2020; Campolo, 2017; Raine & Andersen, 2017; Allen, 2003).

John McCarthy, an MIT computer scientist, coined the term Artificial Intelligence in 1956 (Okunola, 2018). Despite its slow initial uptake, AI gained attention and funding in the 1960s (Oyedokun, 2023). The 1970s saw the first AI winter, followed by the second in the 1980s with significant investments from Japan and the United Kingdom (Oyedokun, 2023). By the 1990s, AI saw acceptance and use in the tech industry, exemplified by IBM's Deep Blue defeating the world chess champion (Okiyi & Nsude, 2019; Oyedokun, 2023). The 2000s marked a period of increased AI development, with notable achievements like IBM's Watson winning the quiz show 'Jeopardy' in 2011 (Okiyi & Nsude, 2019). Eugene Goostman's chatbot winning the Turing Test in 2014 further demonstrated AI's advancing capabilities (Okiyi & Nsude, 2019 citing Lewis, 2014).

AI now performs tasks based on human instructions or automation, using algorithms developed by programmers. These algorithms enable AI systems to automate tasks like data collection, analysis, and production (Jamil, 2019; Dorr, 2016; Jamil, 2020). In journalism, this application of AI is known as automated, algorithmic, or robotic journalism (Peiser, 2019; Caswell & Dorr, 2018; Van-Dalen, 2012).

AI in Broadcasting

The influence of AI on broadcasting has significantly transformed operations from ideation to content distribution. Notable implementations include China's Xinhua News Agency, which introduced the first AI newscaster, Qiu Hao, in 2018, followed by a female counterpart, Xin Xiaomeng (Handley, 2018; Guanah, 2020; Nwabueze, 2019). This pioneering effort inspired similar developments worldwide, with virtual presenters such as Ananova in the UK, Yuki in Japan, Vivian in the US, and Lusia in South Korea (Qin, 2021). More recently, Odisha Television in India and Live 95.5 in Portland, Oregon, launched their AI presenters in 2023 (Oyedokun, 2023).

AI's impact extends beyond broadcasting to internet content creation and distribution, where it plays an important role. AI analyzes user data to tailor content and advertisements, offering personalized recommendations and automatically generating content through algorithms (Mohamed, Osman & Mohamed, 2024; Brown et al., 2020). This capability has become invaluable for marketers, enhancing lead conversion and market growth (Singh, Verma, Vij & Thakur, 2023; Fast & Horvitz, 2017). Additionally, social bots that autonomously generate content and interact with users are becoming more prevalent (Jamil, 2020).

However, the adoption of AI in these sectors is not without challenges. High development and implementation costs, risk of unemployment, and potential loss of human creativity and intuition are significant concerns (Fayoyin, 2021). The efficiency of AI could lead to workforce reductions, causing job displacement (Guanah et al., 2020). Nevertheless, some argue that AI cannot fully replace humans due to its limitations in creativity and judgment (Miroshnichenko, 2018; RTDNA, cited in

Oyedokun, 2023). AI systems, while advanced, may not replicate the natural connection between human presenters and audiences (Guanah et al., 2020).

Ethical and societal risks further complicate AI's integration. Trattner et al. (2022) highlight that although AI can enhance data-driven journalism and combat misinformation, it also poses risks through algorithmic content selection and personalization. The potential for AI systems to act unpredictably is a concern, as demonstrated by Facebook's AI experiment where robots developed an unintelligible language, prompting a shutdown (Giardina, 2017). Prominent figures like Elon Musk have warned of AI's dangers, suggesting that AI-enhanced robots could pose existential threats to humanity (Giardina, 2017).

While AI has revolutionized broadcasting and internet content creation, offering significant benefits in productivity and personalization, it also brings challenges related to costs, employment, creativity, ethics, and societal impact. Balancing these benefits and risks is important for the continued integration of AI in these sectors.

Methodology

This study employs a qualitative research approach grounded in discourse analysis to explore the impact of artificial intelligence (AI) on content creation practices in Nigerian broadcasting stations. The primary objective is to understand how AI technologies are integrated into media operations, the nature of their influence on content practices, and the challenges faced in their adoption. Given the exploratory nature of the research, a qualitative methodology allows for an in-depth examination of complex social, technological, and organizational dynamics associated with AI implementation in the Nigerian broadcast industry.

Data Collection

The data for this study were collected through a comprehensive review of secondary sources, including scholarly articles, industry reports, government publications, media organization documents, and reputable online sources. The selection criteria for these documents focused on recent and relevant information related to AI applications in media, particularly within the Nigerian context. This approach ensures a broad understanding of current practices, technological trends, and policy environments affecting AI deployment in the industry.

In addition to literature review, the study incorporated content analysis of publicly available interviews, press releases, and case studies involving Nigerian broadcasting stations that have integrated AI technologies. These sources provided contextual insights into organizational strategies, technological choices, and perceived benefits or challenges reported by media practitioners.

Data Analysis
The collected data were analyzed through discourse analysis, a method suitable for examining language, narratives, and framing within texts to uncover underlying meanings, beliefs, and power structures related to AI adoption. This approach involved systematically coding and interpreting thematic patterns in the textual data, focusing on how AI's role in content creation is

constructed and understood by industry stakeholders.

The discourse analysis process entailed several steps: first, familiarization with the data through repeated reading; second, coding data segments relevant to AI applications, challenges, perceptions, and organizational strategies; third, identifying recurring themes, metaphors, and narratives that shape understanding of AI's impact; and finally, interpreting how these discourses reflect broader socio-technical and cultural contexts within Nigeria's media landscape.

Validity and Reliability
To ensure the rigor of the analysis, the study employed triangulation by cross-verifying information from multiple sources, including academic literature, industry publications, and stakeholder statements. This triangulation enhances the credibility of findings and mitigates potential bias inherent in single-source data. Furthermore, transparent documentation of the coding process and thematic development was maintained to promote dependability and reproducibility of the analysis.

Limitations
Given the reliance on secondary data, the study is limited by the availability and accuracy of publicly accessible information. The absence of primary data, such as interviews or surveys with media practitioners, constrains the depth of insight into internal organizational processes and perceptions. Future research could incorporate primary qualitative methods like interviews or focus group discussions to enrich understanding and validate findings.

Ethical Considerations
As the research primarily utilizes publicly available data, ethical concerns are minimal. However, the study adheres to principles of responsible research conduct by accurately citing sources and ensuring that interpretations do not misrepresent the perspectives of stakeholders or organizations involved.

Discussion of Findings

Extent of AI Application in Nigeria's broadcast Industry

In technologically advanced societies, AI has been seamlessly integrated into many facets of content gathering, production, and dissemination within the creative industries of radio, television, and the internet. These integrations have transformed media operations, enabling more efficient and innovative practices. However, in Nigeria, the deployment of AI within these sectors remains relatively limited. This limitation is largely attributable to the current state of technological innovation and infrastructure within the country. According to Fidler's mediamorphosis theory, the transformation of media operations is heavily influenced by technological advancements, underscoring the importance of innovation in evolving media landscapes (Guanah et al., 2020).

Despite these constraints, the Nigerian creative industry has made notable strides in deploying AI in specific areas, particularly in content creation. AI has been effectively utilized in automated scripting, where algorithms analyze data from various sources to identify trending issues and social media conversations, subsequently suggesting

content ideas and generating scripts. This usage of AI in content creation aligns with Fidler's theory, which suggests that new media forms gradually influence and replace older methods. AI-driven video editing tools are also in use, where raw footage is analyzed to automatically generate highlight reels and suggest appropriate effects, music, and subtitles (Xperity, 2023). These capabilities are especially beneficial for media organizations with limited resources, as AI-driven virtual sets allow for the creation of appealing content without extensive physical infrastructure. Furthermore, AI tools have been increasingly utilized in graphics design and voice cloning, particularly by internet content creators and advertisers. Social media content and advertisements in Nigeria frequently employ cloned voices, highlighting the growing influence of AI in content creation (Mayne, 2022).

In terms of content management, AI has facilitated significant improvements through the use of metadata. Broadcast media organizations and content creators employ AI technologies such as speech, face, and key recognition, along with automated tagging, to streamline workflows. These technologies enable voice-controlled Electronic Program Guides (EPGs) and real-time, high-volume content analysis, simplifying data management and retrieval processes (Mayne, 2022). This application of AI enhances the efficiency of media operations, allowing for better organization and accessibility of vast amounts of data.

Advertisement scheduling is another area where AI has made a significant impact. Many Nigerian radio and TV stations now utilize automated AI systems like RAM-COM to schedule and air advertisements at designated times. These systems also maintain a comprehensive database of aired advertisements, providing valuable data for advertisers (Oyedokun, 2023). The deployment of AI in advertisement scheduling is dependent on the availability and affordability of these technologies. As noted by Guanah et al. (2020) and Idachaba (2018), the ability of AI to optimize ad scheduling and manage data efficiently offers a competitive edge to media organizations, enabling them to attract and retain advertisers.

The dissemination of content, particularly over the internet, has also been significantly enhanced by AI technologies. AI algorithms analyze user psychographics to identify individual interests, thereby facilitating personalized content suggestions. This personalization improves user engagement and satisfaction, making content more appealing to the audience. Additionally, AI tools enhance content metadata and search engine optimization (SEO), increasing the discoverability of content and websites (Xperity, 2023). These tools are very important for ensuring that content reaches a wider audience. Moreover, AI is used to improve audience engagement and immersive experiences through AI chatbots and virtual assistants. Broadcast programs and other content shared on social media benefit from enhanced audience interaction, as AI-driven tools provide immediate and personalized responses to user queries and comments. This not only enhances user experience but also fosters a sense of

community and loyalty among the audience (Oyeleye & Ademosu, 2021).

The findings indicate that AI continues to evolve, performing tasks that were previously the domain of humans. Its adoption and the resulting transformations in media operations are driven by perceived needs, competitive pressures, and the desire of media organizations to capture a significant share of the broadcast audience. According to Guanah et al. (2020), the deployment of AI in the creative industry of radio, television, and the internet in Nigeria for gathering, production, and dissemination of content is directly proportional to the level of technological advancement in the country. This explains why more technologically advanced countries have long ventured into using AI for hosting programs and have seen continuous improvements in such innovations over the years.

The possibility of Nigeria reaching the level of AI integration seen in more technologically advanced countries will largely depend on its technological advancement. This includes improvements in infrastructure, access to cutting-edge technologies, and the development of relevant skills among professionals in the media industry. However, other factors must also be considered, such as regulatory frameworks, investment in research and development, and collaboration between academia, industry, and government. Aligning with Fidler's mediamorphosis theory, the evolution of media practices in Nigeria will likely follow a trajectory influenced by these technological, social, and economic factors.

Impact of AI on the Gathering, Production, and Dissemination of Content in Nigeria's Creative Industry

The deployment of Artificial Intelligence (AI) in the gathering, production, and dissemination of content within Nigeria's creative industry—encompassing radio, television, and the Internet—has led to notable improvements in productivity and efficiency, despite the presence of some challenges. This study reveals that utilizing AI across various stages of content production and dissemination has yielded significant and transformative results, contributing to the evolving landscape of Nigeria's media sector.

In content creation, AI has substantially enhanced the process, making the generated content more appealing and relevant to audiences. Automated scripting stands out as a key application, where AI algorithms analyze data from diverse sources, identifying trending issues and social media conversations. This capability allows AI to suggest content ideas that are pertinent and engaging, ensuring the produced scripts resonate with audience interests (Xperity, 2023). Moreover, AI-driven video editing tools streamline production by efficiently analyzing raw footage, generating highlight reels, and suggesting appropriate effects, music, and subtitles (Xperity, 2023). These tools not only save significant time but also enhance the total viewing experience by ensuring high-quality production values.

Furthermore, AI-driven virtual sets and effects have democratized content creation, enabling startups and smaller media organizations with limited resources to

produce visually appealing content. This technological innovation reduces production costs while maintaining high standards of visual storytelling (Xperity, 2023). Additionally, AI tools enhance graphics design, further engaging viewers and elevating the quality of the produced content (Mayne, 2022).

Voice cloning is another area where AI has made a substantial impact. Through advanced deep learning techniques, AI can create human-like voices for various forms of content and advertisements. This technology has become particularly prevalent in social media content and advertising, where cloned voices are often used to deliver messages in a more relatable and engaging manner (Mayne, 2022). AI also plays a critical role in analyzing user data and content preferences, enabling the creation of tailored content and advertisements that are personalized to individual users' tastes and interests (Mohamed, Osman & Mohamed, 2024). This personalized approach is further exemplified by AI's ability to offer content recommendations, enhancing user engagement and satisfaction.

OpenAI's GPT-3 serves as a prime example of AI's potential in content creation. This model has significantly advanced social media content creation by generating high-quality text that can be used for posts, articles, and interactive engagements (Brown et al., 2020). The integration of AI in social media content creation and distribution primarily benefits marketers by efficiently converting generated leads into sales, demonstrating the commercial viability of AI-driven content (Singh et al., 2023). AI

tools such as augmented reality, sound and face recognition, and virtual reality also assist businesses in boosting sales and market share, underscoring the broad utility of AI in the creative industry (Cockburn et al., 2018). Social bots, which are computer algorithms that automatically generate content and interact with humans on social media, have also become commonplace, influencing online interactions and content dissemination (Ferrara et al., 2016; Jamil, 2020).

In advertisement scheduling, AI has introduced a new level of efficiency and precision. Automated systems like RAM-COM manage the scheduling and airing of advertisements with remarkable accuracy, even to the extent of interrupting live broadcasts if necessary (Oyedokun, 2023). This automation alleviates the workload of traffic departments and presenters, ensuring that advertisements are aired at the optimal times. The comprehensive database maintained by these systems provides valuable insights for advertisers, enhancing the effectiveness of their campaigns (Oyedokun, 2023).

Content management has also been revolutionized by AI, particularly through the use of metadata. AI enhances accessibility to older archives via voice-controlled Electronic Program Guides (EPGs) and real-time, high-volume content analysis. Technologies such as speech, face, and key recognition, along with automated tagging, streamline workflows, making tasks like tracking brand exposure or managing advertisements more efficient (Mayne, 2022). These advancements enable media organizations and content creators to reach

wider audiences by optimizing content for easier discovery and increasing its reach through enhanced search engine optimization (SEO) (Xperity, 2023).

Moreover, AI has significantly improved audience engagement and the immersive experience of broadcast programs and social media content. AI chatbots and virtual assistants engage audiences in real-time, simulating human interactions and providing immediate responses to queries and comments. This level of interaction fosters a deeper connection between the content and its audience, enhancing user satisfaction and loyalty (Xperity, 2024; Oyeleye & Ademosu, 2021). These AI-driven tools not only enhance the user experience but also help in building a more interactive and engaging media environment (Nyam, 2021).

The significant impact of AI in Nigeria's creative industry underscores its growing popularity and adoption. The findings indicate that AI continues to evolve, performing tasks that were traditionally handled by humans, thereby transforming media operations. The adoption of AI is driven by perceived needs, competitive pressures, and the desire of media organizations to capture a significant share of the broadcast audience. This trend is consistent with Fidler's mediamorphosis theory, which suggests that technological advancements drive the transformation of media practices (Guanah et al., 2020).

Challenges to the Successful Application of AI in Nigeria's Creative Industry

Despite the promise of Artificial Intelligence (AI) for enhancing productivity and efficiency within Nigeria's creative industry—encompassing radio, television, and the Internet—several significant challenges impede its successful application. The struggle with digitization highlights these issues, as Nigeria has faced prolonged delays in fully transitioning to digital broadcasting. Initially, the June 17, 2015, deadline set by the International Telecommunication Union (ITU) for Region 1, which includes Europe, Africa, and Arab nations, was extended to June 17, 2017, by the Economic Community of West African States (ECOWAS). However, years after this extended deadline, the Nigerian broadcast media industry remains largely undigitized (Ukwela, 2021). This lag in digitization has had major implications, forcing some media organizations out of business due to the high costs associated with digital equipment and the necessary technical expertise (Idachaba, 2018; Endong, 2015; Ihechu & Uwaoma, 2012). Amidst these ongoing digitization issues, the advent of AI presents new opportunities for automation and enhanced productivity, but also introduces additional challenges.

One of the most significant barriers to the successful application of AI in Nigeria's creative industry is the high cost associated with these technologies. AI systems are expensive to purchase, develop, and maintain, necessitating substantial financial investment and reliable internet connectivity (Guanah et al., 2020). Nigeria's slow pace in adopting technological innovations, as exemplified by the protracted digital switch-over process, underscores the difficulty of integrating advanced technologies like AI (Olanrewaju, 2018; Idachaba, 2018). The

financial burden of acquiring and implementing AI systems restricts their use within Nigeria's creative industry, in stark contrast to more developed countries where AI is extensively deployed (Fayoyin, 2021). This financial constraint limits the ability of Nigerian media organizations to leverage AI for enhanced content creation, management, and dissemination.

Moreover, AI introduces risks and social threats, particularly concerning data privacy. AI algorithms often track user data without explicit consent, raising significant privacy concerns (Nyam, 2021). The absence of a robust regulatory framework for the use of AI in Nigeria exacerbates this issue, leaving users vulnerable to unauthorized data collection and use (Obi et al., 2023). Without stringent regulations and enforcement mechanisms, there is a heightened risk of data misuse, which undermines public trust in AI technologies. This lack of regulation also extends to the protection of intellectual property rights. AI's ability to generate content scripts and ideas can inadvertently infringe on existing intellectual property by using protected information without proper authorization (Obi et al., 2023). This potential for intellectual property violations presents a legal and ethical challenge that must be addressed to ensure the fair and responsible use of AI in content creation.

Furthermore, the infrastructure necessary to support AI deployment is still underdeveloped in Nigeria. Reliable electricity and high-speed internet, both critical for the effective functioning of AI systems, are not consistently available across the country. This infrastructural inadequacy poses a significant hurdle, as AI technologies require stable and robust connectivity to function optimally. The intermittent power supply and limited internet bandwidth can disrupt AI operations, reducing their efficacy and reliability.

Additionally, there is a skills gap that hinders the effective implementation of AI in Nigeria's creative industry. The development, deployment, and maintenance of AI systems require specialized knowledge and technical expertise that are currently in short supply within the country. This skills shortage necessitates substantial investment in education and training to build a workforce capable of leveraging AI technologies. Without a concerted effort to develop these skills, the adoption of AI will remain limited, and its potential benefits will be unrealized.

Conclusion

AI has gained substantial traction across various sectors in Nigeria, driving notable improvements in productivity and efficiency. In particular, the creative industries of radio, television, and the internet have experienced significant advancements through AI deployment in areas such as content creation, management, advertisement scheduling, dissemination, and audience engagement. These technologies have revolutionized how content is produced and consumed, offering enhanced personalization, streamlined production processes, and better resource management.

Despite these advancements, the extent of AI use in Nigeria's creative industry is constrained by several factors. Technological advancement remains a key challenge, as the availability and affordability of AI

technologies are limited. Many media organizations, especially smaller ones, struggle to access the necessary AI tools and infrastructure, which hinders widespread adoption. The disparity in technological resources between urban and rural areas further exacerbates this issue, creating a digital divide that impacts the effectiveness of AI implementation.

Additionally, while AI offers numerous benefits, it also introduces significant risks, particularly concerning data privacy and intellectual property rights. The extensive data collection and analysis capabilities of AI raise concerns about the protection of personal information. In a country where regulatory frameworks are still developing, ensuring that data privacy is adequately safeguarded is a major issue. Without robust regulations, there is a heightened risk of data breaches and misuse of personal information.

Intellectual property rights also present a complex challenge. AI's ability to generate content autonomously raises questions about the ownership and originality of creative works. The lack of clear legal guidelines in Nigeria regarding AI-generated content can lead to disputes and potential infringements, undermining the creative industry's integrity and innovation.

The absence of a comprehensive regulatory framework for AI in Nigeria compounds these challenges. Effective regulation is essential to mitigate risks and foster a conducive environment for AI integration. Policies that address data privacy, intellectual property rights, and ethical AI use are important for balancing innovation with protection. Developing these regulations will require collaboration between government bodies, industry stakeholders, and legal experts to ensure that they are comprehensive and forward-thinking.

Recommendations

1. To enhance AI deployment in their creative efforts, the broadcast stations should focus on establishing AI research and development teams to support the exploration and implementation of AI solutions. AI tools for automated scripting, video editing, virtual sets, and graphics can streamline content creation, improving efficiency and quality while reducing costs. Furthermore, the broadcast stations should use AI-based systems like RAM-COM for optimal advertisement scheduling and performance analysis, increasing revenue opportunities. Deploying AI chatbots and virtual assistants can enhance audience engagement by providing real-time interactions and personalized content recommendations. AI analysis of audience psychographics can improve viewer satisfaction and loyalty by suggesting personalized content. AI can also improve content discoverability through optimized metadata, SEO, and automated tagging and categorization, facilitating better content management and retrieval.

For the government, investing in technological infrastructure, such as improved internet connectivity and reliable power supply, is essential for AI deployment particularly for broadcast stations. Developing high-performance computing centers and integrating AI

education into curricula will support AI applications in media while providing scholarships and funding AI research projects will broker academia-industry collaborations. In addition, raising awareness about AI through conferences, seminars, and public campaigns can highlight its benefits in the media industry. Showcasing successful case studies can educate stakeholders on AI's potential to transform media operations and improve content quality. Implementing these recommendations can enhance AI deployment in Nigeria's creative industries, leading to more efficient operations, higher-quality content, and improved audience engagement.

2. To maximize AI's benefits, the broadcast stations should invest in employee AI training, and adopt AI tools for scripting, editing, virtual sets, and graphics. Using AI for ad scheduling and data analytics can optimize placements and provide valuable insights, enhancing revenue. Deploying AI chatbots and virtual assistants can further engage audiences with personalized

3. To address the challenges, the broadcast stations should first invest in incremental AI integration, focusing on affordable AI tools that can provide immediate benefits without significant financial outlay. Prioritizing AI-driven solutions for automated scripting, video editing, and virtual sets enhances content quality and production efficiency. Training and upskilling employees in AI technologies through workshops and

online courses helps in building internal capabilities, reducing dependency on expensive external expertise.

However, regulatory measures are necessary to address data privacy and intellectual property concerns. Establishing a robust regulatory framework for AI use that includes data protection laws and intellectual property rights is essential to mitigate the risks associated with AI. Providing incentives such as tax breaks, grants, or subsidies for media organizations investing in AI technologies can further encourage adoption. Finally, nurturing public-private partnerships and supporting innovation hubs can pool resources and expertise, driving the development of AI solutions tailored to Nigeria's creative industry. Through these combined efforts, broadcast stations and the government can overcome the challenges and successfully integrate AI into Nigeria's creative industry, enhancing productivity and efficiency.

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Perception of Yenegoa Residents on the Use of Pidgin English in People's FM 93.1

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Abstract

Different socio-cultural variables, nowadays, have influenced the English language in different societies. Given this, it is understandable why Pidgin English has evolved into the various Nigerian languages, giving Nigerians a platform to express their cultural values. This paper, therefore, evaluated perception of Yenegoa Residents on the Use of Pidgin English in Radio Programmes. The paper was guided by three research objectives while anchoring it on Development Media Theory and **Language Use Theory**. The study adopted a survey research design to carry out the investigation. Three hundred and seventy-nine (379) respondents were selected for the study, using Calculator.net to determine the sample size while questionnaire was the instrument for data collection. The study found that larger proportion of respondents listen to Pidgin English programmes on People's FM 93.1 while their most preferred programme is *Corner-Corner Talk*. In view of the findings, it was recommended that the use of Pidgin English in broadcasting should be encouraged since it is a good medium of communication in Bayelsa state, and that since Pidgin English is more likely to be understood and interpreted efficiently, broadcast media and government agencies should also try to use it to package their grassroots programmes and development-oriented messages.

Keywords: Perception, Pidgin English, Programmes, Radio, Residents

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Introduction

Language is an expression of culture, and a means of understanding and perceiving people's social experiences (Ativie, 2010). Different socio-cultural variables, nowadays, have influenced the English language in different societies. Given this, it is understandable why Pidgin English has evolved into the various Nigerian languages, giving Nigerians a platform to express their cultural values. This impact is mirrored by the adoption of particular lifestyles related to clothing, eating, religion, musical instruments and other aspects of daily life.

The Nigerian Pidgin English is a significant genre that has developed in connection with the nativization of the English language. Todd (as cited in Ugot & Ogundipe, 2011) describes pidgin as a peripheral language that emerges to satisfy certain constrained communication demands among people who do not share a common language. In other terms, pidgin is a language that is used as a form of contact or communication between individuals who do not share a common language, and in which none of the users are native speakers. Guanah (2019) defines Pidgin English as the use of Nigerian highbred English, sometimes known as 'broken English' or 'Pidgin English'.

Ihemere (2006) asserts that Pidgin English is more successful when used as an inter-ethnic communication tool. It is widely regarded as one of the nation's most valuable broadcasting languages, and is important to be adopted by certain state or commercial broadcasting stations to provide daily news in it. Job opportunities have recently arisen for individuals who speak Pidgin English

fluently, for example, there are employment prospects in the film business, magazines, radio programme, newspapers produced in Nigerian Pidgin, and radio shows featuring entertainment in Nigerian Pidgin.

Pidgin English, a Creole language that developed during the colonial era, is very important to Nigerian culture and society. It emerged as a streamlined language of exchange between European invaders and the surrounding natives who spoke several indigenous tongues. Pidgin English developed into a separate language with its

own lexicon, pronunciation, and grammatical structure over time.

Today, it acts as a lingua franca for Nigerians of all origins, enabling communication and promoting social interactions, trade, and cultural exchange (Oha, 2010). Nigerian Pidgin English, often referred to simply as "Naija Pidgin" or "Pidgin," has its roots in the historical and cultural context of Nigeria. It has evolved as a dynamic and widely spoken creole language. Nigerian Pidgin English has historical roots in the interactions between diverse linguistic communities during the colonial period. The influence of British colonialism and trade played a significant role in shaping the linguistic landscape of Nigeria (Holm, 2000).

The linguistic fusion that characterises Nigerian Pidgin involves a blending of English with local languages, reflecting the multicultural and multilingual nature of Nigeria. The role of Nigerian Pidgin in popular culture, including music, literature, and media, has played a significant part in its

acceptance and prevalence. Pidgin is often used as a medium for creative expression and communication in these cultural domains (Emenanjo, 2014).

Nigerian Pidgin English is spoken by many people from several states within the Nigerian federation. This bolsters the assertion made by Guanah (2023) that Nigeria Pidgin English (NPE) has the capacity to express emotions or experiences in ways that English and other languages do not, because it is natural, fluid and simple to speak. He asserts further that with NPE, clear and concise communication is possible because people feel more at ease and may express themselves freely. Well over 60 million residents of Nigeria can be said to effortlessly speak NPE.

Given that Nigerian Pidgin is a language that appeals to a wider audience from all social groups, it is often recommended that regular English programming in Nigeria be replaced with it in order to ensure the survival of the country's illiterate population (Deuber, 2005).

Since communication is essential to all societies, information is needed at all levels of the sociological, cultural, industrial, educational, and other domains for society to function at its best (Akinfeleye, 2008, as cited in Tulagha, 2024). Consequently, Pidgin English is used in radio shows to interact with listeners on a more accessible and casual level while showcasing the originality and vitality of Nigerian artists.

Yenagoa, the capital of Bayelsa State, is a thriving and culturally diverse metropolis. We can learn more about how the usage of Pidgin English in radio programmes affects cultural representation, accessibility, informality, linguistic concerns and perceptions of professionalism and quality by knowing the views of Yenagoa residents. This study, therefore, seeks to investigate the views of Yenagoa residents on the use of Pidgin English in radio broadcasts, especially on People's FM 93.1 Station located in Yenegoa, Bayelsa State.

Statement of the Problem

Broadcast organisations are now many in Nigeria. In Bayelsa State, for example, there are ten broadcast media stations/houses in the state. This has intensified battle for patronage, as the various broadcast media design programmes and approaches to reach out to many audiences. The above has also brought about the use of Pidgin English for programmes presentation. This is aimed at reaching out to many audiences, irrespective of their educational background, as the Pidgin English is spoken and/or understood by majority.

However, the usage of Pidgin English in radio broadcasts in Yenagoa, Nigeria, generates several queries and worries about its effects on cultural representation, communication, language norms and professionalism. The above situation raises the question of how does the audiences feel about the use of Pidgin English on radio programmes in Bayelsa State? The problem of this study, therefore, lies in the foregoing.

Objectives of the Study

The objectives of this study are:
1. To ascertain the number of Yenegoa residents that listen to Pidgin English

programmes on People's FM 93.1 station.

2. To identify the Pidgin English programmes Yenagoa residents listen to most on People's FM 93.1.

3. To determine the extent of the impact of People's FM 93.1 Pidgin English programmes on Yenegoa residents.

Review of Literature: Theoretical Framework

The Development Media Theory emerged as a result of the limitations of the four normative theories. Guanah, Okowa-Nwaebi, Ezekwelu and Ridwan (2024) assert that, according to the theory, national development goals, particularly in poor countries, should be given priority in the media. It highlights how important the media is to advancing social, political, and economic advancement. In summary, the development media theory acknowledges the media's pivotal role in addressing developmental issues in a developing nations.

Development media theory refers to the art and science of human communication applied to the quick transformation of a country from economic hardship to a dynamic state of growth that allows for greater economic and social equality and a higher realization of human potential. According to Folarin in Anaeto, Onabajo and Osifeso (2012), the primary tenets of the theory are as follows:

1. The media should accept and carry out positive development tasks in line with nationally established policy (or in line with national ideology), without prejudice to their

traditional functions of providing the public with information, education, and entertainment.

2. The media ought to acknowledge and assist in executing the unique development responsibilities of promoting literacy, socioeconomic modernisation, national integration, and cultural innovation.

3. Insofar as it can be separated from the national milieu, national media should prioritise the national macroculture in their programming, followed in descending order of importance by regional and local cultures. Local media prioritise local culture and language, while regional media are supposed to respect regional cultures and languages.

4. The media needs to pay close attention to and identify its overseas news in order to establish connections with other nations that have comparable socio-cultural orientations, political goals, and/or economic objectives.

5. In the course of their work of gathering and disseminating information, journalists and other media professionals should always faithfully execute their commitments and tenaciously protect their rights in order to preserve the values of press freedom.

The Development Media theory is pertinent to this study because it aims to persuade mass communication institutions including the broadcast media that encouraging the use of a language unique to a group of people, is a move meant to improve the human condition and thereby facilitate development.

This study is also anchored on the **Language Use Theory**, a pragmatic and sociolinguistic framework that emphasises how language

functions in real-life interactions. Pioneered by Herbert H. Clark (1996), the theory posits that language is not merely a system of rules, but a tool used by individuals to achieve communication through **joint action.** This view aligns with earlier pragmatic principles from scholars like Paul Grice (1975), who proposed the **Cooperative Principle**, and John Searle (1969), who developed the **Speech Act Theory**. Together, these frameworks form the foundation of understanding how language is used in specific social and communicative contexts.

Clark (1996) emphasises that communication is inherently **collaborative,** requiring speakers and listeners to work together to create and interpret meaning. One of the central tenets of the theory is the concept of **common ground-** the shared knowledge, assumptions, and experiences that communicators rely on to make sense of interactions (Clark & Brennan, 1991). Additionally, the theory introduces the idea of **audience design** (Bell, 1984), which refers to how speakers adjust their language choices based on the audience's characteristics, expectations, and sociocultural background.

The Language Use Theory is particularly relevant to this study, which explores the use of **Nigerian Pidgin English on People's FM 93.1** and how it is perceived by residents of **Yenagoa,** the capital of Bayelsa State. Pidgin English serves as a **lingua franca** in many Nigerian urban centers, especially in multilingual settings where it functions as a tool for mass communication, identity expression, and inclusivity. The radio station's use of Pidgin can be seen as a strategic communicative act, designed to connect with a wider audience that includes both literate and semi-literate listeners.

With this theory, this study examined how the station's presenters **tailor their language** to fit the local context, and how listeners interpret and respond to these linguistic choices. It also offers insight into the **social meanings** attached to Pidgin English and how language use on radio can influence **audience engagement, credibility, and cultural relevance.** Thus, the theory provides a solid analytical lens for understanding the dynamics between language, media, and audience perception in a multilingual environment like Yenagoa.

Concept of Broadcast Media

Radio is defined as a form of mass media and sound communication by radio waves, typically involving the transmission of music, news, and other programs from broadcast stations to individual listeners equipped with radio receivers. It is a uniquely personal medium based on the human voice, capable of invoking listeners' imagination and delivering entertainment, news, and dialogue with immediacy and wide reach. Radio waves are electromagnetic waves used to carry information from a transmitter to a receiver, enabling various applications including broadcasting, communication, navigation, and remote control (Encyclopaedia Britannica, 2025a).

Television is audio-visual. It creates a screen-based communication experience with visuals and sound. It explains screen images with sound. It brilliantly handles emotion and intellect (Owuamalam, 2007). Television uses unusual visual movement to portray

thoughts and feelings in an interesting and enticing way.

Encyclopaedia Britannica (2025) defines Television (TV) as a telecommunication medium for transmitting moving images and sound from a source to a receiver, serving as a mass medium for advertising, entertainment, news, and sports. It extends vision and hearing beyond physical distance and is delivered via various methods including terrestrial broadcast, cable, satellite, Internet streaming, and digital storage. Modern television includes innovations such as high-definition formats and smart TVs with internet connectivity.

Radio and television deliver messages using electrical signals, as stated in the definition. Nigeria's media landscape has been shaped by radio and television transmission. Since their founding, radio and television have been significant channels for information, entertainment, and cultural expression.

The main purpose of broadcasting is to quickly distribute information through carefully crafted and chosen Programmes that cover news, information, music, and other topics. TV and radio have developed into effective mediums for promoting and portraying the positive aspects of our culture, thanks to their widespread audience within Nigerian society. The desires and ideals of our society are often reflected in the broadcast Programmes that are offered, and because of their enduring popularity, they also play a significant role in shaping our tensions, values, and desires. According to Nwanwene (2008), radio and television have also served as value-forming and value-orienting communication mediums. People's imaginings, understandings, and judgments are shaped in part by their sounds and visuals. This power carries a great deal of responsibility. It is the responsibility of broadcast management to carry out that duty.

The Concept of Pidgin English

Pidgin English is perhaps the most common language spoken in Nigeria where, according to *The Guardian* (2025) over 563 indigenous languages are spoken by the people. Oha (2010) sees Pidgin English as a simplified language that developed as a means of communication between two or more groups that do not have a language in common in situations such as trade. He adds that a pidgin language has no native speaker, yet many speakers need it to relate with others. Ekpe (2010) sees pidgin as simplified English as its structure is simplified to suit the usage of its users. According to the source, this form of pidgin is also known as Naija in scholarship, or Pidgin, or Broken. Further describing it, the source said it is spoken as a lingua-franca.

The growing popularity of Nigerian Pidgin English is not restricted to social interaction. As far back as the early 1960's, the Nigerian jazz and popular music icon, Fela Anikulapo Kuti, had adopted Nigerian Pidgin English as the language of his music, in addition to his indigenous Yoruba language. Much (about 90%) of Fela Anikulapo's works from the 1970s until his death in 1997 was in Nigeria Pidgin English (Osoba, 2014). Advertisements, news broadcasts, current affairs discussions, programmes and news bulletins are some of the programmes that tend to favour Nigerian Pidgin English as the language of the masses in certain states such as Bayelsa, Rivers, Delta, Cross River and others. The vocabulary of Pidgin English

keeps growing as reflected in Nigerian popular music, comedy sketches and the film industry Nollywood (Ugot & Ogundipe, 2011).

Today, a good number of broadcast media stations in Nigeria have embraced the Nigerian Pidgin English as a major language. While stations like Faaji F.M 106.5 (in Lagos) and some Federal Radio Corporation of Nigeria (FRCN) stations broadcast partly in Nigerian Pidgin English, there are now more stations that broadcast fully in the language. In November 2007, Wazobia FM 95.1 (a station that derives its name from a combination of the three major social languages in Nigeria meaning Wa (in Yoruba) means 'come' just like Zo (in Hausa) and Bia (in Igbo) started operations. By November 2008, the station commenced its operations in Port Harcourt on 94.1 FM. In its fourth year of operation, precisely January 2011, Wazobia FM 99.5 began broadcasting from the Nigeria Federal Capital City in Abuja and by October 2011, residents of Kano started receiving the signals on 95.1 FM.

According to Dusu (2020), Pidgin English, which is utilised in public discourse, has an impact on Standard English since, for instance, it shows that students who frequently use Pidgin English tend to transfer its expressions and grammatical structures into their Standard English writing. It follows that Pidgin English rarely encourages optimal and successful communication, which is necessary to support intended societal growth. In simpler terms, this may be called pidgin broadcasting when Pidgin English is utilized as the official broadcast language. This entails using Pidgin English to present a broadcast station's diverse lineup of shows.

Pidgin English is used to broadcast all of the station's content, including its messages.

Notion of Pidgin

Boma Erekosima, popularly known as "Countryman," played a pioneering role as one of the earliest broadcasters to use Pidgin English in Nigerian radio and television. His innovative use of Pidgin English, combined with his journalistic skill and distinctive voice, significantly enhanced the accessibility and appeal of broadcast media to a wider audience, especially in Rivers State and beyond (Nigerian360, 2023; Nairaland, 2023).

Countryman's programme on Radio Rivers 2 in the early 1980s helped popularise Pidgin English broadcasting, setting a trend that influenced subsequent stations and broadcasters (allAfrica, 1999). His pioneering efforts laid the groundwork for the acceptance of Pidgin English as a legitimate language of news and entertainment on Nigerian airwaves, bridging communication gaps between formal media and everyday Nigerians (Instagram, 2020).

However, the official introduction and popularisation of Pidgin English as a language of broadcasting in Nigeria is largely attributed to the efforts of Wazobia FM, which began full Pidgin broadcasts in 2007. This station was the first in Nigeria to adopt Pidgin English as its primary language of communication, making news, entertainment, and public discourse accessible to a wide audience, particularly the working class and urban dwellers (Durodola, 2013).

Notable broadcasters such as Akas Baba, Ehidiana, Lolo 1, OPJ, and others became

household names through their use of Pidgin English, helping to legitimise and popularise the language in mass media (Ogunyombo, 2016). The success of Wazobia FM marked a significant shift from the earlier limited and informal use of Pidgin in Nigerian media, reflecting a broader cultural movement that had been influenced by figures like Fela Kuti, who also used Pidgin to reach the masses through music (Ogunyombo, 2016). Thus, Wazobia FM and its individual broadcasters played a crucial role in establishing Pidgin English as a recognised and effective medium of broadcasting in Nigeria.

Oha (2010) states that pidgin is a simplified language that was developed as a way for people who did not share a common language to communicate with one another in contexts like trade. He goes on to say that although pidgin languages are spoken by few people, many of them rely on them for interpersonal communication.

Brief History of People's 93.1 FM
Oxbow Lake Road, Swali is where you can find People's 93.1 FM in Yenagoa, Bayelsa State. With just 20 employees when it first opened for business in November 2009, People's FM has progressively grown. The mission of People's 93.1 FM is to: create a first-class urban radio station that would promote robust discourses on news and current affairs and other topical issues while creating platforms for the promotion of goods and services. To generate topical discourse with informed minds in the society, towards the development of mutual ideas for the growth of the Niger-Delta region, Nigeria, and the world at large.

The organisation's duties include obtaining data for broadcast, disseminating data, and conducting interviews with stakeholders in various organizations. The general manager is the operational head of People's 93.1 FM's organisational structure. The General Manager is the recipient of reports from each of the seven (7) departments. These departments within the organization are: ICT, Engineering, Sports and Special Duties, Programmes, Editorial and Advertising, Administration and Accounts.

Empirical Review
A significant number of scholars have examined the subject matter of Pidgin English in broadcasting. In his study, titled "Pidgin English Usage and Meaning Placement in Select Pidgin English Programmes on Radio," John-Sini (2016) argues that using Pidgin English creates a relationship between the public and broadcasters as well as accommodates fun and creativity. The study, which was a survey design that employed a 10-item structured question had copies of which distributed to 100 respondents. The study focused on how often members of the public listen to the Pidgin English programmes on the radio.

Additionally, Asemah, Anum, and Edegoh (2013) did a study on radio and rural development. The objective of the study was to examine the function of radio in Nigerian rural development. The study found that although radio is an essential tool for educating, entertaining, and enlightening society, it cannot be used effectively for rural development due to specific constraints. Thus, it suggests, among other things, that community radio stations be founded in order

to bring radio closer to rural residents and that radio stations in Nigeria use regional dialects, such as Pidgin English, especially when broadcasting to them.

Arijeniwa (2017) studied how Nigerian broadcast media's audience perceived advertisements in Pidgin English. The researcher used Benin-City as a point of reference to study how audiences responded to Pidgin English ads in Nigerian broadcast media. According to the study, Pidgin English can lessen misunderstandings about products that are advertised. It investigated the possibilities of using Nigerian Pidgin English for mass and public communication in Nigeria.

The study used the survey research approach, administering 200 copies of a well-structured questionnaire at random to the respondents who had been purposively chosen. Pidgin English's significance in broadcasting has been extensively studied; the aforementioned studies demonstrate Pidgin English's potential in broadcast communications. Nonetheless, there is a study void that needs to be addressed on listeners' opinions of Pidgin English usage on radio shows.

Methodology
The quantitative research design was used for this study. It employed the survey method for purpose of obtaining the necessary data. The survey research method is based on the use of questionnaire to gather relevant information from the respondent of the study. The study's

population consists of audiences of FM 93.1 radio station; who are residents in Bayelsa State. According to World Population Review (2024), based on the Nigeria`s census of 1991 and 2006, the projected population of Yenagoa (Bayelsa State capital) is 24,335. The sample size of the study was 379, and it was derived through the use of Sample Size calculator of Calculator.net (2008) at a 95% level of acceptance (confidence level) and 5% confidence interval (margin of error), and a population proportion of 50%.

The purposive sampling technique was utilised to draw a sample of respondents from the sample size. The criteria used to purposively select the sample include identifying the people that listen to programme presented in Pidgin English on the radio station studied, and listeners that are resident in Yenagoa. For the purpose of gathering data for this research work, the researchers utilised self-constructed questionnaire. The questionnaire consisted of two part; Section A, which was used to gather demographic data about the respondents, and Section B, which contained questions on the subject matter of the study. The response on SECTION B had four-item scale that are respectively rated 4 points, 3 points, 2 points and 1 point. Data obtained from the administered copies of the questionnaire were presented in tables of frequency distribution and using descriptive statistics.

Data Presentation and Analysis
A total of three hundred and seventy-nine (379) copies of a structured questionnaire were administered to different respondents who are located in Yenagoa metropolis of Bayelsa State, Nigeria. Three hundred and twenty (320) copies of the questionnaire, out of the three hundred and

seventy nine (379) administered, were correctly answered by the respondents, as expected. This shows 84.43% return rate. Data presentation and analysis is made in tabular form and frequency of responses calculated in simple percentage.

Table 1: Regularity in listening to Pidgin English programmes on People's FM 93.1

Responses	Frequency	Percentages
Often	250	75
Sometimes	60	19
Undecided	0	0
Not at all	10	6
Total	**320**	**100**

Source: Field Survey, 2024

Table 1 show that those who listen to People's FM 93.1 often top the list. This implies that most of the respondents tune to the radio station; though they may be listening to other radio stations frequently too.

Table 2: Pidgin English programmes tuned to most on People's FM 93.1 station.

Responses	Frequency	Percentages
Corner-Corner Talk	187	58.44
Tori for World	95	29.68
Neighborhood Watch	38	11.88
Total	**320**	**100**

Source: Field Survey, 2024

Table 2 revealed that majority of the respondents tune on to "Corner-Corner Talk" more than any other programme on People's FM 93.1 station.

Table 3: The extent of the impact of People's FM 93.1 Pidgin English programmes on Yenegoa residents

Responses	Frequency	Percentages
Very Large Extent	116	33.62
Large Extent	121	35.03
Undecided	9	2.26
Very Low Extent	34	10.17
Low Extent	40	11.86
Total	**320**	**100**

Source: Field Survey, 2024

The data in Table 3 show clearly that Pidgin English programmes greatly impact the residents of Yenagoa that listen to the programmes on People's FM 93.1.

Discussion of Findings

From the study conducted, findings revealed that a good number of the respondents listen to Pidgin English programmes on People's FM 93.1 station regularly. It shows that respondents are very active when it comes to listening to Pidgin English programmes on people's FM 93.1. Data in this research also show that 250 of the total respondents, constituting 75%, listen to Pidgin English programmes on the station, as presented in Table 1.

Ascertaining the listenership of a radio programme is one of the major factors that determines respondents' perception on any programme on local broadcast media. This finding also agrees with that of scholars like Faraclas (2004) and Ihemere (2006) whose previous studies have shown that, to ascertain the level of listenership of a particular radio station, majority of the respondents must affirm, or admit, that they follow, or listen to the programmes of the radio station(s) under study.

The second objective of this study was to determine the Pidgin English programmes Yenagoa residents listen to most, or tuned to most, on People's FM 93.1 station. The data presented in Table 2 revealed that there are varieties of Pidgin English programmes on People's FM 93.1 station that attract listenership, these include: "Corner-Corner Talk," airing every Sunday by 10:00pm; 'Tori for world,' airing every Wednesday by 5:00pm, and "Neighborhood watch," airing on Tuesdays by 7:00pm. However, the finding clearly shows that, among the Pidgin English programmes aired by People's FM 93.1, 58.44% of the respondents tune to "Corner-Corner Talk," more than the other

Pidgin English programmes on People's FM 93.1 station.

This may be an indication that the use of Pidgin English in radio programmes is more widely accepted and recognised in Yenagoa. This finding also mirrors previous findings by Jowitt (2000, as cited in Tulagha, 2024). That Pidgin English is more utilised and accepted than any other language, and there is every tendency of it being creolized, especially in Delta and Edo States of Nigeria.

Guanah (2023) has, however, stated that Pidgin English, particularly Nigerian Pidgin English (NPE), helps with communication since it may convey feelings or experiences in a manner that other languages and English cannot. This is because Pidgin English is so easy to speak, for example, the more educated and literate buyers and sellers in a Nigerian market can switch between Standard English and Pidgin English naturally and fluidly. NPE enables communication that is succinct and clear. People can express themselves freely and feel more at ease. The language is what expedites the completion of tasks. A study by Guanah (2023) show that Pidgin English is selected as the language of communication in the market because "it is simple to understand; it is easy to speak; it is indigenous; it is not ambiguous, and the fact that it is easy for interaction" (p. 13).

The third finding of this research work revealed that the Pidgin English programmes aired by People's FM 93.1 have impact on Yenegoa residents, as attested to by the data in Table 3. Secondly, People's FM 93.1 Pidgin English programmes, in terms of perception of local news and events, has a

positive influence on the audiences, as they are always informative.

The station`s programmes can have educative and social impacts on Yenegoa residents. The above conforms to the stand of Deuber (as cited in Akande & Salami, 2010) that Nigerian Pidgin English has assumed a significant role in communication in Nigeria. The language has also acquired some status that emanates from the roles that it plays in the Nigerian society. It is therefore appropriate to state that when communicating with illiterate members of society, it is essential to use a language they understand and can easily grasp. This requires simplifying the message by expressing it in clear and straightforward terms, which can effectively be done through the use of Pidgin English.

Conclusion

This study's findings demonstrate that using Pidgin English as a medium for message and information dissemination actually benefits the audiences. In short, the cosmopolitan nature of Yenagoa municipality, which is home to people from various ethnic groups from all over Nigeria, and is one of the main commercial hubs in the state of Bayelsa, is the reason for majority's love of the Pidgin English programmes broadcast by People's FM 93.1. Both settlers and natives alike frequently converse and interact in public in this city using other indigenous languages and Pidgin English.

However, respondents flow easily with Pidgin English because majority speaks Pidgin English more than any other Nigerian languages. Therefore, most respondents may favour the use of Pidgin English as a medium

of disseminating programmes by People's FM 93.1. Finally, the findings show that Pidgin English programmes by People's FM 93.1 might be playing an effective role in informing, educating, persuading and entertaining broadcast media audience in the Yenagoa metropolis, hence that may be parts of the reasons they tune to the station.

Recommendations

The following recommendations are made following the findings:

1. The use of Pidgin English in broadcasting should be encouraged since it is a good medium of communication, and its positive impacts on the residents of Yenagoa, Bayelsa State.

2. Since Pidgin English is more likely to be understood and interpreted efficiently, broadcast media and government agencies should also try to use it to package their grassroots programmes and development-oriented messages, respectively.

3. Due to the small number of public participants in this study, the researcher suggested that more research be done across the nation to involve a larger audience to determine whether or not the general public would accept the use of Pidgin English as the nation's lingua franca.

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Perception of *BBC Hausa's* Coverage of Development Issues: A Study of Nigeria's North-East Broadcasters

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Abstract

Nigeria's vision of becoming one of the developed nations in the world is achievable with active media participation through reportage of government's development initiatives, projects and programs. This study therefore examines Nigeria's North-East radio broadcasters' perceptions of *BBC Hausa Service*'s coverage of development issues. Guided by Development media theory, which underscores media's role in supporting national development, the study employed a descriptive survey method, sampling 180 broadcasters from 18 radio stations in the North-East geopolitical zone. Some of the key findings reveal local broadcasters' critical perspectives on *BBC Hausa's* prioritization of themes (politics and security), perceived bias and distortions in reporting as well as insufficient coverage of development issues compared to local broadcasters. The findings raise concerns about western media biases, particularly negative framing of issues like security, underreporting of development initiatives and sensationalisation of political issues. It is therefore recommended that for national development, a policy guiding the operations of international broadcast stations having physical studios in Nigeria should be developed. Government should constantly engage with such stations pertaining Nigeria's development agenda. Government should also pay attention to constructive criticisms on both foreign and local stations for national development. Also, the local media stations should be integrated into national development policies for them to help in actualizing the desired goals. Importantly also, developing countries should evolve workable strategies to counter the Western Media negative narratives about their countries.

Keywords: development reportage, sensationalism, biased coverage, *BBC Hausa*, North-East, Nigeria.

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Introduction

Radio is the dominant medium that provides both local and international news in Nigeria, with vast listeners running into tens of millions (Bunza, 2022). Radio's acceptability and usage among Nigerians is connected to its cheapness, battery powered advantage and zero literacy requirement from listeners for its functionality. This could be the reason why Hausa speakers listen to *BBC Hausa* whose listeners run into millions in Nigeria. According to the Kantar Media Report (2010) and Abdulmumin (2015) Nigeria is the primary and biggest market for *BBC Hausa* service with a weekly reach of 23.5 million adults. The *BBC Hausa* Service dedicates at least two hours daily (excluding Weekend days) in four segments, starting from two separate morning programmes, afternoon and that of evening.

BBC Hausa commences morning segment from 06:30am to 07:00am, and 07:30am to 08:00am. The afternoon segment starts by 03:00pm and ends at 03:30pm. The last segment is evening which commences at 08:30pm and ends at 09:00pm. In addition to conventional broadcasting services via Short Wave (SW) and Medium Wave (MW) bands, *BBC Hausa* service also provides streaming (podcast) services to Hausa speaking communities across the globe on social media platforms such as *Facebook*, *Twitter*, *Instagram* and *YouTube*.

BBC was described as performing the "function of 'cultural diplomacy' and promoting British values" (McNair, 1999 p. 138) and Nigerians accept the station for its daily news update despite the existing number of local media with worthy and reliable sources, ranging from radio, TV and newspapers (Kantar Media Report, 2010), largely due to its perceived fearless and balanced reporting and in-depth analysis (Bunza, 2022; Serwornoo, 2019).

It is against this background that this study aims at finding out the perception of Nigeria's local broadcasters on the extent to which the *BBC Hausa* service covers stories on development issues compared to local broadcasters. This will to a great extent help in assessing the power of foreign media in influencing the direction of public opinion, social and political debates as well as mobilization of people on developmental projects in developing countries. International media especially radio has a strategic position of sensitizing rural dwellers specifically those that have no access to television, electricity and lack skill to read newspapers. In view of this, positive reportage of Nigeria's development issues by the *BBC Hausa* service that has several listeners could impact on how perception is shaped and awareness created on government's effort to bring about desired development.

Development Media Theory guides this research as it expects both local and international media to always be supportive of government development programmes. The theory argues the media have a central role in facilitating the process of development in underdeveloped and developing countries (McQuail, 2010; Anaeto & Solo-Anaeto, 2010).

The study developed the following research questions:

1. What dominant themes do local radio broadcasters perceive *BBC Hausa* prioritises in its reportage?
2. How do the local radio broadcasters perceive the level of distortions in *BBC Hausa* reportage of development issues?
3. How do the staff of local stations perceive the coverage of development issues by local radio stations compared to *BBC Hausa*?
4. How do local radio broadcasters perceive the adequacy of *BBC Hausa's* coverage of development issues in Nigeria?

Literature Review

Before answering the foregoing research questions, attempt is made to review literature on coverage of developing countries by international news media and the role of media in national development.

Coverage of Developing Nations by International News Organizations

Coverage of developing nations by international news agencies has attracted scholarly researches particularly the frequency of coverage and space allocated to such news. Findings of the researches in most cases show gross imbalance in space and time allocation, as little attention was given to Africa and the Caribbean, suggesting a significant under reportage or negative-reportage (Garcia & Golan, 2008).

Researches on the coverage of development issues by foreign media owned by the developed countries suggest biased coverage mostly against the developing countries as most of it was negative in character (Joda & Asemah, 2020; Tesfaye, 2014). Even the European media coverage of the developing countries, largely emphasize more on sensational and negative news rather than development and positive news. Most of the Development issues in the 'developing' countries mostly in Africa, Middle-East, and Latin America are under-reported or not covered in the 'developed' countries' media (Peltz-Steele, 2011) "unless they are the focus of some spectacular event or crisis" such as disaster and conflicts (Sung, Jang & Frederick, 2011 p. 42; Franks, 2005). In their findings from a comparative content analysis of two wire services; AP and IPS, Sung et al (2011 p. 50) concluded that the news agencies pay "attention to elite nations in news" coverage. AP "focused mainly on the developed countries in comparison to IPS, which focused on mainly the less-developed countries". PANA news agency favors Africans, with large number of Africans as actors (Giffard & Van Leuven, 2008) because it is owned by African nations as a strategy to counter Western Media domination.

Some regions of the world remain a focal point of the developed nations' media largely for bad news (Baah-Acheamfour & Lamptey-George, 2024), reinforcing media tendencies of favoring negative international news stories more than positive ones or what Shoemaker et al (1991) called 'deviance'. The concept 'deviance' in the international context tends to predict volumes of coverage and prominence accorded stories particularly to do with conflict and corruption. Another determinant of international news stories' coverage is 'relevance'. A study on *The New York Times* discovered that "relevance to the

United States (operationalized by threat to the U.S.) was the strongest predictor of coverage", under the guise of national interest and security (Garcia & Golan, 2008 p. 44).

Location of a country in the world system, its GDP, its position in the international trade and exports market and its human resource or population are also factors in news coverage (Garcia & Golan, 2008). It was also found that 90% of the international news coverage in *Time* and *Newsweek* magazines between January 2006 and February 2007 focused on less than 10% of the nations studied which mostly were underdeveloped (Garcia & Golan, 2008).

Another study that established the western media bias is that by Mellese and Müller (2012) who established that portrayal of the sub-Saharan Africa by *Al Jazeera* and *BBC* online news sites was negative both textually and visually. Subsequent study by Ezeah and Emmanuel (2016) found *BBC* to have taken stereotypic dimension in the coverage of *Boko Haram* crisis, framing Muslims as extremists that kill, while *Aljazeera* on the other hand, was found to have countered the narratives emphasizing that there are good Muslim adherents. This and other studies suggest that international news agencies consider negative events as more newsworthy than positive developments in the coverage of developing nations (Joda & Asemah, 2020; Mellese & Müller, 2012).

Negative treatment and pattern of coverage on the part of the developed countries' media had forced developing countries to agitate for fairness and balanced reporting in the popular NWICO debate with a call on western media

to focus on positive portrayal of developing rather than the general perception about Western Media's attention on negative news like hunger, wars, poverty and disasters (Achu, 2009; Hanusch & Obijiofor, 2008). Perception of bias was partially countered by Nothias (2018), arguing that in some instances, representation of developing nations is fair. The developing nations therefore called for the end to neglect of positive developments being witnessed in their countries in the western news media hegemony, (Nyam, 2021; Igboanusi, 2006; Musa, 2005).

Series of actions have been planned by the developing nations to control communication within their territorial boundaries, which include the following:

limiting access of Western reporters through the denial of visas; requiring Western reporters to apply for licenses or work permits to report from the country. Limiting re-entry of reporters who have written what the government considers negative reports. Forming "news agencies" for the purpose of distributing "official" news concerning the country; preventing Western books, magazines, and newspapers from entering the country. Developing very specific guidelines about what is reported in the country's own media; and exercising complete editorial control over news broadcasts within the country as well as on the "external"

services broadcast by shortwave to its neighbors (Seng & Hunt, 1986 p. 100).

With or without the above proposed measures, some researches in Africa indicate distaste for foreign news content because of assumed distortion (Baah-Acheamfour and Lamptey-George, 2024). Though, a study in Ghana suggests over-reliance on foreign news channels with *BBC* leading with 58% because of quality content (Sarwornoo, 2019) other studies found that it focuses more on negative stories about Africa. For example, Baah-Acheamfour and Lamptey-George (2024) found that in Ghana, *BBC* coverage is more of catastrophic portrayal. Out of 154 stories, 52 were on positive happenings while 94 were negative with focus on catastrophes (Baah-Acheamfour & Lamptey-George, 2024). Another study reinforcing this viewpoint is that of Joda and Asemah, (2020) which found that the western media particularly *BBC* and *CNN* portray Africa negatively.

But in another study in Nigeria conducted in 2007 by Mukhtar and Malam regarding pattern of news dissemination by *BBC* shows that a whopping population of 83.8% of the overall respondents indicated preference to grassroots based programmes than news and commentary which were mostly distorted and negative (Galtung & Ruge, 1965 in Hanusch & Obijiofor, 2008).

This could be another reason why audience shows preference of the grassroots based programmes, but, some scholars believe that the root cause of distortion in news dissemination is traced to the news source. For example, Giffard and Van Leuven (2008)

argued that a study using content analysis of newspapers in various regions of the world has shown that about three-quarters of their international news is derived from the major world agencies (Mowlana, 1997).

Consequently, numerous academic studies have noted an insufficiency in the amount, type and scope of news disseminated, particularly in the coverage of the developing world as it relates to developmental issues (Tesfaye, 2014). This view had since been countered by studies on contra-flow which suggest a near-balance of content sourcing and dissemination of particularly "non-Western films to non-Western audiences" (Adamu, 2014 p. 11).

The press's role in eradicating abject poverty, extreme hunger, illiteracy and decayed infrastructure in Africa, including efforts at attaining laudable development in the region, has been noted by Ake (1996). This effort by African press is similar to the development journalism approach adopted by the Asian and Latin American media in tackling the socio-economic and infrastructural development needs of their countries (Xiaoge, 2009). Yet, in his argument, Moellar, (2010) stressed that some section of the media especially privately-owned, frustrates effort of bringing about social change. Instead, it resorts to helping the political interests of the powerful and wealthy. This had caused the media to have tendencies of being politically biased and acts in a **sensational** way for **profit** and **power.**

Media and National Development

The media have a crucial role to play in actualizing any educational, social, economic, political or even cultural development campaign agenda targeting the progress of average citizens (Charlyn, Gberevbie & Osimen, 2025). Wilson (2011) describes communication as a valuable instrument for achieving any developmental objectives of any nation. This is why UNESCO calls for its integration into any development agenda to specifically create awareness of national priorities (Wilson, 2011) because it is an effective social change agent for attaining national development (Schramm, 1964).

The claim of media being a vehicle for development is inherent in the argument of modernization school of thought whose proposition about development centers around embracing the development ideas of the West as a model for developing nations to transform to well-developed economies. The theory asserts that media acts as an important driver for not only creating awareness but disseminate information about development ideas (Yar'adua, 2010).

The role of media as posited in the modernization theory of development is to report and analyze developmental events particularly as they unfold in the society. In this regard, media is expected to contribute in all aspects of development such as education, health, agriculture, power and infrastructure development among others. In doing so, Schudson (2010) argued that the media frames stories, hence shaping audiences' understanding of the issues with the objective of awakening them to their consciousness.

It is against this backdrop that it is expected of the media in developing countries to focus on reporting developmental issues rather than resorting to the largely unusual, the dramatic and the conflictual aspects of the unfolding developments (McQuail 1987 in Baran & Davis, 2012). This suggests that communication media in general should mobilize the public to positively support development projects and agenda (Kaul, 2011).

Contrary to the views of McQuail (2010) and Kaul (2011), some communication scholars such as Coronel (2010) argued that developmental reportage should be complemented by watchdog function of the press. Watchdog journalism expects media to discharge its roles critically and comprehensively not just as passive information disseminators. They therefore expose government excesses through reportage in an objective manner and prioritize on the national development aspiration (Baran & Davis, 2009; McQuail, 2010).

Some of the essentials of watchdog function of the media in the process of national development is to largely bring to public sphere what government plans to execute, what is achieved, what executers claim to have executed, and the actual impact of the project on citizens (Aggarwala,1978 in Xiaoge, 2009). While the contributions of the Nigerian media in the area of health, nutrition, family planning, agriculture and education are acknowledged, it is accused of promoting an elitist view in their coverage of crucial national issues (Malam, 2006). It is sometimes a tool used by ruling elite to

consolidate and perpetuate power, despite need to undertake their responsibilities on behalf of the citizenry and serve as mediator between the citizens and politicians, so that the voice of the public is heard (McNair, 2009). Media was equally accused of failing to appropriate its power to shape, mould and propagate national ideology, just like how it fails to serve as agent of unification that sow the seeds of oneness and nationhood in Nigeria (Okunna & Omenugha, 2006).

Contrary to this claim, the media in Nigeria has been trying when it comes to national issues. It was the media that helped to avert what legal practitioners called 'unconstitutionality' regarding Obasanjo's Third Term Agenda in 2006 which would have succeeded without the "vibrant media and a coalition that ensured that Nigerians were properly informed" to resist it (Omeora, 2010 p. 35). In some instances, government gag media through repressive actions, violating their fundamental right to report excesses and violations (Farrau, Soba & Salisu, 2024). Farrau et al. (2024) added that media ought to be supported for mobilizing citizens to align with national development goals, not taking actions that pose threat to democracy and development.

Methodology
Descriptive survey method was adopted for this study to gain insight into how radio broadcasters in the North-East geo-political zone, comprising Adamawa, Bauchi, Borno, Gombe, Taraba and Yobe states perceived *BBC Hausa* service's coverage of development issues in Nigeria. Study population for the research comprises 36 radio stations (between 2019 and 2021) in the

zone (out of which 18 were purposively selected) with an estimated staff strength of over 1000 staff.

Purposive sampling was used to select 10 relevant staff from each broadcast station. The relevant staff were drawn from the News/Current Affairs and Programmes departments of the radio stations (excluding Community/Campus radio) in the geopolitical zone. A total sample size of 180 respondents was determined using the Australian Online Calculator. The calculator recommended 99 respondents in 1000 population, but the researchers increased it to 180 to minimize margin of error as larger sample size may lead to smaller margin of error.

A total of 174 questionnaires were successfully returned and all were valid. Hence, the questionnaire completion rate was more than 96%. The questionnaire contained 12 questions in two parts; part I was purely on respondents' demographic information, while, part II contained open-ended questions to give the respondents freedom to air their opinions on the subject matter. The data collected was analysed using simple percentage and frequency tables.

However, 18 radio stations qualified for the study. The major criteria for the selection include only functional radio stations with a history of almost a decade in operation. The spread and distribution of the 18 functional radio stations comprises 5 stations from Adamawa State; *Gotel AM, Gotel FM, ABC AM, ABC FM* and *FRCN Fombina FM*. Gombe State has 3 comprising *GMC FM, Ray Power FM and Progress FM.* Yobe State has *YBC AM* and *YBC FM,* while, Borno

State has *BRTV AM, BRTV FM* and *FRCN Peace FM*. Bauchi State has *Globe FM, BRC AM, BRC FM* and *Ray Power FM*. Taraba State has *TSBS AM Jalingo*.

positive coverage of government's developmental projects and activities. Such reportage must be fearless so as to expose abuses of official authority where necessary. Before presenting the findings based on the raised research questions, demographic information of respondents is presented.

Findings

The concept of development reportage in the media was operationalized in the study as

Demographic Characteristics of Sample

Table 1: Age Distribution of Respondents

Age	Frequency	Percentage
18-29	27	15.52
30-39	34	19.54
40-59	110	63.22
60 and above	3	1.72
Total	**174**	**100**

Out of the 174 respondents, 129 representing 74.14% were male, while, 45 representing 25.86% were female. Age distribution of the respondents shows that broadcasters that fall within the age bracket of 40-59years constitute 63.22% or 110 respondents. This was followed by 30-39years who constitutes 19.54%, while, 15.52% of the broadcasters fall within the ages of 18-29. The least respondents with 60 years plus were only 1.72%.

Table 2: Educational Qualification of Respondents

Educational Level	Frequency	Percentage
ND	24	13.79
HND/Degree	135	77.59
Masters	15	8.62
Total	**174**	**100**

There is divergent educational qualification among the respondents with 77.59% having HND or degree certificates. However, 13.79% of the respondents have National Diploma, while, 8.62% have Master degrees.

Table 3: Exposure to *BBC Hausa*

Exposure Level	Frequency	Percentage
Those who listen to *BBC Hausa*	159	91.38
Those who do not listen to *BBC Hausa*	15	8.62
Total	**174**	**100**

On the exposure to the *BBC Hausa* service, 91.38% answered affirmatively, while, 8.62% of the respondents said they do not listen to *BBC Hausa* service with few of them stating preference to *BBC English* probably due to language barrier.

Table 4: Frequency of Exposure to *BBC Hausa*

How often the listening?	Frequency	Percentage
Once daily	55	34.59
Twice daily	48	30.19
3 to 4 times daily	35	22.01
At convenient time	21	13.21
Total	**159**	**100**

Interestingly, majority of the respondents that listen to *BBC Hausa* said they only listen to it once in a day. This category constitutes 34.59%. Respondents that listen twice a day follow with 30.19%. Other category that listens to *BBC Hausa* were those that tune-in 3 to 4 times in a day; this category recorded 22.01%. Some of the respondents said they only tune-in at their convenience; this set constitute 13.21%.

RQ1: What dominant themes do local radio broadcasters perceive *BBC Hausa* prioritises in its reportage?

Table 5: Issues mostly covered by *BBC Hausa* Service

Issue	Frequency	Percentage
Political	72	45.28%
Security	61	38.36%
Corruption	12	7.56%
Economy	8	5.03%
Others	6	3.77%
Total	**159**	**100%**

Table 5 above set to find the most covered issues by the *BBC Hausa* regarding development issues in Nigeria. Surprisingly, political and security issues got 45.28% and 38.36% respectively. Other issues that follow include corruption with 7.56% and economy which recorded 5.03%. There is 'others' category which some respondents said *BBC Hausa* has done a lot of development

reportage in the area of health and culture. This category recorded 3.77%.

The findings corroborate Baah-Acheamfour and Lamptey-George (2024), Mellese and Müller (2012) and Achu (2009) as well as Franks (2005) that international news agencies pay attention to some spectacular issues at the expense of developmental issues. It also aligns with the findings of Nothias (2018) who found that development issues came fifth in the western media coverage of Africa behind politics, violence and death, corruption and poverty.

RQ2: How do the local radio broadcasters perceive the level of distortions in *BBC Hausa* reportage of development issues?

Table 6: Distortion in the *BBC*'s Hausa Service coverage of Nigeria's Development Issues

Variables	Frequency	Percentage
Under reportage of development issues	15	19.48%
Sensational reportage at the expense of development issues	28	36.36%
Biased coverage	34	44.16%
Total	**77**	**100%**

To further understand whether such issues were covered in a distorted way, a question to this regard was asked and 77 respondents believed that there is distortion in the coverage of Nigeria's development issues by the Hausa service of the *BBC*, while, 82 believed that, there is no distortion. When they were asked what kind of distortion, majority said 'biased coverage' which recorded 44.16%. Some said 'sensational reportage' is the distortion with 36.36%, while, 19.48% said the distortion centered around 'under reportage' of development issues.

This finding reinforces Ezeah and Emmanuel (2016) who found that *BBC* was bias in its coverage of *Boko Haram* insurgency, painting it with stereotypic narratives against Islam. It also supports Tesfaye (2014) who found that focus on development issues is limited compared to other odd issues and Joda and Asemah, (2020) who established negative portrayal of Africa by western media. However, finding on under-reportage of development issues supports the finding of Garcia and Golan (2008).

RQ3: How do the staff of local stations perceive the coverage of development issues by local radio stations compared to *BBC Hausa*?

Table 7: Coverage of development issues; Comparison between *BBC* and Local Radio Stations

Variable	Frequency	Percentage
BBC Hausa covers Nigeria's development issues more	70	44.03%
Local Radio Stations cover Nigeria's development issues more	89	55.97%
Total	**159**	**100%**

The majority of North-East radio broadcasters believe that Nigeria's local radio stations cover development issues more than the *BBC Hausa*. This view recorded 55.97%, while, those with contrary view believe that *BBC Hausa* covers development issues more than the local radio stations with 44.03%.

Finding supports Mellese and Müller (2012) that *BBC* and *Al Jazeera* pay more attention to negative issues than positive developments in the coverage of *developing* nations. Understanding this, local broadcasters believe, they cover more development issues than the *BBC*. However, the data buttress the cultural power *BBC* has over audience including local broadcasters as the figure of those that believe it covers more development issues than the local is substantial, 56% (against *BBC*) and 44% (in favour of *BBC*). This kind of power and influence is experienced in Ghana (Serwornoo, 2019). The cultural influence include in the area of revitalizing indigenous language use for grassroots mobilization. For example, the establishment of *BBC News Yoruba* has reawaken the consciousness of Yoruba speaking populace towards the utilities of their language (Bakenne & Salawu, 2025).

RQ4: How do local radio broadcasters perceive the adequacy of *BBC Hausa's* coverage of development issues in Nigeria?

Table 8: Rating of *BBC Hausa* Service's Coverage of Nigeria's Development Issues

Variable	Frequency	Percentage
Adequate	68	42.77%
Average	80	50.31%
Inadequate	11	6.92%
Total	**159**	**100%**

Having sought the opinion of the respondents on what is termed development reportage; the researchers further asked whether *BBC Hausa*'s coverage of development issues in Nigeria is adequate, inadequate and average. From the responses, it was established that majority of respondents believed that *BBC Hausa*'s reportage of Nigeria's development projects is average. This category leads with 50.31%. Adequate category followed with 42.77%, while, non-adequate recorded 6.92%. The findings support Tesfaye (2014) that *BBC* gave reasonable coverage on issues but with relatively limited focus on positive developments as happened in Ethiopia.

Discussion

Contrary to the assumptions that *BBC Hausa* denotes negative reportage with respect to Nigeria, this study found that even among the Nigeria's local radio broadcasters, there exist a notion that *BBC Hausa* portrays Nigeria on a balanced scale depending on the prevailing circumstances but most often more positive than negative. Generally, this finding is contrary to the findings of Tesfaye (2014). It is not surprising because Tesfaye's study was conducted in Ethiopia over a decade ago. It could mean *BBC Hausa* has improved in paying attention to local development issues.

But it is noted in the findings that in some instances, the reportage is sensational because it hypes less significant issues and pays attention to dominant themes like politics and security over core development themes. This is evident in the responses garnered on the frequent focus of the *BBC Hausa* coverage on political issues. Though, security was given priority in its coverage, but, politics remain the most dominant issue in its bulletins and reports with over 45% of respondents affirming that. The findings support Mellese and Müller (2012) who found that *developing* countries experience sensational and negative coverage by Western Media.

Sensationalism and biased reportage according to the findings of this research are at the epicenter of *BBC Hausa*'s daily coverage of Nigeria with over 36% and 44% respondents affirming that. The finding corroborates that of Franks (2005) who found that western media is more interested in disaster and conflicts when reporting *Sub-Saharan Africa*. Biased reports in this sense connote presentation of facts and figures using western perspective of 'developing' portrayal in the western media. While, on the other hand, sensationalism means presentation of facts and figures in a hyped, exaggerated and shocking manner.

However, over 44% of the respondents believe that there is a sort of 'bias' in the reportage of some development projects in Nigeria by the *BBC Hausa*. This could mean some projects that are tagged important were not being given fair coverage. In some cases, emphasis is given on reporting the bad shape of institutions, roads, abject poverty, malnutrition, polio and decaying state of some vital infrastructures with a view to drawing government's attention for rectification. Communication experts regard this kind of coverage as 'development reportage'.

While the findings on dominant themes and distortion support criticisms of western media bias, the adequacy rating is less negative than some prior studies like Tesfaye (2014) suggests. Furthermore, the

submission by the Nigeria's local radio broadcasters seeing no fault in *BBC*'s coverage of development issues could be as a result of indoctrination of journalistic values by the *BBC*, training and perception of the status of *BBC Hausa* as a model in media reporting. This is potentially indicating improvement over time and it shows significant cultural power and influence over local broadcasters. Recording substantial number of local broadcasters (44%) crediting *BBC Hausa* with better development coverage than local stations points at the power of *BBC Hausa*. Also, high exposure rates (91%) is a metric that brings out the influence of the station.

Conclusion

The study attempted to measure the perceptions of North-East's broadcasters about *BBC Hausa's* coverage of development issues. The research empirically established that local broadcasters perceived *BBC Hausa's* coverage as heavily skewed towards politics and security themes, often exhibiting bias and sensationalism, and ultimately less focused on development. On the other hand, local broadcasters were seen to be more balanced and development-issues oriented in reportage. Thus, there is a mixture of positive and negative perceptions about *BBC Hausa's* coverage of government's developmental projects in the North-East sub-region by its competitors – the local broadcasters. But the *BBC's* focus on some bizarre themes, might be connected to empirical studies that found salient, unexpected, rare, surprising and odd events usually garner coverage more than events without such features (McQuail, 2010).

While *BBC Hausa's* coverage is not seen as wholly inadequate, but 'average', which conservatively may be interpreted as 'balanced', the prioritization of non-developmental themes and perceived distortions limit its effectiveness as a model for development reportage in the eyes of many local practitioners. Fearless reportage that exposes abuses and bad governance by *BBC Hausa* endear it to many listeners, boosting its credibility among millions of its listeners (Kantar Media Report, 2010). Yet, being too sensational and bias in its coverage have the risk of affecting its already established credibility. Such scenario was played out in Ethiopia when *BBC*'s coverage of positive developments was scanty but dominated by reports on drought, famine and aid (Tesfaye, 2014). This is similar to how *BBC* was also accused of cultural and unintentional bias against pro-withdrawal EU voices in UK (Independent Panel Report, 2005).

In spite of accusations against it by local broadcasters, *BBC Hausa's* enduring influence, however remains evident as finding suggests 44% of local broadcasters believe *BBC Hausa* covers Nigeria's development issues more than the local stations. To improve and sustain its influence, *BBC Hausa* needs to take remedial measures by correcting the perception of its major competitor (Nigeria's radio broadcasters) that it is biased and sensational in its coverage of Nigeria.

On the part of Nigerian government and for national development, it is recommended that a policy guiding the operations of international broadcast stations that have physical studios in Nigeria be developed.

There shall be constant engagements with such stations on Nigeria's development agenda for more informed and articulated coverage. However, it is for Nigeria's benefit if government critically pays attention to constructive criticisms on foreign channels and local stations. Also, local media stations should be integrated into national development policies for them to help in actualizing nationally desired goals.

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Radio Broadcast and Domestic Violence against Men in Owerri Municipal, Imo State, Nigeria

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Abstract

The study which x-rayed radio broadcast and domestic violence against men in Owerri municipal, was anchored on Yale Persuasion theory. Descriptive survey research approach was used with a population of 101,155 men and women of 20years and above. A sample size of 384 was determined for the study using Australian online calculator. The multi-stage sampling technique was employed for this study. A questionnaire was used for data collection. The measuring instrument was validated on face to face validity base. The co-efficient correlation of 0.89 was obtained using Cronbach Alpha. Data obtained were analysed using mean scores. Findings indicated that Owerri residents' level of awareness on domestic violence against men based on their exposure to radio broadcast is high with an average mean score of 3.2. Result revealed that Owerri residents' perception as follows; radio broadcast advance issues, unify supporters, engage people in critical dialogue as well create awareness on domestic violence against men with an average mean score of 3.0. In essence finding showed that Radio broadcast influenced Owerri residents' attitude towards domestic violence against men positively with a mean score of 3.1. Based on the findings, it was therefore recommended that to sustain positive perception held by the people towards radio broadcast, producers and media professionals should be persistent in their efforts and contributions towards advancing issues of domestic violence by unifying supporters and from time to time engage people in critical dialogue in radio on issues related to domestic violence against men. There is need for them to constantly create the much desired awareness on domestic violence against men so as to discourage people from indulging in this act.

Key words: Awareness, Domestic violence, Influence, Perception, Radio broadcast

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Introduction

Over the years, domestic violence against men is a problem of pandemic proportion, globally. Both men and women are victims of domestic violence and it cuts across culture, race, age, economic status, religion, educational level, or ethnicity (Ajaegbu, Ikpegbu, & Olorunpomi, 2024). Domestic violence against men perpetuated by women is not strange in our contemporary society. But is rarely spoken about, because the patriarchal society we live in makes it difficult for men to open up about their trauma (Thobejane & Luthada, 2019). Cases' of violence against men have been on the increase in Nigeria. There have been rare cases of wives killing and maiming their husbands in the media. Right from inception, domestic violence was seen as one perpetrated by men against women and that men were not in any way victims of domestic violence. While in reality, most men are suffering in silence from violence perpetrated by their intimate partners. This is majorly due to the masculinity norms that put so much pressure on men to restrain their emotions and be seen as strong and macho especially in their homes (Adebayo & Iweala, 2022). Intimate partner violence in Nigeria is no longer a rarity but a reality with varying degrees of implications on the individuals and the society at large. Similarly, Namadi (2017) confirms that domestic violence against men exist and it is in varied forms. His study refutes the age-long held belief that husbands are the ones that dealt treacherously and violently with their wives. He concludes based on his study that domestic violence against men is a reality in present day Nigeria.

Today, the mainstream and new media have been awashed with ugly stories of women brutally killing and causing bodily harm on their husbands for different reasons. This trending social phenomenon which goes by different names like domestic abuse, spousal abuse, battering, family abuse and very recently, intimate partner violence (IPV) has not received much attention partly due to the fact that men are regarded by the society as the stronger vessels and society does not even believe that they can be abused as the general belief is that, only women are victims of domestic violence. Interestingly, some men who suffer physical and domestic abuse and believe that no one care about them. Even when they try to confide in someone, such men are reduced to a butt of society jokes. So, they just continue to be invisible victims (Obarisiagbon & Omage, 2019). Centre for Basic Rights Protection and Accountability Campaign through a radio post stated how a man was sexually assaulted by an unknown female in an hotel in Owerri. Though, this news did not take centre stage in various news outlets when reported.

To this effect, Metaj-Stojonova (2017) opines that the media is responsible for increasing the public's knowledge of violence and challenging its stance in our society. Kim, Wang, and Oh (2016) state that the media, particularly news media, have so much influence that they can determine how news consumers perceive critical societal issues. This implies that, how the media report problems determine the public's perceptions of and reactions to such problems. This underscores the power which the media hold over the public. Ekweonu (2020) also states that the media assist in

shaping and manipulating public opinions and discussions on matters relating to violence, rape cases, molestation, as well as mistreatment of any kind, thus increasing the emphasis placed on those crimes, and challenging the so-called traditional rites and societal beliefs about women.

According to Nworgu (2010), the society depends so much on the mass media for its survival and growth as the media is the system of communication through which people could exchange symbols and thus propagate learning at an enhanced rate and using the Radio as a media plays a significant function in educating, informing and influencing people's attitudes and behaviour.

It is against this background that the study examined how the residents of Owerri perceive extent reportage of some radio broadcast involvement in raising awareness, perception and attitude domestic violence against men. Previous studies on domestic violence have been conducted by various scholars, the existing studies include broadcast media sensitisation on domestic violence against women and children (Ukaegbu & Azunwena, 2024); social media framing of domestic violence against men in Nigeria (Ajaegbu, Ikpegbu, & Olorunpomi, 2024), radio campaign against gender based violence in Benin (Okonkwo & Umuerri (2024) and audience perception of television portrayal of domestic violence against men in Nigeria Olaseinde and Ogwuche (2022). However, these studies have little or nothing to do with radio and domestic violence against men. This research is intended to fill the gap in knowledge by investigating Owerri residents' perception of radio broadcast on domestic violence against men.

Objectives of the Study

The general objective of this study was to ascertain Owerri residents' perception of radio reportage on domestic violence. Specifically, the objectives of this study were to:

1. Ascertain Owerri residents' level of awareness about domestic violence against men based on their exposure to radio broadcast.

2. Examine Owerri residents' perception of radio broadcast on the issue of domestic violence against men.

3. Determine the influence of radio broadcast on Owerri residents' attitude towards embracing the crusade on domestic violence against men.

Literature Review

Men Exposure to Media Messages on Domestic Violence

The media has been used by public health practitioners for health-related campaigns and to disseminate information on emerging or existing health threats and to convey research outcomes. Owusu-Addo, Owusu-Addo, Antoh, Yaw, Obeng-Okrah, & Annan (2018) referred to the media as a stakeholder in domestic violence prevention efforts. Types of media include print, radio, television, text messaging, or socially via the Internet. The benefits of using mass media communication is the ability to reach a vast population in a short time with latest news or

educational programmes. In Sub-Saharan Africa, mass media has evolved dramatically over the last few decades with the diversification from print to the new technologies including the Internet and texting (Pinecrest, 2019). These avenues have been exploited to disseminate health information and for socio-economic campaigns by the federal, states and local governments. In matters of stigma, violence, and peace keeping campaigns, mass and radio have been used effectively in the developing countries. The media plays a major role in portraying the nature of IPV in the public and in shaping the public's opinion on the characteristics of a victim or a perpetrator (Carlyle, Scarduzio, J., & Slater, 2014). Often, IPV incidents are framed as isolated individual cases rather than wider social and public health problem thus further distorting the public perception on IPV (Comas-d'Argemir, 2015; Owusu-Addo et al., 2018). However, to credit the media and news outlet, coverage of domestic violence has made it a public issue rather than a private one which triggers a response from those indirectly affected, politicians, and specialists (Comas-d'Argemir,2015).

Overall, research on media coverage of male victims is scant. In their study of news media portrayal of male and female perpetrators, Carlyle et al. (2014) found a media bias in reporting on the frequency of physical abuse and reasons for female perpetration. Of the articles reviewed, there were detailed reasons for IPV perpetration such as infidelity, money conflict, and others when reporting on female perpetrators compared to men (Carlyle et al., 2014). Jesmin and Amin (2017) explored the influence of media in changing attitudes on violence against

women in Bangladesh and found that women who watched television were more receptive to gender equitable norms compared to those did not. This association was weak. A study on child sex abuse survivors found that the trajectory of disclosure and seeking help varied widely in timing (Garnier&Collin-Vézina,2016). However, these survivors stated that knowledge of other victims through sharing, reading bibliographies, and viewing stories on television motivated them to disclose (Garnier et al.2016).

A study titled "The Role of Media in Domestic Violence" by Okoli (2018) concluded that the media possess the omnipotent power to contribute to the creation of healthy communities by portraying constructive and healthy relationships. The study emphasizes that by increasing access to confidential resources and information about sexual assault, dating and domestic violence, stalking, and improving communication between law enforcement jurisdictions, the media play a critical role in ending violence against women and girls.

Empirical Studies

In a study by Olaseinde and Ogwuche (2022) examined audience perception of television portrayal of domestic violence against men in Nigeria. Using triangulation, survey and qualitative content analysis were adopted for the study. Through multi-stage sampling technique, 200 copies of questionnaire were administered on the respondents from four selected local government areas of Abeokuta Metropolis in Ogun State, Nigeria which had a population of 793,681 people. They selected local government areas included Abeokuta South, Abeokuta North, Odeda and

Obafemi Owode. The qualitative content analysis was adopted to analyse the sampled Nollywood film titled "Mr & Mrs Abbah". Findings from the study revealed that the respondents were highly exposed to domestic violence content on television and that, this high level of exposure by female respondents to domestic violence content on television is contributing to the gradual shift in domestic violence, from men violating their wives to women violating their husbands. The findings also revealed that the television portrayal of domestic violence against men on Nigerian television is inadequate. The study recommends that audience who get exposed to domestic violence content on television should use such to improve their marital relationships rather than inflaming it, thereby leading to increased domestic violence perpetration in the society.

Also, Okonkwo and Umuerri (2024), in a study on the assessment of the broadcast media campaign against gender based violence in Benin city: a study of selected radio stations. This study aimed to assess the level of awareness, effectiveness of the broadcast media campaign against gender-based violence in Benin City, identify the radio programs that broadcast gender based violence campaigns and identify the factors that contribute to the effectiveness or ineffectiveness of broadcast media campaign against gender based violence. Through the administration of questionnaires, data were collected and analysed to evaluate the level of awareness, radio programs used, effectiveness of the campaign in changing attitudes and behaviours, and factors contributing to its effectiveness or ineffectiveness. A total of 121 respondents participated in the study, providing valuable insights into the campaign's impact. The findings revealed a high level of awareness among the respondents, positive perceptions of the campaign's effectiveness, and various factors influencing its success. However, challenges such as resource constraints, communication difficulties, societal attitudes, and operational factors were identified as areas that require attention and improvement. It was recommended as follows; foster closer partnerships between government agencies, civil society organizations, media outlets, and community leaders to ensure a coordinated and unified approach to combating gender-based violence; enhance empathy-driven storytelling: Emphasize the importance of personal stories and experiences that evoke empathy and emotional connection among the audience. This can be achieved through the inclusion of survivor testimonials and real-life examples in the campaign; Improve communication strategies: Develop and implement communication strategies that employ local stories, regular sensitization, and impactful messaging. Utilize a variety of media platforms, including radio, television, social media, and community events, to reach a wider audience and reinforce the campaign's messages.

In relation to this, Obarisiagbon and Omage (2019) attempted to determine whether domestic violence against men exist in Southern Nigeria and investigate the causes of domestic violence against men in Southern Nigeria. The researchers therefore, through the use of both quantitative and qualitative research technique sought to investigate the existence of domestic violence against men and the motives behind their occurrences. Delta and Edo

States in Southern Nigeria were chosen as the study area while respondents were randomly selected from the state capitals of Benin and Asaba respectively. With the aid of snow balling sampling method, in-depth interviews were conducted on some respondents. The findings of the study revealed that domestic violence against men exists in Nigeria and the motives range from self-defence, provocation, infidelity, financial hardship and drunkenness.

In this vein, Ajaegbu, Ikpegbu, & Olorunpomi (2024) assessed social media framing of domestic violence against men in Nigeria. Anchored on the agenda setting and media framing theories, this paper adopts a qualitative research design, using document review and library research as data collection methods to generate secondary data. These data were purposively sampled from published works from 2015 to 2023 to provide information-rich data in line with the study. Findings reveal that social media coverage is arguably the most effective route through which the disturbing acts of domestic violence can be made known to society, as media reportage of domestic violence serves as a voice for victims. It was concluded that very few crimes were reported where men are victims of domestic abuse and even fewer of such cases were highlighted in the media. This has given female abusers some sort of leniency despite the public's zero tolerance for any kind of abuse, portraying the abuse as self-defence. It then recommends the need for more social media reportage of domestic violence against men in order to shape the public's opinion.

Similarly, Ukaegbu and Azunwena (2024) investigated broadcast media sensitization on violence against women and children in Port Harcourt. The social cognitive theory and aggressive cues media violence theory were adopted for the study. Research methodology used was the survey design with the Taro Yamane formula used in deriving the sample size of 400 from the population size of 1,148,665. The convenience sampling technique was used and questionnaire was the instrument for data collection. Simple frequency distribution tables and percentages were used in the interpretation of data. Findings revealed that reports and programmes on violence against women and children in Port Harcourt are not broadcast regularly. Findings also revealed that residents of Port Harcourt find reports on violence against women and children to be scary, unreal and far. In conclusion, the broadcast media-radio and tv are great tools to influence sensitization because of their audio and audio-visual qualities. The study recommended that members of the audience will appreciate the adequacy of sensitization on violence against women and children when perpetrators are made to face the full weight of the law to serve as deterrent to others.

Again, Abodunrin, Odu, Olugbenga-Bello, Bamidele, and Adebimpe, (2014) examined the prevalence and forms of violence against married men in Olorunda Local Government of Osun State, Nigeria. It was a descriptive cross-sectional survey with 211 married men selected by multi-stage sampling technique using semi-structured questionnaire. Only 16 (7.6%) have ever heard about the term "Violence against Men" while 109(51.7%) have heard of the term "Violence against

Women". Verbal abuse is the commonest form (82%), though physical and sexual forms were also present. About a third experienced in tolerable form of violence, more than 60% did not report the incident. Polygamy, educational status and consumption of alcohol by either or both partners were significant determinants of behaviour. Public enlightenment as well as reportage by governmental and non-governmental organizations is a necessary strategy to improve and control this menace in the society.

Theoretical Framework

In this study, Yale's Persuasion theory was used as theoretical framework. It is a social psychology study that portrays the conditions under which people are most likely to change their attitudes in response to persuasive messages. This approach to persuasive communication was first studied by Carl Hovland and his colleagues at Yale University in the 1940s and 1950s and thus, was later on known as the Yale attitude change approach (Anonymous, 2016). There have been hundreds, if not thousands of experimental studies that fit the Yale approach, which is basically to test variables that might influence comprehension, acceptance and retention of persuasive messages. Hovland and his collaborators argued that when a persuasive message is presented by an untrustworthy source, it tends to be discounted by the audience so that immediately after exposure, there is little or no attitude change; but then, after several weeks, the source is no longer associated with the issue in the minds of the audience and positive attitude changes appear (Hovland & Weiss 1951). This theory is relevant to this study as it posited that there are several factors capable of affecting the attitude of people through persuasion which leads to behavioural change. Radio messages that are persuasive in nature are most likely to convince people to change their attitudes, beliefs and behaviours about domestic violence against men after being exposed to such messages. Given, that the fact that radio is the commonly and most popularly used medium of communication it has the capacity to attract credibility and believability on information about domestic violence messages emanating from it and will go along way in shaping the citizen's belief and perception about domestic violence positively.

Research Methodology

Descriptive survey research method was adopted for this study. This research method is best for this study considering the fact that the researchers sampled opinions, views and thoughts of males and females from 20 years and above in Owerri municipal on issues concerning radio broadcast and domestic violence against men. The projected population of this study in 2023 was 101,155. The sample size for this study was 384. It was determined using Australian Online calculator. The multi-stage sampling technique was adopted for this study. This is because Owerri Municipality has II electoral wards or II clusters. It is from the various wards that sample was drawn. Simple random sampling technique was used to select 5 clusters or wards from Owerri Municipality. The researchers purposively administered the questionnaire to persons in the selected electoral wards non-proportionately to reflect the calculated 384 sample size. Closed-ended questionnaire was

structured in a 4-point likert rating scale items to generate responses that are related to the research questions. In the content validity done in this study. The correlation coefficient of 0.89 was obtained. This showed that the measuring instrument for data collection is consistent. Face to face method was adopted by the researcher in the administration of questionnaire to the respondents. The analysis of data collected from the field survey was analysed using simple percentage and mean score tables.

Data Presentation and Discussion of Findings

Research Question 1: What is the Owerri residents' level of awareness about domestic violence against men based on the exposure to radio broadcast?

Table 1: Respondents' response on level of awareness about radio broadcast on domestic violence against men

Options	SA	A	D	SD	Mean	Decision
Ability of the man to provide in the relationship	211	126	32	11	3.4	Accepted
Desisting from bulling of the female spouse	198	171	9	2	3.5	Accepted
Avoiding aggressive female spouse	111	201	38	30	3.0	Accepted
Breaking a relationship cordially rather than strained suffering in silence on strained relationship	193	101	59	27	3.2	Accepted
Counselling the female spouse to be respectful to the male	127	199	43	11	3.2	Accepted
I understand dealing with the above against men control domestic violence against men in the radio	137	243	0	0	3.3	accepted
Average Mean					**3.2**	**Accepted**

Source: *Field Survey,* 2023

Research Question 2: What is the Owerri residents' perception of radio broadcast on domestic violence?

Table 2: Respondents' Response on perception of broadcast on domestic violence against men in radio

Options	SA	A	D	SD	Mean	Decision
Radio are used to advance issues of domestic violence against men	92	131	114	43	2.7	Accepted
Radio help unify supporters against domestic violence against men	183	99	45	53	3.1	Accepted
In radio people engage in critical dialogue on the issues	122	156	36	66	2.9	Accepted
Radio help create awareness on the issue	203	138	39	-	3.4	Accepted
Average Mean					**3.0**	**Accepted**

Source: *Field Survey, 2023*

Research Question 3: What is the influence of radio broadcast on Owerri residents' attitude towards embracing the crusade on domestic violence?

Table 3: Responses' response on radio broadcast influence Owerri residents' attitude towards domestic violence against men

Options	SA	A	D	SD	Mean	Decision
I feel radio condemn domestic violence against men	109	211	60	-	3.1	Accepted
I feel radio have capacity to resolve conflict of the spouse	101	192	87	-	3.0	Accepted
I feel radio can counsel the spouse	70	199	108	3	2.9	Accepted
I feel radio can motivate silent victims to bring up their causes in the platform	221	111	43	5	3.4	Accepted
Average Mean					**3.1**	**Accepted**

Source: *Field Survey, 2023*

Discussion of Findings

The Owerri residents' level of awareness about domestic violence against men based on the exposure to radio broadcast

Findings revealed that with an average mean score of 3.2; respondents have high level of awareness on issues of radio reportage on domestic violence against men. The respondents are aware that; it is ability of the man to provide in the relationship; desist from bulling of the female spouse, avoid aggressive female spouse; break a relationship cordially rather than strained suffering in silence on strained relationship; counselling the female spouse to be respectful to the male; and understand that dealing with the above against men control domestic violence against men based on exposure to radio broadcast.

To buttress this Findings, Okonkwo and Umuerri (2024) in their study found that respondents' level of awareness about domestic violence against men is high. Obarisiagbon and Omage (2019), found that people are aware that the reasons for domestic violence ranges from provocation, self-defence, infidelity, drunkenness and financial hardship.

The Owerri residents' perception of radio broadcast on domestic violence against men

Findings revealed that the respondents had good perception of radio broadcast on domestic violence against men. This is because they believed that radio is used to advance issues of domestic violence against men; supporters against violence against men are unified through the help of the radio; engage in dialogue that is critical in regards to domestic violence against men in radio; as well aid in creating awareness on the issue of domestic violence against men among residents of Imo State with a grand total mean score of 3.0. according to Okonkwo and Umuerri (2024) respondents had a positive perception of the campaign against domestic violence. However, Olaseinde and Ogwuche (2022) found that the television portrayal of domestic violence against men on Nigerian television is inadequate.

The influence of radio reportage on Owerri residents' attitude towards embracing the crusade on domestic violence against men

Findings revealed that radio reportage influenced Owerri residents' attitude towards domestic violence against men positively with a mean score of 3.1. This means that residents of Owerri condemn domestic violence against men. The respondents are of the view that radio have the capacity to resolve conflict of the spouse; counsel spouses on domestic violence against men; motivate silent victims to bring up their causes in the platform; and believed that radio reportage influence the respondents' attitude towards domestic violence against men. This means that through the radio, conflict among spouses can be resolved among residents of Owerri. It shows that residents of Owerri were influenced by radio in counselling spouses on domestic violence against men. This by implication revealed that with the aid of radio, men who are

victims and are silent in regards to the violence can bring up their causes to the various radio platforms. This implies that through radio, the reportage influence residents of Owerri attitude towards domestic violence against men. In relations to this finding, Ajaegbu et al., (2024) revealed that media coverage is arguably the most effective route through which the disturbing acts of domestic violence can be made known to society, as media reportage of domestic violence serves as a voice for victims.

Conclusion

Radio has been vital in the crusade against domestic violence against men. It play's a significant role in ameliorating domestic violence especially against men Owerri. Exposure to radio broadcast had positively influenced citizen's attitude towards domestic violence, especially against men. Radio reportage is perceived to be a good avenue for the campaign against domestic violence especially among married couples. Through radio reportage most men and women became fully aware of what constitute and what could lead to domestic violence and how best to prevent them to an extent. This reportage on radio has spurred men and women to rise up to the occasion and condemn domestic violence of any form and ensure they live in peace and harmony with each other.

Recommendations

Based on the findings and conclusion of this study, the researcher recommends that:

1. To increase the level of awareness among people on domestic violence against men, radio programme producers should as a matter of necessities intensify their efforts or campaigns by constantly bombarding the people with relevant content.
2. There is need for radio to constantly sensitizes the public on dangers of domestic violence against men.
3. To influence the citizens positively on radio coverage of domestic violence against men, there is need for radio producers to show capacity in condemning and resolving conflict of the spouse through counselling of spouses on domestic violence against men. The silent victims should be encouraged to bring up their causes in radio programmes as problem shared is problem solved.

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Broadcasting Policy in Nigeria: Practice and Regulation

Abdulmuhmeen Omotayo Moyosore

Abstract

This paper examines how media policy and regulation impact broadcasting in Nigeria, focusing specifically on the frameworks, challenges, and practices shaping the industry. Nigeria's diverse population, linguistic variety, and rapidly evolving technologies present complex regulatory demands. The study highlights key challenges such as regulatory effectiveness, media ownership concentration, content regulation, digital migration, and technological disruptions affecting the broadcasting sector. A qualitative research approach is adopted, utilizing documentary and content analysis of secondary data including policy documents, regulatory frameworks, academic publications, and recent studies. This method enables a critical examination of the regulatory environment and offers insights into the dynamics influencing the broadcasting sector. By analyzing existing knowledge and policy discourse, the study provides a nuanced understanding of the evolving governance of broadcasting in Nigeria. The paper concludes by offering policy recommendations aimed at strengthening regulatory effectiveness and fostering a more vibrant, inclusive, and technologically adaptive broadcasting ecosystem in Nigeria.

Keywords: Media policy, Regulation, broadcasting, regulatory challenges, media ownership.

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Introduction

Nigeria is a country with rich cultural heritage, diverse population, and a fast-growing economy. The role of media in Nigeria's communication development has been extensively discussed, underscoring its integral role in advancing the country's socio-economic objectives. Broadcasting and media regulation are critical in shaping public discourse, facilitating cultural expression, and supporting democratic governance. Recent research highlights the media's impact on fostering political participation, promoting social change, and enhancing transparency within governance structures (Erondu&Erondu, 2024). Despite these contributions, challenges such as inconsistent regulatory frameworks and governmental control over content continue to affect the media landscape and democratic dialogue (Erondu& Iheanacho Erondu, 2024).

As Nigeria continues to experience rapid socio-economic changes and technological advancements, the regulatory frameworks governing its media sector face evolving challenges and opportunities. The Nigerian media landscape is characterized by a blend of traditional and new media platforms, reflecting the country's rich cultural tapestry and diverse demographics. However, this vibrant media environment also faces numerous regulatory challenges, necessitating continuous policy adaptations to address emerging issues. This paper provides an overview of the current broadcasting and media regulatory policies in Nigeria, highlighting key issues and proposing strategies for regulatory reform.

Literature Review

The Nigerian media landscape is characterized by a blend of traditional and new media platforms, reflecting the country's rich cultural tapestry and diverse demographics. As argued, the regulatory environment is primarily overseen by the National Broadcasting Commission (NBC), which was established under the National Broadcasting Commission Act of 1992 and amended in 2010 to adapt to the changing media landscape (National Broadcasting Commission Act, 1992). Recent policy developments, such as the NBC Code Review of 2020, underscore the efforts to modernize regulatory frameworks and address emerging challenges posed by digital media (National Broadcasting Commission Code Review, 2020).However, persistent issues, including regulatory effectiveness, media ownership concentration, and content regulation, continue to shape the discourse around broadcasting and governance in Nigeria.

According to Abubakar et al. (2015), the Nigerian media has witnessed significant growth in recent years, with proliferation of private media outlets and the emergence of online media platforms. This has led to a more vibrant media environment, which has in turn contributed to the growth of Nigeria's democratic institutions. Furthermore, the media have also played a crucial role in promoting good governance and transparency in Nigeria. In their study on media and anti-corruption in Nigeria, Nwodu and Nwaubani (2016) argue that the media have been instrumental to exposing corrupt practices in government and private sectors, thereby contributing to the fight against

corruption in the country. This is particularly important in a country like Nigeria, which has been plagued by corruption for decades. A study by Idowu and Okunoye (2023) found that the Nigerian media played a critical role in shaping public opinion during the 2023 general elections, with radio and television stations providing extensive coverage of the campaign and election process.

In addition to promoting democratic values and good governance, the media have also contributed to Nigeria's economic development. A study by Ajayi (2015) also found that the media have played a crucial role in promoting entrepreneurship and small business development in Nigeria, with media outlets such as Channels TV and the Punch Newspaper providing platforms for entrepreneurs to showcase their products and services. Despite the positive contributions of the media to Nigeria's development, there are also challenges facing the industry. One of the major challenges is the issue of media freedom and independence. A study by Ogunleye and Akindele (2016) found that the Nigerian media industry is still subject to government censorship and control, with journalists facing intimidation and harassment from government officials. This has led to self-censorship among journalists and a reluctance to report on sensitive issues. Scholarly research on media regulation in Nigeria has provided valuable insights into these challenges and policy responses. For instance, studies by Olaniyan and Abioye (2017) highlight the relationship between media ownership structures and editorial independence in Nigeria, shedding light on the implications of ownership concentration

for media pluralism and freedom (Olaniyan & Abioye, 2017)

The Nigerian media landscape is undergoing profound transformations driven by technological innovations and changing audience behaviors. This evolution necessitates a reevaluation of regulatory frameworks to ensure the effective governance of broadcasting and media practices in Nigeria. As highlighted by Olaniyan and Abioye (2017), the relationship between media ownership structures and editorial independence underscores the complexities of media regulation within the Nigerian context (Olaniyan & Abioye, 2017). In addition to ownership dynamics, emerging issues such as digital migration, online content regulation, and the proliferation of social media platforms present new challenges for regulatory agencies like the National Broadcasting Commission (NBC). The digital revolution has democratized content creation and distribution, yet it has also raised concerns about misinformation, hate speech, and data privacy in the online sphere.

Scholarly research has played a vital role in unpacking these complexities and offering insights into effective regulatory strategies. Studies by Adebayo and Ibrahim (2021) on digital broadcasting and policy challenges in Nigeria provide valuable perspectives on navigating the digital landscape while ensuring regulatory compliance and public interest.

Methodology
This study adopts a qualitative research methodology, utilizing document analysis and thematic analysis to explore broadcasting

policy and regulatory frameworks in Nigeria. The research involves a review of relevant policy documents, including the National Broadcasting Commission (NBC) Code, alongside reports from regulatory bodies such as the NBC, Nigerian Press Council (NPC), and Nigerian Communications Commission (NCC). Scholarly articles and publications are also analyzed to identify key challenges and trends in the broadcasting sector. Data is presented thematically, providing a comprehensive understanding of the regulatory environment and its impact on the Nigerian broadcasting industry's development and governance.

Broadcasting Policy and Regulatory Framework

The broadcasting sector in Nigeria operates within a framework governed by various legislative acts and regulatory bodies tasked with overseeing licensing, content regulation, and industry standards. This section examines the key policy frameworks and regulatory bodies that shape broadcasting and media governance in Nigeria, drawing on recent developments and scholarly insights.

1. **National Broadcasting Commission (NBC)**

The National Broadcasting Commission (NBC) is the primary regulatory authority responsible for overseeing broadcasting services in Nigeria. Established under the National Broadcasting Commission Act of 1992 and subsequently amended in 2010, the NBC's mandate includes licensing, monitoring, and regulating all broadcasting activities to ensure compliance with regulatory standards (National Broadcasting Commission Act, 1992). The NBC plays a pivotal role in enforcing broadcasting regulations, promoting local content development, and addressing emerging challenges in the media landscape. Recent policy initiatives, such as the NBC Code Review of 2020, reflect the commission's efforts to adapt regulations to technological advancements and changing audience behaviors (National Broadcasting Commission Code Review, 2020).

2. **Nigerian Press Council (NPC)**

While primarily focused on print media, the Nigerian Press Council (NPC) also contributes to media regulation in Nigeria. Established under the Nigerian Press Council Act of 1992, the NPC is responsible for promoting professionalism, ethical standards, and freedom of the press within the print media sector (Nigerian Press Council Act, 1992).The Nigerian Press Council (NPC), though traditionally focused on the print media, has played a growing role in shaping broadcasting policy, regulation, and practice in Nigeria through various initiatives. In 2020, aligning with the NPC's advocacy for local content, the Minister of Information and Culture directed the National Broadcasting Commission (NBC) to implement a 70% local content mandate to strengthen indigenous media production and reduce foreign dependency. Additionally, the NPC proposed the establishment of a Media Certification Board to license journalists across all media platforms, thus enhancing professionalism and accountability. In 2022, the NPC, in collaboration with stakeholders, adopted a 41-point code of ethics and a co-regulatory framework to foster ethical compliance and public trust across both print and broadcast sectors.

3. Nigerian Communications Commission (NCC)

In addition to broadcasting regulation, the Nigerian Communications Commission (NCC) plays a key role in overseeing telecommunications and digital broadcasting services. Established under the Nigerian Communications Act of 2003, the NCC regulates telecommunication services, including broadband internet access, which significantly impacts the broadcasting sector's digital transformation (Nigerian Communications Act, 2003). The NCC's regulatory responsibilities intersect with broadcasting regulation, particularly in the context of digital migration and the convergence of broadcasting and telecommunications technologies. In the context of broadcasting regulation, the NCC plays a crucial role in managing the transition from analog to digital broadcasting, ensuring spectrum efficiency, and promoting universal access to digital media services. Collaborative efforts between the NCC and the NBC are essential for navigating regulatory challenges posed by technological disruptions and converging media platforms.

Recent scholarship has highlighted the complexities of broadcasting regulation in Nigeria and the role of regulatory bodies in shaping media governance. For instance, Okoro and Ojo (2019) emphasize the importance of adaptive regulatory frameworks to address emerging trends and technological disruptions in broadcasting (Okoro & Ojo, 2019). The establishment of self-regulatory bodies such as the Nigerian Press Council and the Nigerian Broadcasting Commission, can also foster accountability and quality journalism (Ojebode, 2019).

However, the weak legal framework, the politicization of media ownership and the safety of journalists remain challenges for media institution development in Nigeria (Adegoke, 2018).While the Nigerian Press Council (NPC) has extended its regulatory influence beyond print to promote ethical standards across media platforms, the Nigerian Communications Commission (NCC) has contributed to broadcasting advancement by regulating the telecommunications infrastructure that underpins digital broadcast operations. Similarly, other regulatory agencies— including the Advertising Practitioners Council of Nigeria (APCON), the Nigerian Institute of Public Relations (NIPR), and the National Film and Video Censors Board (NFVCB)—play complementary roles in broadcasting through oversight of advertising content, public communication practices, and audiovisual media classification. Collectively, these bodies contribute to shaping the regulatory environment of Nigeria's broadcast landscape.

Challenges in Broadcasting Regulation

The current challenges in the television broadcasting industry include the radical changes in media markets due to the convergence of telecommunications, information technology, and media, which has led to the launch of challenging services, the breaking of traditional value chains, and the exploration of innovative business models. Additionally, there is an increasing demand from viewers for highly customized experiences that meet their individual needs, driven by second-screen adoption and real-time news consumption via social channels. Furthermore, public service broadcasting is

facing long-term challenges such as the proliferation of channels and services, the rise of new interactive services, and the shift away from mass access to niche services and alternative platforms for content delivery. The commercial pressures faced by public service educational television and the poor public sector funding for core educational establishments also pose challenges for the industry. The absence of competition in the television broadcasting industry is disappearing as households become multi-channel, leading to the need for a case for public service broadcasting and the consideration of its appropriate form.

The regulation of broadcasting in Nigeria faces others range of complex challenges that impact the effectiveness, inclusivity, and integrity of the media ecosystem in which some of these are;

1. Regulatory Effectiveness and Enforcement: One of the primary challenges in broadcasting regulation is ensuring regulatory effectiveness and enforcement. Despite established regulatory frameworks, the enforcement of broadcasting standards and regulations remains inconsistent. This inconsistency contributes to issues such as unauthorized broadcasting, hate speech, misinformation, and non-compliance with content guidelines (Olaniyan & Abioye, 2017).

2. Media Ownership Concentration:The concentration of media ownership in the hands of a few individuals or entities poses a significant challenge to media diversity and editorial independence. Ownership concentration can limit the plurality of voices and perspectives in the media landscape, affecting the quality and diversity of content available to audiences (Olaniyan & Abioye, 2017).

3. Content Regulation and Freedom of Expression: Balancing content regulation with freedom of expression is a persistent challenge in broadcasting regulation. The need to combat hate speech, fake news, and harmful content must be balanced with the preservation of free speech and editorial independence. Striking this balance requires nuanced regulatory approaches and transparent enforcement mechanisms (Okoro & Ojo, 2019).

4. Digital Migration and Infrastructure Challenges: The transition from analog to digital broadcasting presents logistical and infrastructural challenges. Limited digital broadcasting infrastructure, particularly in rural areas, impedes universal access to digital media services. Adequate investments in digital infrastructure are essential for a successful digital migration and equitable access to broadcasting services (Adebayo & Ibrahim, 2021).

5. Technological Disruptions and Online Media: The rise of online media platforms, social networks, and digital content distribution channels introduces new challenges for traditional broadcasting regulation. Online platforms present unique regulatory dilemmas related to

content moderation, data privacy, and user-generated content. Regulating online media while safeguarding freedom of expression requires adaptive regulatory frameworks (Adebayo & Ibrahim, 2021).

6. Public Trust and Accountability: Maintaining public trust in regulatory institutions and fostering accountability are critical challenges. Transparent decision-making processes, public consultations, and stakeholder engagement are essential for building regulatory legitimacy and ensuring that broadcasting regulations reflect public interests and values (Okoro & Ojo, 2019).

Emerging Issues and Future Directions
The broadcasting landscape in Nigeria is continuously evolving, driven by technological advancements, changing audience behaviors, and regulatory challenges. This section explores emerging issues that are shaping the future of broadcasting regulation in Nigeria and outlines potential directions for policy development and industry adaptation, drawing on recent scholarly research and industry insights.

1. Online Media Regulation: The rapid growth of online media platforms, social networks, and digital content distribution presents new regulatory challenges. Issues such as misinformation, hate speech, and privacy concerns on digital platforms require robust regulatory frameworks. Future directions should focus on developing effective strategies for online media regulation

while safeguarding freedom of expression and promoting digital literacy (Adebayo & Ibrahim, 2021).

2. Data Protection and Privacy: As digital broadcasting expands, ensuring data protection and privacy rights becomes imperative. Regulatory efforts should prioritize frameworks for safeguarding consumer data, addressing privacy concerns, and promoting responsible data practices among broadcasting entities (Adebayo & Ibrahim, 2021).

3. Digital Migration and Infrastructure Investment: The completion of digital migration presents an opportunity to enhance broadcasting accessibility and quality. Future directions should prioritize investments in digital broadcasting infrastructure, particularly in underserved rural areas, to ensure universal access to digital media services (Adebayo & Ibrahim, 2021).

4. Media Literacy and Education: Promoting media literacy and education is essential for fostering informed media consumption and critical thinking among audiences. Future directions should include initiatives to enhance media literacy programs in schools, communities, and through public awareness campaigns (Okoro & Ojo, 2019).

5. Regulatory Adaptation to Technological Disruptions: Regulatory frameworks must adapt to technological disruptions and innovations in broadcasting. Future directions should prioritize agile

regulatory approaches that can effectively address emerging trends such as Over-the-Top (OTT) services, streaming platforms, and user-generated content (Okoro & Ojo, 2019).

6. Stakeholder Collaboration and Public Engagement: Enhanced collaboration among regulatory bodies, industry stakeholders, civil society organizations, and the public is essential for effective broadcasting regulation. Future directions should promote stakeholder engagement, transparency, and accountability in regulatory processes to build trust and legitimacy in the regulatory framework (Olaniyan & Abioye, 2017).

7. Inclusive Content Development and Diversity: Future directions should prioritize policies that promote inclusive content development and diversity in broadcasting. Supporting local content production, amplifying marginalized voices, and fostering cultural representation are critical for enriching the media landscape and reflecting Nigeria's diverse society (Olaniyan & Abioye, 2017).

By addressing these emerging issues and embracing future directions, Nigeria can foster a vibrant, inclusive, and responsible broadcasting ecosystem that serves the interests of its diverse population and promotes democratic values in the digital age.

Conclusion

In summary, the regulation of broadcasting in Nigeria is at a critical juncture, marked by dynamic shifts in technology, audience preferences, and regulatory challenges. This piece of writing has explored the multifaceted landscape of broadcasting regulation, highlighting key policy frameworks, regulatory bodies, challenges, emerging issues, and future directions based on recent scholarly research and industry insights. The National Broadcasting Commission (NBC) and other regulatory bodies play pivotal roles in overseeing broadcasting activities, promoting local content development, and addressing emerging challenges such as digital migration, online media regulation, and media ownership concentration. Despite these efforts, several persistent challenges confront broadcasting regulation in Nigeria.

Challenges include the need to enhance regulatory effectiveness and enforcement, promote media ownership diversity, balance content regulation with freedom of expression, and address infrastructural gaps in digital broadcasting. These challenges underscore the complexities of governing a rapidly evolving media landscape while upholding ethical standards and public interest objectives. Looking ahead, addressing these challenges requires proactive policy interventions and stakeholder collaboration. Future directions should prioritize regulatory adaptation to technological disruptions, investments in digital infrastructure, media literacy promotion, and inclusive content development. By embracing these future directions, Nigeria can nurture a vibrant and

responsible broadcasting ecosystem that reflects the diversity and values of its society.

Incorporating stakeholder perspectives, public engagement, and evidence-based policy approaches are essential for building trust, legitimacy, and accountability in broadcasting regulation. Collaboration among regulatory bodies, industry stakeholders, civil society, and the public is crucial for fostering an inclusive media environment that promotes democratic values and serves the public interest.

In conclusion, navigating the evolving broadcasting landscape in Nigeria requires adaptive regulatory frameworks, strategic investments, and collective efforts to promote media development, diversity, and professionalism. By addressing the identified challenges and embracing future-oriented approaches, Nigeria can harness the transformative potential of its media sector to foster informed public discourse, cultural expression, and democratic governance in the digital age.

Recommendations

Based on the analysis of current challenges and emerging trends, the following recommendations are proposed to enhance broadcasting and media regulation in Nigeria:

1. Enhanced Regulatory Enforcement: The National Broadcasting Commission (NBC) should strengthen its enforcement mechanisms to ensure compliance with broadcasting standards and regulations. This includes monitoring content for hate speech, misinformation, and ethical violations.

2. Diversification of Media Ownership: Policies should be implemented to promote diversity in media ownership, fostering a plurality of voices and perspectives within the industry. This could involve incentives for local content production and support for independent media outlets.

3. Collaborative Content Regulation: Stakeholders should collaborate to develop comprehensive content regulation frameworks that balance freedom of expression with responsible broadcasting practices. This may involve partnerships between regulatory bodies, media practitioners, and civil society organizations.

4. Investment in Digital Infrastructure: Government and industry stakeholders should prioritize investments in digital broadcasting infrastructure to facilitate the transition to digital broadcasting and improve access to media services nationwide.

5. Capacity Building and Media Literacy: Efforts should be made to enhance media education and professional training programs to promote ethical journalism practices and media literacy among consumers. This can empower individuals to critically engage with media content and identify misinformation.

6. Public Consultation and Participation: Regulatory processes

should be transparent and inclusive, incorporating public consultations to gather feedback and ensure accountability. This can enhance public trust in regulatory decisions and promote democratic governance of the media sector.

7. Adaptation of Regulations to Technological Changes: Regulatory frameworks should be agile and adaptable to rapid technological advancements, particularly in the digital media landscape. This may involve regular reviews and updates of broadcasting codes to address emerging challenges.

Future Research Directions

To further advance knowledge and policy development in broadcasting and media regulation in Nigeria, future research efforts could focus on the following areas:

1. Long-term impacts of digital migration on media accessibility and audience engagement.
2. Comparative studies of media regulation across African countries to identify best practices and lessons learned.
3. Analysis of regulatory approaches to online media platforms and social networks, particularly in relation to content moderation and user privacy.
4. Examination of media ownership structures and their implications for media diversity and independence.

By prioritizing research in these areas, policymakers and stakeholders can make informed decisions to strengthen regulatory frameworks and promote a robust and inclusive media environment in Nigeria.

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Assessment of NTA's Programme on Environmental Awareness in Ibadan Metropolis

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Abstract

Increase in population in the contemporary world has continued to put pressure on the natural environment and eco-system resulting in environmental hazards. Such is the case in Ibadan metropolis with various environmental issues. Though efforts are ongoing to mitigate them, desirable result cannot be said to have been achieved, particularly, measuring the impact of the previous efforts. Thus, this study through the eye of the Nigerian Television Authority's programme Environment Matters explored the impact of broadcast media in changing the narrative through environmental communication. Among the objectives are to understand environmental hazards represented in NTA's programme. How does such programme depict eco-semiotic representation of the environment as well as the way it represents strands of interaction between nature to nature and nature to society. Situated within the assumptions of Agenda Setting theory, the study employed Key Informant Interview to gather data from 6 environmental experts purposively selected. The study found that there are various environmental in Ibadan metropolis. Data analysed found that NTA's programme effectively incorporates eco-semiotics such as pictures, sounds, gestures in passing across environment friendly messages to the viewers. The study concluded that continuous enlightenment by conventional media is yielding positive results. The research strongly recommended that more eco-semiotics should be deployed in environmental-related programmes to amplify the message to the sub-consciousness of menders of the society.

Keywords: Environment, Eco-semiotics, NTA, Television, Ibadan metropolis

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Introduction

Environment is fundamental for all living things. Globally, both developing and developed countries are grappling with problems associated with the environment. While some of the problems might be alike due to their global nature (e.g. global warming, depletion of the ozone layer), others are specifically local ones (Banjo & Obun-Andy, 2023). Unless the environment is protected, the existence of life on the planet earth would eventually be impossible (Saikia, 2017). The development has no doubt positioned environmental issues as global problems with concomitant global attention. As the population of the world increases alongside the quest for industrial and economic growth in the contemporary world, maintaining the natural environment and eco – system is a critical issue such that environmental problems have become ubiquitous. According to a United Nations Habitat Research in 2022, Ibadan is one of the fastest growing cities in Africa. Galal, (2024) quoting Statista, puts the estimated population of Ibadan as at 2023 around 3,565.100.

Just as obtainable in Ibadan, Ulayi, et al., (2021) note that with the increasing number of people across the world, almost all activities embarked upon by man have continued to take its toll on the environment, these human pressures on the environment now generally lead to environmental resources challenges. Olayiwola et al., (2017) observed that indiscriminate dumping of solid waste in the environment comes with several impacts, on individuals as well as the society at large. For instance, Agbola, et al., (2012) hold that the August 2011 flooding,

being one of the negative consequences of bad environmental management, was considered as one of the worst ever that hit the city of Ibadan. They identified 12 anthropogenic causes of the flood, among which building close to river banks, changing course of rivers by development, inadequate housing development monitoring, Ignorance, lack of early warning information, riverbed sedimentation, river channels covered by weeds, dam breaking, heavy rainfall, dumping refuse in drainage channels. In response to these challenges, there had been increasing efforts and interventions such as the World Bank, advocacy by government, civil society organizations and the media to raise awareness and inspire actions towards environmental sustainability. One of such is the Nigerian Television Authority (NTA)'s Environmental Health programme called "Environment Matters."

Environment matters Programme on NTA began in 2009 and was transmitted on NTA network as part of efforts to contribute to better understanding of the emerging global environmental challenges towards raising awareness on better practices for the sustainability of the environment and attitudinal adjustments in human activities for a healthier environment. The heterogeneous nature of the Nigerian society and the topography of the parts mean different ecological challenges, which demand that production of each episode of the programme takes contributions from NTA stations across the country for inclusiveness. It is to ensure that the environmental challenges of the different parts of the country are captured and addressed in each episode of the programme.

Television generally as one of the legacy mass media is favoured by many and noted for being efficient and effective in passing information to a wider audience (Jharotia, n.d.). Therefore, this study is undertaken to see how the Nigerian Television Authority (NTA) the largest television network in Africa through its programme, Environment Matters interrogates the environmental peculiarities of Ibadan as it touches on nature and the society.

Statement of the Problem,

Ibadan has been a victim of first colonial modernity and early independent modernity putting the natural environment under continued threat of environmental hazards with a need to urgently address the issues (Tomori, 2020). In the face of this existential threat, there have been many attempts to address it, for instance Olanrewaju and Afolabi, (2020) investigated various sanitation challenges in Ibadan metropolis, and the study revealed that population explosion coupled with high illiteracy rate of the inhabitants of Ibadan metropolis affect their waste management and sanitation practices. Also, Onfade, et al. (2021) in their studies identified erosion, flooding and air pollution as major environmental hazards, instructively, the studyecognized the role of awareness creation to address this growing challenge.

In awareness creation, media are integral agents, because of their educational and informative functions. To that extent, the conventional media (including the NTA as the flagship of public owned media) play important roles in raising awareness and transforming attitudes to inspire environmental sustainability. The environmental health programme on the NTA is a Network Programme which is pre-recorded and transmitted on all stations of the NTA across the country simultaneously. It is one of the programmes on the Network belt that is compulsory to be taken by all stations. According to the first Producer/Presenter of the programme, late Hajia Aisha Bello, the programme was the brainchild of the then Executive Director News Alhaji Garba Mamu as a response of the National Broadcast station to address all forms of ecological issues affecting all the different geo-political zones of the country, Kapor (2011) emphasized this in their separate studies. Despite growing interest and focus of literature on environmental health and efforts of media and other stakeholders in mitigating environmental challenges and encouraging sustainable practices, there is less scholarly work in the area of eco-semiotic interactions at the level of Nature to Nature and Nature to Society for Environmental programmes on Television. This implies that communication of environmental friendliness or otherwise through signs systems, logo, gestures, sound and other linguistic and non-linguistic elements. This is the gap in knowledge this study seeks to fill with a view to contributing to the growing literature on eco-semiotics and provide insight into how to effectively convey environmental messages on television towards better sustainability of the environment.

Research Questions

The following research questions were asked and answered.

1. What are the environmental hazards represented in NTA's Environment Matters?

2. How does the environmental programme depict Eco-semiotic representation of the environment?

3. How does the NTA's programme represent strands of interaction between Nature to Nature and Nature to Society?

Conceptual Review

Environment

The concept of environment refers to that gift of nature that houses human beings, other living things and non-living things. It refers to everything that is seen around which helps in nourishing the earth and supporting life and livelihood for living species most importantly humans.

Environment could also be seen as the "aggregate of external conditions that influence the life of an individual or population, specifically the life of man and other living organisms on the earth's surface. Ohwo and Abotutu (2015) identified components of environment as include air, water and land which are basically meant to support man for his survival. Unfortunately, Ohwo and Abotutu (2015) noted that human's activities are showing that man is at war with environment demonstrated in the overuse and abuse of it.

Mahendra (2017) described the scope of environment as the surroundings or conditions of life, which may be social, political, economic, cultural, natural etc. For this scholar, natural resources are used with other man made resources in order to produce goods in agriculture, industry or other spheres of economic activity, hence the need to preserve the environment by minimising harm to it. Mahendra explained that the environment consists of four segments, enumerated as Atmosphere, Hydrosphere, Lithosphere and Biosphere - which relates to the focus of this study, as it indicates the realm of living organisms and their interactions with environment, atmosphere, hydrosphere and lithosphere.

Eco-Semiotics:

Eco-semiotics: Derived from two root words Eco-which is a prefix meaning ecological or environment indicating not harmful to environment or environmental friendly. And, "Semiotics" which is defined as the study of signs and symbols and their use or interpretation. Semiotics, according to Ibileye (2021), is the study of sign process, which is any form of activity, conduct, or any process that involves signs, including the production of meaning. Unlike linguistics, semiotics also studies non-linguistic sign systems. Semiotics includes the study of signs and sign processes.

This definition views semiotics as the act of interpreting these signs, logos, gestures and other forms of communication methods. Eco-semiotics therefore can be defined as the communication of environmental friendliness or otherwise through sign systems, logos, gestures and other linguistic and non-linguistic elements. According to *Israel Journal of Plant Science* (2005) Eco-semiotics is a branch of semiotics which

studies sign processes in culture, as it relates to other living beings, communities, and landscapes. This definition is underpinning the fact that the environment has semiotic quality in different ways and levels.

Maran (2020) defined eco-semiotics as the study of sign processes responsible for ecological phenomena. Eco-semiotics show diversity, reach and effects of sign - mediated relations in the natural environment from the level of a single individual up the functioning of the ecosystem, demonstrating numerous ways in which prelinguistic semiotic relations are part of culture.

Tian and Wang (2021) note that there is no unified and authoritative definition of the concept-eco-semiotics at present, this is largely because scholars offered various perspectives, but eco=semiotics is the abbreviation of ecology semiotics. According to the scholars, the concept can be traced to Nöth, who as far back as 1996 conceptualised it as the study of the sign relationship between organisms and their environment. Maran and Kull (2014) note that eco-semiotics, in the broadest sense is a branch of semiotics that studies sign processes as responsible for ecological phenomena (relations between species, population patterns, and structures). It studies the role of environmental perception and conceptual categorization in the design, construction, and transformation of environmental structures.

Media Role in Environmental Sustainability

Mass media is a powerful tool of social engagement and awareness creation, ~~this is~~ largely due to its penetrative nature and ability to set an agenda for the masses. It means that if the media shifts attention to certain issues, perhaps environment, there is a high tendency that members of the public will think about such as espoused by the Agenda Setting Theory (Anaeto et al., 2008 Asemah et al., 2017). To this extent, Idrizi, et al., (2023) note that the media have been playing a positive role in properly and objectively informing the population about environmental-ecological problems. For instance, in India, Saikia, (2017) notes that increasing media attention on the environment has made the society to become more aware of the effects of human activities on the health of the environment. Similarly, Lusagalika, (2020) established through a study in Tanzania, that the level of public attention to environmental education was an offshoot of the volume of environmental education through media sources. In this regard, the media has a big role to play in making people aware of environmental issues. Saikia, (2017) emphasized that the media has always covered social and environmental issues, thus it is the most revolutionary device for spreading consciousness towards environment protection.

Saneh, (2018) was even more particular about the unique feature of television as the most appropriate media for environmental related issues, making it an invaluable tool to create awareness about the environment. The scholar holds that television due to its visual and auditory attributes, ~~it~~ is a strong medium in carrying a particular message to masses. Donald et al., (2023) say by extending the senses of vision and hearing beyond the limits of physical distance,

television has had a considerable influence on society. According to a survey by Sasu, (2022), more than 70% of households in Nigeria had a television set especially in urban areas such as Ibadan metropolis and this gives them access to a range of contents that could entertain, inform and educate viewers towards attitudinal change.

To protect the environment, Mohendras (2021) stressed the need for awareness that will educate about the effect of degraded environment on human health.

Mohendras (2012) however, noted that almost all nations of the world have geared up in creating awareness in their people, with the media playing a leading role in the process. Such is the NTA's Environment Matters programme; which educates the people in ensuring a better, more friendly and conducive environment.

Theoretical Framework
Agenda Setting Theory:
Agenda setting theory proposes that the facts which people know about public events or issues is a proportionate of the amount of attention given to them by the media (Anaeto et al., 2008). This suggests that media outlets exert significant control over political, social and cultural news stories. This is achieved by the media outlets' choices of issues and events to place priority on.

The agenda setting theory was propounded by Maxwell, McCombs and Donald Shaw in a study on the 1968 presidential election. The theory gained prominence with the article of McCombs and Shaw's (1972). Asemah et al., (2017) said the two scholars behind the theory demonstrated a strong correlation coefficient between what the respondents in

the study area thought was the most important issue about the subject of the study and what the local and national media reported as important. Therefore Anaeto et al., (2008) hold that the major idea underpinning this theory is "that the media may not always determine what we think, but what we think about, even though, we have right to think what we want to think, but surprisingly, we tend to think most of those things the media highlights as important," (p. 89).

Theory relates to this study because it elaborates on the relationship between emphasis which is placed by media on an issue and the understanding or perception of the people as relates to the importance of the issue in question. Essentially, the issue in this study is environmental health and the media is NTA, seen as influencing and shaping public opinion based on the agenda set on the programme for residents of Ibadan.

Method
The study was qualitatively designed to extract data useful for the study's objectives. The population of the study is the total number of Ibadan residents but in an effort to collect quality data, purposive sampling technique was adopted to select six environmentalists, who have deeper knowledge of environmental issues and can relate well with the issues in focus, they are people who have been very conversant with the Programme called Environmental Matters on NTA, as well they can provide insights into the issues of environment. Key Informant Interview was the method of data collection employed, with the help of Interview guide as data collection instrument. The data collected were analysed

thematically in line with various submissions and objectives set.

Finding and Data analyses

The study examined the five selected episodes of "Environment Matters" contributed from NTA Ibadan and responses from respondents interviewed. The informants included two university dons with specialisation on environment, the third person is a professor and environment enthusiast, with vast knowledge of the issue. Also included in the informants is the owner of the first waste museum in Africa, while the rest are content creators on environment, they all demonstrated wide and vast knowledge of the subject.

Research question 1

What are the environmental challenges highlighted in NTA's "Environment Matters?

The interview informants provided a large spectrum of challenges being highlighted. One of the informants sounded this way:

> "Environmental health programme on NTA hammers on Ibadan as one currently being faced by the hazard of poor waste Management System. This is evident in the programme in the form of careless waste disposal, dumping of refuse on median within the metropolis, and blocking water channels with refuse dump." (KII/Male/Ibadan/May/2023).

This, the interviewee buttressed by making reference to one episode of the programme which focuses on the Ogunpa River

Channelization as part of ecological interventions to prevent flooding in Ibadan. This has however been converted to a refuse dump by some residents who sometimes burn the refuse in the carnal, leading to further environmental problems in the form of air and environmental pollution. Buttressing this, a content expert observed that the programme did not only highlight environmental challenges but: "The continuous reflection of these issues is bringing about changes in the orientation of residents of Ibadan in line with the messages passed across on the programme. I remember an excerpt from one of the episodes where a little girl was educating her Grandma on the dangers of clogging waterways with debris and the punishment that awaits such offenders."(KII/male/Ibadan/June/2023).

An informant has this to say:

> "Wildlife in all its forms is an essential part of the environment, contributing to biodiversity and ecological balance. They however face the challenge of illegal hunting or capturing for food, ornament and for herbal use among others. This activity known as poaching is another form of environmental hazard that has been highlighted" (KII/male /June/2023).

The issue of wildlife being an environmental matter is so much that it formed part of the United Nations sustainable development goals. Another interviewee pointed out this fact in relation to the programme:

> "Environment Matters" highlights how humans are unfair to wildlife, example is the hunting of games to the point that some animals like pangolins are going into extinction despite their benefits

in controlling pests and insects. Killing or trafficking young ones or some, right in their gestational periods. All these ills and many more are revealed in the programme as detrimental practices to the environment (KII/ female /Ibadan/ June /2023).

A respondent told the researchers that: "The practice of bush burning as a hazard is not only killing some animals and sending them out of their natural habitats but also destroying the soil fertility. This is generously covered and reflected in the programme with a view to discouraging such practices" (KII/Female/June/2023).

Research Question Two:
How does the programme "Environment Matters" depict eco- semiotic representation of the environment?

The programme Environment Matters in conveying its message to the viewers for a better understanding have been able to use visuals symbols, gestures, and sounds, apart from words, in representing the environment. This was buttressed by a content expert's view:

> "The programme in its entire form is a simplified analysis that an average viewer can easily understand all the in-depth analysis, pictorial display plus natural actualities used to convey the message, therefore, making it eco-friendly. You cannot be talking of flooding and be showing visuals of dancing" (KII/Male/June/2023).

According to another informant "Environment Matters" has been able to use pictures to convey information to the viewers when live visuals of the incidence are not available:

> "The program employed the use of graphs to analyse issues, for example graphs are used to describe the rate at which a particular plant or animal especially endangered species are gradually going into extinction" (KII/Female/June/2023)

The use of symbols and graphics in the programme was also captured by one of the respondents, when the fellow said: "Often the programme used kinetic sounds to further drive home the message across to the viewers, for example the kinetic sound of a siren to depict early warning danger alert for rising water level as a result of excessive rainfall in flood prone areas" (KII/Male/June 2023).

Research Question 3
How does the NTA's Programme "Environment Matters" represent strands of interaction between nature to nature and nature to society?

The entry point is focusing on how NTA's Environment Matters represents this strand or level of interaction between nature to nature and nature to society. Humans have a lot to do in preventing environmental hazards. So, the programme in the opinion of respondents takes up different thematic focuses on what humans need to do or not to do to achieve a sustainable ecosystem.

Accordingly, one of the respondents identified bush burning as one of the practices that relates to these interactions and reacted this way:

> "Environment Matters on NTA encourages the viewers to be positive in their environmental activities, the programme is an eye opener to what the environment can give back to humans, as well as other organisms. Humans co-exist in the world within the world, this is one factor that people in Ibadan metropolis especially should be aware of, it in order to make the city a better place to live." (KII/Female/June/2023).

The selected episodes of "Environment Matters" emphasized on the interaction between nature to society specifically in Ibadan, as a society faced at the moment with flood and this is the end product of the waste management system in Ibadan, according to a respondent,

> "The waste management system in Ibadan is poorly managed, the people dispose waste carelessly, and this is impacting on the environment with wastes blocking water channels, thereby making the environment turn around to fight the people in form of flooding, and leading to loss of lives and property caused by flood. This comes to say that the environment impacts the people, ……This is one of the things that have been discussed over and over again on the program (KII/Male/June/2023).

Another instance from the findings is the issue of encroaching on forest, a respondent has this to say:

> "There is so much encroachment in the forest now because of the culture of the people in enjoying bush meat. It is not a crime to eat bush meat but this is one of so many ways in which humans are impacting negatively on the environment, especially the Ibadan metropolis. There are some of these species that are beneficial to human, for instance the pangolins have been described on the program as one animal that has been helping in reducing harmful insects in our environment, but the same animal is hunted for herbal medicine" (KII/Male/April/2023).

Discussion of Findings

Given the nature of data gathered from the interviewees, it came to the fore that Environment Matters on NTA has continued to widen the scope of awareness on various environmental issues bedeviling the city of Ibadan. This is in line with the view expressed in a study by Idrizi, et al., (2023), where they identified that, media have been a player in an effort to objectively inform members of the society about environmental-ecological problems. It also resonates with the position of Saikia, (2017), who believed media is a revolutionary device for spreading consciousness towards environment protection. This also supports the outcome of a study by Olubunmi and Maria Kisugu (2023), where it was established that the media has a role to play in how people are aware of environmental issues.

On how the programme depicts eco- semiotic representation of the environment,

respondents captured copiously the use of visuals, sounds and graphics as part of the measures to achieve this objective. The above findings are in consonance with the position advanced by Hoffmeyer (2007) while highlighting the concept of "semiotic scaffolding", which pointed to the fact that the description of ecological meaning making process cannot be done by narrative description alone, hence the need for other extra linguistic elements in conveying ecological meanings. The programme in the view of the interviewees flashed this.

On how the NTA's Programme "Environment Matters" represent strands of interaction between nature to nature and nature to society, respondents provided insight to various forms of interactions between nature to society and nature to nature. This is what Hoffmeyer (2008), identified as delicate balance of interaction amongst many species bringing about his concept of "co-existence and co-prosperity" between man and nature. This relationship which he described as mutualism implies that if man and nature cooperate, they will win, but if they do not, the living environment of man will continue to depreciate, leading to the extinction of humans and the degradation of nature.

Conclusion and recommendations

The study examined how the programme on NTA has through various eco-semiotic elements engaged environmental communication on Ibadan to the viewers. The researchers examined how the programme highlighted environmental hazards, depicted ecosemiotic representation of the environment and possible layers of interaction between eco semiotic spheres. Study concluded that there are environmental hazards in Ibadan and the hazards are mainly caused by human activities. To achieve attitudinal change to the environment, the programme linked man to the environment and nature to society using eco-semiotic elements to drive home the message. Although the programme is a continuous one on NTA the researcher can reliably say that it has made and is still making impact effectively with ecofriendly communications as confirmed by the data gathered.

It is therefore recommended that more television content on environment should be encouraged across different mediums, so that robust awareness can be created on the roles of man to his environment. That such content should endeavour to go beyond mere narratives but deploy eco-semiotics that can amplify the message to the sub-consciousness of menders of the society. Additionally, it is recommended that television programmes such as Environment Matters should be domesticated and relayed to viewers in the indigenous language of the community for effectiveness

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Digital Technology: A Tool for Effective Crisis Communication towards Sustainable Development in Nigeria

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Abstract

The purpose of the study was to advance the idea that, in order to facilitate crisis communication in the twenty-first century, digital platforms and technologies must be adopted and used. It is a qualitative study that draws from the diffusion of innovation theory and secondary data collection techniques by reviewing current literature. Digital technologies that were recognised in the study include computers, smartphones, social media, the Internet, smart and modern digital televisions, and live streaming services. The results indicated that, as evidenced by the COVID-19 health crisis and other recent events, digital platforms and technologies could improve crisis communication for sustainable development in Nigeria. The study concluded by discussing the difficulties and constraints associated with using digital technologies for crisis communication. Among other things, it noted that social media platforms' divisive nature and restricted accessibility to other digital technologies, particularly among the rural population were problems. It comes to the conclusion that, given their accessibility, the Internet as technologies for crisis communication might be among the greatest choices available in modern society. One of the study's recommendations is that stakeholders comprehend the many opportunities provided by these digital platforms in order to promote crisis communication in the direction of sustainable development in Nigeria.

Keywords: Development, Digital Technologies, Media, Crisis communication, Sustainability

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Introduction

Digital platforms and technologies have emerged as a technological innovation that has changed the global broadcasting landscape for television and radio. Technology's widespread use is one of the characteristics of the new millennium. The impact of emerging technologies on every sphere of civilisation has led to additional developments. The broadcasting industry has often been guided by new technologies. As platforms advance, so does technology. Given the vital role that the media plays in any given society, digital technologies help many individuals have better access to social amenities, social security, and helpful information regarding emergencies and social self-efficacy.

The advent of the Internet is arguably the most significant shift in communication since technological advancement. With the advent of digital platforms, technological breakthroughs in recent decades have drastically changed international contact at a breakneck rate. Content production has been continuously impacted by the dramatic change brought about by new technology and how it alters the performance of media products. Innovations in technology have changed how people communicate. These developments have shortened the time and distance barriers in interpersonal connections. Participatory, improved, and autonomous communication has emerged, and communications are now produced and disseminated more quickly, easily, and sophisticatedly. According to Ingram et al. (2022), discussions on global prosperity and solidity have continued to focus on digital

technologies. Thanks to the rapid advancement of communication media technologies, interest group communication has undergone a perfect change. With its high-quality information and other significant and practical advantages, digital technology is seen as an essential indicator of technological advancement (Okwumba & Onyiaji, 2019).

In Nigeria, communicating during a crisis is a laborious process. Effective crisis communication is complicated by elements including politics, religion, ethnicity, and culture. In Nigeria, culture, ethnicity, and religion are frequently taken into consideration while making important decisions during emergencies, even when those decisions are wrong or unsuitable for the circumstances. Religion and culture have an impact on people's beliefs and how they behave when communicating during emergencies (George, 2016). Digital channels can be used to convey effective crisis communication. In crisis communication, digital media can be used to disseminate emergency alerts or warnings, receive calls from those in need, aid in emergency recovery, and educate the public (Ruggiero & Vos, as cited in Te, 2021). The symmetric model of communication is the form that crisis communication takes. This suggests that communication during a crisis is reciprocal. An organisation communicates with the public and solicits their opinions, then uses those opinions to inform decisions that will benefit all parties.

Additionally, Te (2021) noted that digital technology facilitates rapid two-way communication, which influences crisis

awareness by enabling a significant amount of information to quickly reach an international audience. It enables people and companies to create content, assess potential issues, and engage in real-time communication. Teamwork is facilitated by digital technology during various crisis phases. These include, in that order, mitigation, recovery, response, and preparatory stage. Utilising decentralised networks in times of crisis, digital platforms and technology outperform traditional media by maintaining communication when conventional channels fail, which is crucial for civic involvement and confidence-building. To stop a crisis in its tracks, effective communication is crucial.

According to Marsen (2020), the longer an organisation ignores a crisis, the worse it gets in the eyes of the public and advocacy groups (Marsen 2020; Ndone & Park, 2022). It is important to always keep the public updated about the crisis. This is due to the fact that giving only partial or no information causes a nation's inhabitants to become distrustful of the government, people, or organisations in question. It is important to remember that in order to achieve effective communication while using digital platforms for crisis communication, the message's substance, and the platform on which it is delivered, and the consistency of its dissemination must all be taken into account.

In this day and age, digital technology has emerged as a major force and catalyst for change. It is altering communal structures, governmental institutions, and economic systems, which has an impact on practically every element of our everyday life. Since 2015, some nations have used digital technology to accelerate their growth processes in an effort to meet the Sustainable Development Goals (UNDP, 2024). Humans are both the object and the beneficiary of sustainable development. People are at the centre of sustainable development. It considers meeting the needs and desires of every group of individuals in the community. The ambidextrous approach to social and economic growth is emphasised by sustainable development. Growth is predicated on the prudent use of resources and environmental protection, ensuring that specific demands are satisfied without jeopardising the ability of future generations to fulfil and realise their own needs. This entails a continuous, long-term growth strategy that preserves ecological systems while making prudent use of the natural resources that are accessible (Phuong & Ibrahim, 2020).

Economic progress that meets the expanding demands of modern society while preserving resources for future generations is, at its core, the primary characteristic of sustainable development (Shayan et al., 2022). As a result, establishing impartial growth possibilities is one of the main goals of all sustainable development initiatives in order to establish a thriving, just, autonomous, and enlightened society. The goals of sustainable development included reducing illiteracy through improved education, advancing gender equality and cultural variety, developing rural areas to alleviate the strain of urban migration, and encouraging public involvement in decision-making. All developmental activities revolve around communication (Modeyin & Inobemhe,

2025; Odoom, 2020). Since reaching people is the primary goal of sustainable development, communication is a tool that can assist in doing that by offering helpful information for the development process.

Through effective communication of sustainable development efforts, the people understand what they need and make efforts to change their lives. Digital technology is one of the means that assist people to express themselves, let the world know about their lives and assist those at the helm of affairs to understand them. Ja'afaru and Inobemhe (2024) averred that digital technology offers avenues for content creators to promote their works and profile their expertise. Information on digital technologies and platforms is up-to-date and enables people to have access to news from every part of the world. With just a click, people can access digital technology messages at any given time. Therefore, this study was conducted to explore digital technologies as tools for effective crisis communication that precipitates sustainable development in Nigeria.

Statement of the Problem
There must be a long-term solution to Nigeria's ongoing dilemma. One tool that can be utilised to accomplish that goal is digital platforms. These days, digital platforms and technology are the most efficient way to communicate, particularly in places where poverty and illiteracy are high. Digital performances are used to entertain and educate people in addition to disseminating messages. In some countries, crisis conditions have been associated with poverty and a lag in development (Egger et al., 2023). In order to bring people together in society

and promote sustainable growth and development, technology is a crucial tool for communication.

Fake news, misinformation, and disinformation have polarised the media and information landscape in the age of digital media. This also helps explain why the same platforms are being used to draw users in and give them accurate information. This explains why social media and other digital media platforms are used as a strategic tool for crisis communication. The media and other stakeholders may counteract the negative effects of crises and foster a more cohesive and informed society by effectively and legally disseminating information, which will ultimately have an impact on how crises are resolved in Nigeria. It is against this backdrop that this study advances the points on the use of digital technologies as a means for effective crisis communication towards sustainable development in Nigeria.

Research Objectives
The objectives of the study were to:

1. Identify digital technology platforms for crisis communication in Nigeria

2. Ascertain the application of digital technologies in crisis communication

3. Find out the challenges faced in the use of digital technologies for crisis communication.

Conceptual Review
Crisis Communication simply refers to the collection, collation, analysis and distribution of messages required to curtail an established crisis or scenario. Crises are unforeseen and sudden incidents. Therefore, crisis

communication needs to happen both during and after a crisis. It is important to remember that in order to prevent repeat crises, every government agency, organisation, or group dealing with emergencies must maintain open lines of communication following a crisis (Ja'afaru & Inobemhe, 2024; Marsen, 2020; Upadhyay & Upadhyay, 2023). This indicates that significant attempts are being made to use various open communication channels to mitigate or defuse a crisis scenario.

To put it simply, sustainable development means living morally now for a better and more prosperous tomorrow by taking care of present needs without endangering the ability of future generations to meet their own needs (UNSDG, 2023). Helping, causing or encouraging public progress or transformation within a social system is the goal of communication for sustainable development (Shaibu, 2022). These ideas are essential to this research since it examines how digital platforms and technologies might improve crisis communication in Nigeria and promote sustainable development.

Theoretical framework

The theoretical underpinnings of this investigation are established by the diffusion of innovation theory. This notion was put forth by Everett Rogers in 1962. The theory's fundamental tenet is that new ideas can only proliferate via the media. The theory states that diffusion is the process by which new ideas are disseminated among society's members via communication channels. Diffusion is a unique style of communication that focusses on spreading novel ideas or information. Innovation can be defined as a

new thought, idea, output, product, or even just a different approach to a task. The theory explains the dissemination of new ideas and the reasons for their acceptance at various stages of examination. This can be done through interpersonal or mass communication methods (Asemah, 2011).

Asemah et al. (2017) stated that the theory's four fundamental elements are time, social systems, innovation (new concept), and communication channels. Based on results, diffusion of innovation spreads knowledge throughout a society's members. Depending on the scenario on the ground, digital media can be used to convey crisis communication messages. The theory pays close attention to the source of the message, the communication channel and the end receiver. Since digital platforms and technology have dominated the communication and content creation arena in today's world and are even digitising every aspect of human communication, this theory is relevant to this study.

Empirical Review

Similar studies have been conducted on crisis communication. A study conducted by Ehondor and Unakalamba (2021) sought to assess public engagement and awareness creation by the Nigeria Centre for Disease Control (NCDC) through the use of social media for the purpose of crisis communication. This is a study with focus on the management of health crisis through social media avenues. Findings of the study showed that though there was low engagement during the period, social media was used to create awareness. According, the study also demonstrated that the public

responded through adjusting on the basis of the recommendations of the agency in respect to preventive measures.

Another study conducted by Onyeashie (2020) was focused on the use of crisis communication during the 2020 #EndSARS protest. The study found a higher level of social media use as citizens exchanged information through different platforms. A significant finding is that protesters used social media as aid to send ambulances, aids, relief materials, grant media talks, and secure bails for arrested protesters, and commence meetings (converged in different locations). Overall, social media became active tool for the purpose of communication during the protest and this is a unique part of the entire process.

The reviewed studies left methodological and knowledge gap. Consequently, the research gaps occasioned by these reviewed studies are by virtue of an aspect of digital platforms and this study intends to bridge this gap. This study explores the adoption of a number of digital technology channels like live streaming, smart TV, computers, the Internet and more for the purpose of crisis communication in respect of the overall goal of attaining sustainable development in Nigeria. This is to improve knowledge of the use of technology.

Methodology
The qualitative literature review approach, a qualitative research strategy that takes into account the body of existing literature to either support a position or reinforce arguments, is the foundation of this study. As a result of the aforementioned, the study used secondary data from books, book chapters, journal papers, and the Internet. Additionally, a variety of papers, statistical records, and repositories were taken into consideration as part of the study's literature base.

Discussion
A thematic discourse is adopted for this study – and so areas such as digital technologies, strategies for effective crisis communication towards sustainable development, and the challenges and limitations of digital technologies in effort at crisis communication in our contemporary society are primary focus.

Digital Technology Platforms
The usage of digital signals is central to the concept of digital technology (Elitaş, 2023). It also refers to the distribution of audio and video material over digital platforms or networks, including satellite, cable, and the Internet. Actually, converting analogue signals to digital formats is a prerequisite for producing digital content. This will increase the broadcasting signals and content's quality, efficiency, and accessibility. In order for the audience to benefit from these signals, they are disseminated through platforms and dispersal modalities. This leads us to the importance of digital platforms and technology for content distribution and dissemination in the modern world.

Since creators can now deliver material in record time and access it nearly simultaneously thanks to the Information and Communication Technology (ICT) element, the importance of digital technologies and the platforms that enable it in our modern world has become evident. Digital technologies, which are a component of the always changing new media landscape, improve

basic digital media. It is crucial to note that the fundamental classifications of digital media include audio, video, text, pictures, and mixed media (Hilbert College, 2024). Multimedia could be the term for mixed media, as used in the above example (Singh, 2023).

Broadcasting services are reportedly classified into three categories by the channels viewed as digital platforms: webcasting, video broadcasting, and audio broadcasting. Accordingly, digital broadcasting is defined as the dissemination of multimedia content, including audio and video, over digital networks, the Internet, and new platforms (Singh, 2023). Ja'afaru and Inobemhe (2024) noted that digital broadcasting is an innovative means of conveying broadcast signals to a chosen audience that provides clear illustrations and cogent sound**.** These media are transformable and transformative, which means that they can be changed to create their optimal forms that can be distributed using contemporary technologies.

Digital platforms and technologies have a special ability to retain data and provide users with retrieval alternatives. Most importantly, they are superior to traditional broadcasting in terms of improved audio-video quality, increased signal stability, and the capacity to transmit more data at the same time as the content (Priyal, 2023). These platforms and technologies include:

1. Smart and Latest Digital Television: Unlike regular TVs, which lack this feature, smart TVs are built with the ability to connect to the Internet and browse by default. However, third-party devices can be used to link digital TVs to the Internet. These are effective online channels that Nigerians can use to communicate during emergencies.

2. Computers: According to Akpan (2004), broadcasting outlets can now transmit over multiple channels at any given spectrum width because of the introduction of digital technology. All of these rely on the computer. The outlet emphasises on increasing access points through the use of computers, and viewers can watch TV and listen to the radio. This facilitates crisis communication since it makes it easier to develop information for numerous accesses and improves audience delivery.

3. Mobile Devices: Additionally, these provide good and convenient access to digital broadcast content. These access points are provided by mobile devices, including smartphones, tablets, and many more. They give users access to social networking, streaming services, and digital TV. For maximum impact, crisis communication might be designed to be delivered to the audience's digital devices. The vast majority of Nigerians have access to cell phones and the Internet, which allows them to communicate and resolve crises. Between 25 and 40 million people are estimated to use smartphones (Taylor, 2023).

4. The Internet: Users can access news outlets' websites and pages from a variety of sources thanks to the Internet. Audio, video, and even multimedia content, including text, can be transmitted to an audience using the Internet. Because users may access material on computers and digital devices, it serves as a nerve system for all other digital platforms.

Using the Internet, crisis communication for sustainable development can also be distributed through online forums.

5.   **Social Media**: These media formats were created in the twenty-first century. In the digital age, they facilitate connections, engagement, and the easy, quick, and convenient sharing of information. In actuality, a lot of people use social media these days to stay in touch with their loved ones, and corporations utilise it to reach their consumers (Singh, 2023). Over 5 billion people are said to use these platforms for different reasons (Chaffey, 2024). Therefore Facebook, X, Instagram, YouTube, TikTok can be adopted as platforms for digital broadcasting aimed at crisis communication in Nigeria.

6.   **Live Streaming Platforms**: These comprise a collection of online services that broadcast live video; since events are transmitted live, these contents are not pre-recorded. According to Prakash (2024), media technological advancements like AI entertainment are seen to be special factors that assist different websites in providing live streaming possibilities. As ICT and new media technologies advanced, platforms like Netflix, Sling TV, Fubo, Hulu, Apple TV, and others were created. Facebook Live, Instagram Live, YouTube Live, and many more are now available because social media platforms like Facebook, Instagram, YouTube, and others have incorporated the feature into their array of offerings. These venues can be used to spread knowledge about crisis communication in our society.

It is essential to note that digital platforms and technologies need the Internet to have the greatest influence and reach. Actually, these digital platforms expand the reach of traditional broadcast organisations worldwide and improve broadcasting as well (Priyal, 2023). They are helpful in communicating during crises and also help the bottom line in a variety of initiatives to guarantee sustainable development. In Nigeria, these platforms are increasingly being used by content creators to target people for a number of communication types; crisis, entertainment, and many more. As a result, governments, non-governmental organisations, civil societies, and other stakeholders who wish to promote crisis communication in the direction of sustainable development might employ them in strategic communication efforts.

Application of Digital Technology in Crisis Communication and Sustainable Development

The impact of digital technology on crisis communication and sustainable development can be viewed from a variety of angles. For the sake of this discussion, the positive benefits will be the main focus. Whatever it takes to get through a crisis scenario can be taken into consideration, as crisis communication is one of the fundamental methods of public relations. There are many different crisis situations in human civilisation today, which can be caused by both natural and man-made factors.

However, it is crucial to revisit the definition of crisis and the various types of crises that exist before exploring the significant impact that digital technologies have on crisis communication and sustainable development. When a complicated issue is

singularised, the term "crisis" is typically used (Innerarity, 2022). Here, the occurrences are time-limited, which could help people avoid a lot of arguments and provide clear, unquestionable guidance on what should be done (Luhmann, as cited in Innerarity, 2022). When a disagreement lasts too long and defies simple resolution, a crisis arises (Orhero, 2020). One example of this is the Niger Delta issue. Another is the lingering farmers-herders crisis all over Nigeria.

In contemporary society, we have financial crisis (inflation, loss of revenue, bankruptcy, sudden change in market trends, loss of market etc.), technological crisis (software and hardware failure, industrial accidents etc.), personal crisis (unethical or illegal behaviour, bad press on account of conflict etc.), organisational crisis (crisis of deception, crisis of management misconduct, crisis of skewed management values etc.), natural crisis (natural disasters etc.), confrontational crisis (boycotts, strikes, sit-ins to block workplaces etc.), crisis of malice, and man-made disasters (Garcia et al., 2022). Crisis could be health and climate-related. These happen to be common in our time (Innerarity, 2022). In the digital era, the management of these crises situations has taken a new dimension.

In light of this, digital technology is seen as one of the many strategies for handling crises in our contemporary society. Digital technologies are being investigated in Nigeria for crisis communication purposes, ranging from organisational crisis management to public health. Concerned officials, such as the Nigeria Centre for Disease Control (NCDC), used the venues at their disposal to promote crisis communication during the COVID-19 epidemic. According to Ehondor and Unakalamba (2021), the government agency adopted social media platforms for awareness creation though the engagement was low during the period. This aligns with the assumption of diffusion theory as people were exposed to new information on the disease using digital platforms and technologies.

The removal of a passenger from a United Airlines aircraft was another instance of a serious crisis communication issue in Nigeria. Aguele (2024) observed that prompt communication and information sharing also worked well. Digital technology is the most important component that has altered crisis communication in the twenty-first century since it allows for a greater reach in a record amount of time and is helpful for prompt and efficient response to crisis situations. Prior to the digital communication era, timely information dissemination and response has always been considered – from the 2009 Domino's Pizza crisis of viral video showing unsanitary food, to that of Johnson and Johnson of 1982 with Tylenol capsule being laced with cyanide leading to loss of lives of persons (Young & Flowers, 2012).

Nigeria might be headed for greatness as long as digital platforms and technology are used as avenues for crisis management. The implication of the aforementioned is that a business-friendly climate will promote sustainable growth. There is no question about the nation's development's sustainability because of its wealth of human resources, which can be used to promote

appropriate information sharing and use social media to promote peaceful coexistence.

Digital Technologies in Crisis communication and Sustainable Development Efforts: Challenges and Limitations

In order to promote sustainable development in Nigeria, this paper argues for the use of digital technologies as crisis communication tools. Nevertheless, there are several issues that can prevent the full use of digital technology and platforms to complete this duty. Some of the obstacles and constraints in the use of digital technologies/platforms in crisis communication and sustainable development as advanced here are:

1. Limited access to digital technology services among rural dwellers: This suggests that access to digital technology services may be restricted for Nigerians of all ages, especially those living in rural areas (Dosumu, 2024) as a vast majority of the population cannot afford mobile and digital devices to see communication through platforms. This is in addition to power supply challenge.

2. Audiences in the digital technology era happened to be diversified: This has been buttressed by Alnasser and Yi (2023) that digital technologies provide opportunities for a diversified audience. The audience in this era is diversified and this may pose as challenge to the communicators in the case of crisis communication as they may need to take on the cumbersome task of creating specific content for specific target audiences.

3. Polarising nature of some channels of digital platforms/technologies: Social media has been described as being polarising

(Kubin & von Sikorski, 2021). People who use the "share-option" designed for convergence-of-use and the necessity for ease-of-information-dissemination make it possible for misinformation, fake news, mistrust, and disinformation to spread quickly across several platforms. Abuse of this feature presents significant difficulties for digital technology employed in crisis communication.

4. Knowledge gap: This is something that both young and old users frequently demonstrate. Due to their lack of historical understanding, the platform's younger users are able to share anything they come across online. This also aligns with Aworinde (2020) that showed knowledge gaps in history. When it comes to the older generation of users, many of them do not fully utilise modern technologies and platforms since they lack sufficient information and expertise about them.

5. Lack of technical know-how: This has been identified as a major challenge in technology adoption and use in Nigeria (Onyedinefu, 2022; Sunday et al., 2023). The lack of technical know-how may be from the both sides. Digital technology users, news outlets, and other crisis communication players that might not have the resources (financially and otherwise) to keep up with the latest developments in digital platforms and technologies.

Conclusion

The study concludes that the adoption of digital technologies may be one of the best options to crisis communication in the digital age and time. This is chiefly because a lot of persons so-targeted by communication aimed at crisis resolutions are users of these

platforms and it is appropriate that same are used to disseminate information to them. This aligns with the diffusion of innovation theory's construct dissemination of information to members of a society. It is also imperative to note that, in addition, these platforms create the possibility for the communicators to have a wide reach and timely communication due to the speed and ease-of-access offered by the numerous digital technologies and platforms in our contemporary society.

Recommendations

This study recommends:

1. In order to promote causes for action regarding crisis communication and management in our society, relevant government agencies, civic societies, and non-governmental organisations should work together to continue exploring the many options that are accessible to them through digital platforms.

2. Stakeholders including the media and government organisations like the National Orientation Agency (NOA) must inform and educate the public about the importance of utilising the many communication channels at their disposal due to the advancement of digital technology. To familiarise people with the requirements for accessing digital platforms, such as laptops, smartphones, and so forth, various forums must be set up.

3. It is now necessary for people to realise that sharing content on social media without first confirming the information's source can lead to detrimental issues. In actuality, this could make the already stressful crisis scenario

worse. In order to prevent the dissemination of information that could lead to a catastrophe, users should exercise caution while utilising the share feature on their social media profiles.

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National Broadcasting Commission (NBC) and Regulatory Policy Transformations: A Review of the Nigeria Broadcasting Codes

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Abstract

This study examines the evolution and transformation of the Nigeria Broadcasting Code from 1993 to 2019, analyzing key features and changes across six editions. The research objectives were to examine the content of each Code edition, identify patterns of change, analyze reasons for amendments and highlight challenges faced by the regulator. Using Content Analysis and Key Informant Interviews, the study found that the Codes' evolution responds to emerging trends like digitization, misinformation, and hate speech. It also found little attention to protecting women over time by the broadcasting codes with 0.2% compared to 3.43% provisions on protecting children and 3.39% for obscenity. Focus was more on technical standards (24%) and advertising (12.3%) which has to do with media political economy. Also, little attention was given to political regulation at the initial codes possibly due to military rule at the time, until return to democracy. Challenges include funding, stakeholder diversity, conflicting interests, and litigations. Therefore, the study recommends coordinated planning and special budget allocation, public notification and ample time for stakeholder engagement, regular holistic reviews every 4 years, with emergency reviews as needed and involvement of key regulatory experts and legal personnel to minimize litigations, enhance the Code review process and ensure effective governance of the broadcasting industry.

Keywords: The Code, Code Reviews, NBC, broadcasting, regulation

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Introduction

The National Broadcasting Commission (NBC) regulates broadcasting through its established regulatory framework, widely known as the Nigeria Broadcasting Code. The Code has undergone transformations from 1993 to 2019 when the current Code took effect. This study investigates the transformations over a period of 33 years (1993 - 2019). The Code sets the minimum standards for broadcasting in Nigeria. The NBC regulatory evolution began with Decree No. 38 of 1992, promulgated by General Ibrahim Babangida's military government (Igbako, 2005). The decree itself has transformed to what is now known as the NBC Act Cap N11 Laws of the Federation of Nigeria, 2004. The decree established the NBC, deregulated the broadcast industry and allowed private participation, marking a significant shift. Prior to 1992, broadcast ownership was an exclusive preserve of government. Section 2(1)(d) of the NBC Act empowers it to regulate and control the broadcast industry.

According to Jega (2005) broadcasting is a widely accessible and crucial medium for communication. It is a mobilization tool using radio or television and most recently online (Banks, 2010; Okoduwa, 2009) which can reach diverse audiences simultaneously, using language and technologies that transcend literacy barriers, with positive or negative impacts that make regulation crucial (Salomon, 2008). Regulating the industry remains complex, particularly in a competitive and pluralistic environment (NBC, 2024; Mbuba, 2018). The sensitive nature of broadcasting and the need to prevent severe consequences for the country (Ibe, Chinemerem & Chibunma, 2024; Saidu, 2002), pervasive influence on the psyche (Salihu, 2005) underscore the need for regulation

globally. Fundamentally, broadcast regulation ensures order and stability, minimize harm to society, promote societal values and adapt to new developments (Okoyomoh, 2013). Regulation ensures a level playing field for all stakeholders and effective and beneficial use of the broadcast spectrum (Abdul, 2006). By regulating broadcasting through an established code of practice, the Commission can mitigate potential negative impacts and promote responsible use of this powerful medium (Aleem, Rafique, & Umar, 2024).

A "code" refers to a set of moral principles guiding behavior, distinguishing right from wrong and defining ethical standards within a profession (Emakpore, 2005). The Broadcasting Code is a specific set of rules regulating broadcast content (Sada, 2018). It establishes minimum standards for broadcasters, who hold public airwaves in trust (Sada, 2018). The trend in evolution and transformation of the Nigeria Broadcasting Code began with the first Code produced in 1993 and reviewed periodically as in 1996, 2002, 2006, 2012, and 2019 including its Addendum, 2020. Countries like the UK (Ofcom), US (FCC), and Nigeria (NBC) have regulatory bodies overseeing broadcasting. In Nigeria, the NBC develops a Code of practice, setting standards for content and quality, as empowered by Section 2(1)(h) of the NBC Act.

As the study examines the evolution and transformation of the Code from 1993 to 2019, Authoritarian and Libertarian Theories guided the study. The theories provide fundamental approaches to understanding the relationship that exists between the government, media, and society (Baran & Davies, 2009). Authoritarian theory postulates that the ruling elite should have

full control of the media for the maintenance of social order and national security, it restricts freedom of expression, particularly dissenting views. Libertarian theory on the other hand, advocates for freedom of expression but with responsibility in most cases. The theory allows for minimal government interference, safeguarding fundamental human rights and a free market that translate to a pluralist and diverse media landscape.

Statement of the Problem

The Nigerian Constitution, the NBC Act and the Nigeria Broadcasting Code are the regulatory instruments for the broadcasting industry. Section 2(1) h of the NBC Act empowers the Commission to establish the Code of practice for the industry. The section states that NBC shall establish a national broadcasting code and set standard for broadcasting.

According to Abdul (2006), despite the NBC enabling Act conferring the responsibility of establishing the Code solely on the Commission, it has been the tradition to consult all stakeholders to reach consensus on its provisions. The Code being a framework that guide the daily operations of broadcast practitioners, understanding the process of its making, is of significant essence. Researchers attention in Nigeria focused on, legal frameworks and litigations (Saidu, 2005; Sani, 2017; Akannishelle, Ajayi, Eruaga, Stephen, & Owolabi, 2024); regulatory operations (Inuwa, 2014) and monitoring and sanctions (Malam & Rabilu, 2019; NBC, 2024), NBC regulatory challenges (Siraj & Rabilu, 2024) among others.

Studies on the processes of Code of practice production are lacking particularly in Nigeria

and from the regulator's point of view. This is an important research gap that this study sets out to fill. In filling the gap, the study identifies the pattern of changes in the Code editions, the reasons for changes, processes of reviewing the Code and its standardization, and challenges faced by the regulator in reviewing the Code.

Objectives of the Study
The objectives of the study are to:

1. Examine the key content of the Codes' editions
2. Identify the pattern of changes in the Code editions.
3. Analyze the reasons for changes in the Codes editions.
4. Outline the processes of reviewing the Code, and
5. Ascertain the challenges faced by the regulator in reviewing the Code.

Literature Review

Regulatory Codes and Compliance in Broadcasting
Regulatory agencies establish codes of practice outlining minimum standards for broadcasters, covering areas such as licensing, morality, local content, advertising, and programming (Aleem, Rafique, & Umar, 2024). While broadcasters are expected to adhere to these codes, violations, particularly deceptive advertising, persist (Ahaiwe, 2019), along with breaches of programming standards, leading to the dissemination of low-quality content (Mbuba, 2018). Non-compliance triggers sanctions, the severity of which depends on the nature of the violation (National Broadcasting Commission, 2024).

During Nigeria's 2023 general elections, the National Broadcasting Commission (NBC) documented 782 sanctions for code violations

within a 150-day campaign period. Notably, these breaches were manually monitored, as 90% of respondents had never formally reported broadcast content or conduct issues to the NBC, raising accountability concerns. In some instances, the regulator appears to favor public broadcasters while imposing stricter penalties on private broadcasters (Mbuba, 2018). Despite perceptions of bias, 91% of respondents in Mbuba's (2018) Anambra State study, spanning both public and private broadcasters, supported broadcasting regulation. However, 73% argued that NBC's regulatory approach requires review, citing improper implementation. While 94% deemed it effective, 80% viewed it as partial, and 54% criticized the efficacy of sanctions, leading to 69% non-compliance with NBC penalties.

In spite of these lapses, a study by Chukwuma (2022) found that 80% of respondents expressed confidence in Nigeria's regulatory framework, attributing it to improved signal quality, reception, and content standards. To further strengthen regulation, the Code undergoes periodic reviews to align with evolving best practices (Chukwuma, 2022).

The NBC's sanctioning authority, particularly its power to impose fines—has faced legal challenges. A recent court ruling barred the Commission from fining broadcasters, citing potential bias in its dual role as complainant, prosecutor, and adjudicator (Akannishelle, Ajayi, Eruaga, Stephen, & Owolabi, 2024). Despite concerns over impartiality, scholars like Ibe, Chinemerem, and Chibunma (2024) argue that regulation remains essential, as an unregulated broadcasting environment poses significant risks.

Compliance levels vary across regions and broadcaster types. A study by Ihechu, Ebenezer, and Saviour (2022) revealed a 72% adherence rate to political broadcast guidelines in South-East Nigeria. Similarly, Rabilu (2024) found that

private broadcasters accounted for 66% of political broadcast violations during the 2015 and 2019 elections, compared to 34% for public broadcasters. In Kwara and Osun States, compliance was 62%, with 70% of respondents acknowledging that the NBC's Code helps curb broadcaster excesses (Ekeh & Adekunle, 2022).

Compliance with regulatory instruments is positively influenced by the level of trust and confidence in the regulator. However, studies indicate that regulators face challenges such as political interference, economic constraints, legal limitations, structural inefficiencies, and a weak regulatory framework (Beli & Inuwa, 2014; Siraj & Rabilu, 2024; Rabilu, 2024). These challenges often lead to litigation, further weakening regulatory authority (Sani, 2017; Akannishelle et al., 2024). Beli and Inuwa (2014) noted that 62% of respondents believed the NBC struggles to enforce the Code equitably between public and private broadcasters (Rabilu, 2024).

Broadcast Regulatory Challenges

Regulatory weaknesses are not unique to Nigeria. South Africa faces similar issues in sports rights regulation, failing to balance the commercial interests of Free-to-Air (FTA) broadcasters and Pay TV operators like Multichoice (Makwetu, 2019). Some countries have developed anti-competition and monopoly regulations without adequate consultation or regard for copyright (Olubiyi & Oriakhogba, 2020). In contrast, the UK adopts a balanced approach between FTA and Pay TV interests (Kouletakis, Itanyi, & Lawal-Arowolo, 2020). Weaknesses are also evident in sports coverage, where unethical journalistic practices and insufficient accountability persist (Bradshaw & Minogue, 2018; Ramon-Vegas & Rojas-Torrijos, 2018), prompting calls for specialized sports broadcasting codes (Cairns, 2018).

Similar regulatory deficiencies exist in Pakistan and Malaysia regarding general programming

(Aleem et al., 2024) and in Uganda concerning immoral content (Kiconco, 2023). In Uganda, the Uganda Communications Commission (UCC) appears ineffective in enforcing minimum standards, with economic incentives driving high levels of immoral content (Kiconco, 2023). Even in the UK, insufficient accountability among television producers has lowered consumer protection standards due to individual, external, and organizational pressures (Gooch, 2012). External forces, particularly political elites, in largely developing countries, often dominate licensing processes, undermining regulatory independence (Abubakar & Hassan, 2017).

Gooch (2012) highlighted how market growth and competition have led to the emergence of 800 independent broadcast production companies and 400 television channels, generating over 2 million hours of content annually in UK. This expansion poses regulatory challenges due to evolving technologies and shifting content dynamics, making oversight difficult and necessitating relaxed enforcement of standards, including those related to indecency and explicit content (Gooch, 2012).

The proliferation of online content has exacerbated issues like hate speech and cyberbullying (Banks, 2010), underscoring the need to update regulatory codes. However, amendments are often flawed by exclusionary processes. For instance, Kouletakis et al. (2020) criticized the drafting of South African and Nigerian sports rights regulations for excluding key stakeholders, leading to litigation. They recommended a collaborative approach between regulators and regulatees during framework revisions.

Banks (2010) argues that the online landscape's complexity increasingly defies traditional regulatory mechanisms, necessitating reviews of broadcasting codes. This challenge extends to

Nigeria, where regulators struggle to adapt (Siraj & Rabilu, 2024).

Methodology

This study adopted a mixed research method, combining quantitative and qualitative approaches. Content Analysis as a quantitative approach was used to examine the various editions of the Code from 1993 to 2019. Key Informant Interview (KII) with selected respondents was conducted and it represents qualitative approach. For this study, population for Content Analysis includes all editions of the Code from 1993 to 2019. While universe for KII comprises NBC staff (including retired personnel) in the Commission's Headquarters and 10 Zonal offices, as well as broadcast veterans across the country.

The study employed Census as sampling technique for Content Analysis, examining all editions of the Code. Coding sheet as instrument for data collection was used to generate data from the six editions. Purposive sampling was used for KII, selecting respondents based on their expertise and involvement in the Code's evolution. Six respondents were selected for KII: Four from the NBC (top management personnel involved in the Code's development) and two from broadcasting organizations who use the Code as a guide for their broadcast operations. Their selection was based on their pivotal roles in shaping the Code's evolution and transformation. The instruments employed for KII were midget (handset) for recording purpose, pen, and sheet of papers for note taking.

The study adapted Ramhawi and Weaver's (2003) content categorization framework, with modifications to suit the Nigerian context. The

content categories include: Chapters in each Code edition and subsections or units within each chapter, including focus of provisions in all the editions. By analyzing these categories, the study aimed to identify patterns, trends, and changes in the Code's content over time.

For the purpose of this study, the unit of analysis was drawn from number of sections and nature of chapters, highlighting pattern of changes contained in each chapter or find out how changes were made in each edition of the Code etc. However, the KII was unstructured and the questions handed in advance to the Respondents.

Data Presentation and Analysis:

RQ1: What are the key content of the Codes' editions?

The Code covers operational areas comprising licence, good taste and decency; fairness and objectivity; privacy; crime, law and order; violence; cruelty; horror; children's programme; political broadcast; religious programmes; News and Current Affairs; and Cultural programmes.

The Maiden Edition 1993 -The inaugural edition of the Code titled 'The National Broadcasting Code' was released on November 16, 1993, under Dr. Tom Adaba's leadership as the pioneer Director-General. It served as the foundation for subsequent editions. The first edition comprised six chapters, along with additional sections. Chapter one introduced the Code, NBC function, frequency issuance, renewal, and revocation, content standards for broadcasters and objectives of broadcasting (social, economic, political, and technological).

Chapter two titled General Programme Standards had provisions covering laws of libel and sedition, Official Secrets Act, Copyright laws and regulations, good taste and decency, accuracy, objectivity, and fairness, integrity, authenticity, morality, and social values, crime, law, and order and violence, cruelty, and horror. Chapter three treated sponsorship, chapter four advertising, while chapters five and six technical and sanctions procedure respectively. This foundational Code established guidelines for broadcasting in Nigeria, shaping the industry's development and regulation.

The Second Edition, 1996 – This edition was anchored on the emergence of the private radio and television after deregulation. They competed with public stations which brought new dimension to broadcasting which used to be a monopoly of government. This gave rise to new experiences that must be reflected in the rules to guide the industry. It was expanded to contain 9 chapters beside the forward and appendices:

Chapter one covered Citations, Functions, Challenges and objectives. Chapter two was on Programming, while Chapter Three on Programmes. Chapter Four treated News and Current Affairs with Chapter Five focusing on Sports and Outside Broadcast. Chapter six discussed Sponsorship and Chapter Seven Advertisement. Chapter Eight was on Technical and Chapter Nine Reporting Procedure and Sanctions. Some of the key features are the functions of NBC which was an elaboration of the ones in the first edition lifted from the principal decree No 38 of 1992.

The Third edition, 2002- According to Abdul (2006), the 3rd edition of the Code addresses key issues, including monopoly prevention with rules developed to prevent monopolies in broadcast rights acquisition. This is in addition to content

restriction where restriction is placed on certain materials on subscription services during watershed periods. The edition also developed enhanced rules to safeguard children under eighteen.

The Code comprises 10 chapters, with Chapter 1 covering Citation, deregulation, industry challenges, laws, and standards. Chapter 2 was on License categories, community and campus broadcasting, and new license types. Chapter 3 dealt with Programming guidelines, including negotiation of foreign and local content charges. Chapter 4 treated Programme Guidelines. New rules for movies classified as "Not Suitable for Broadcast" (SFB) and content classified as "Not to be Broadcast" (NTBB) were introduced under this chapter. Moreso, the edition contained appendixes such as NBC Decree No. 38 of 1992, including Decree No. 55 of 1999, which amended the NBC's enabling law.

The review of the 3rd edition (2002) was marked by controversy, with a major licensee deploying 24 lawyers to argue their case and subsequently taking NBC to court. According to a seasoned broadcast regulator (R2/March/2025), this experience highlights the complexities and challenges NBC faces in balancing regulation with industry interests.

The fourth Edition of the Code, 2006 – it was reviewed under the former Ag. DG, Mr. Bayo Atoyebi, and it has expanded the NBC's regulatory scope, refined the licensing framework for different broadcaster types, and implemented two major content regulations: the watershed period for protecting young audiences and a substantially higher local content quota (70%) to boost Nigerian programming on terrestrial channels.

Other new rules captured by the edition include restrictions on live foreign news relay by terrestrial free to-air stations because of editorial control issues which resides with the foreign channels. Sponsorship and Infomercial was also introduced which treats subject more elaborately than a standard advert excluding religion or politics which shall not be subject of infomercial. It formally recognized the African Broadcast Charter which encourages community stations as the third tier of broadcasting.

The fifth edition of the Code, 2012- the major policy changes in this edition include the mandate that the prime evening viewing hours on Nigerian TV must be dedicated to local Nigerian content to counter the perceived cultural erosion caused by excessive foreign programming. This is in addition to digitization which remains the central change in the edition. Freedom of information Act was introduced as article 'q' under required academic broadcast programme to be offered by an academic institution seeking accreditation. Subversive content was prohibited for the unity and cohesion of Nigeria.

The sixth edition of the Code, 2019- it was reviewed in the era of former DG, Mall. Is'haq Modibbo Kawu. The 2015 elections experience, digital switchover (DSO) transition deeply shaped the review (Kawu, 2019). It contains 15 chapters, Introduction and Appendix I, II and III. Therefore, provisions on hate speech and fake news were introduced in the edition. Family belt for radio was introduced prescribing 5.00pm to 8.00pm as strictly radio family belt. Licensing, particularly its categories were restructured and had Digital Multimedia Content Aggregation, Broadcast Signal Distribution, Direct channel or

content broadcast including OTT and Broadcast permit.

The Addendum to the sixth edition of the Code, 2020- this was a partial review of the 6th Code launched in 2020 under the former Ag. DG, Prof. Armstrong Idachaba. The review infused rules for local content, increased advertising revenue for local stations and content producers and creates restrictions for monopoly in the industry (Idachaba, 2020). The content covers: anti-competitive objectives web/online broadcasting, character of local content, conventional reportage, sports right, unpaid advertisement rates and so on.

The Commission's regulatory efforts have sparked debates, with some stakeholders accusing NBC of overregulation, while others believe it is fulfilling its mandated functions. NBC's decisions have been challenged in court several times (Sani, 2017). The Addendum sparked controversy due to claims of exclusion, leading to litigation. For example, Adegoke et al. (2022) noted that the amendment led to a lawsuit, Femi v. NBC (FHC/L/CS/1152/2020), filed by Lagos-based journalist Femi Davies. The Presiding Judge ruled that the amendment violated fundamental principles of fair hearing and natural justice, nullifying the amendment.

Key content of the Nigeria Broadcasting Code has significant similarities with that of UK, Pakistan and Malaysia (Kouletakis, Itanyi, & Lawal-Arowolo, 2020), including that of South-Africa (Makwetu, 2019) as suggested by the literature reviewed.

RQ2. What is the pattern of changes in the Code from 1993 to 2019?
The following tables illustrate the pattern of changes over time regarding provisions on number of categories in each edition.

Table 1: Frequency of provisions on key broadcast content

S/No	Categories	1st edition	2nd edition	3rd edition	4th edition	5th edition	6th edition	**Total**	%
1.	Technical	151	120	226	112	121	85	**815**	24.1
2.	General provisions	10	42	62	163	209	284	**770**	22.8
3.	Advertisements	71	68	72	60	68	76	**415**	12.3
4.	News/Current Affairs	6	17	32	35	56	49	**195**	5.8
5.	Political/Election	4	19	31	37	44	48	**183**	5.41
6.	Licensing	-	-	40	41	32	53	**166**	4.90
7.	Sanction	6	24	32	47	28	22	**159**	4.7
8.	Children	10	11	23	23	24	25	**116**	3.43
9.	Obscenity	14	14	24	22	21	19	**114**	3.39
10.	Local Content	2	3	19	34	25	30	**113**	3.33
11.	Complaint	1	2	18	13	26	21	**81**	2.4
12.	Sponsorship	6	6	11	12	10	12	**57**	1.7
13.	Sports	-	5	5	5	17	23	**55**	1.63
14.	Religious	6	8	9	10	9	10	**52**	1.53
15.	Infomercial/Trado-medic	-	3	5	8	8	12	**36**	1.1
16.	Educational	3	3	5	5	5	5	**26**	0.76
17.	Presentation	-	-	8	6	5	5	**24**	0.7
18.	Women	-	1	1	1	1	3	**7**	0.2
Total		**290**	**346**	**623**	**634**	**709**	**782**	**3,384**	**100**

The table above summarises provisions guiding broadcasters in their daily operations. It indicates that there are more regulatory provisions (24.1%) on technical issues (covering technical standards and operational safety). Some provisions are more general in scope and application, covering the entire programming. For example, provisions on accuracy, balance, fairness, objectivity, family belt and tiers of broadcasting are grouped as 'general provisions' constituting 22.8%. Advertisements is another area that is more regulated with 12.3% provisions while News/Current Affairs and political/election provisions got 5.8% and 5.41% respectively. The categories with least provisions are educational programmes, programme presentation and women with 0.76%, 0.7% and 0.2% respectively.

The data suggests that at the beginning of broadcast deregulation, focus was more on technical standards (24.1%) and advertising (12.3%) which has to do with political economy. Little attention to political matters was given in the foundational Code possibly due to military rule at the time until the 3rd edition which recorded appreciable provisions. It can be argued that women (0.2%) are not adequately protected

in the Code compared to children (3.43%). Preservation of societal moral values through what can be called obscenity regulation is visible in all the 6 editions, attracting 3.39% provisions.

The data particularly on how NBC regulatory focus largely remains on technical, advertisement, indecency and protection of children, same is noted in Uganda as examined by Kiconco (2023) and UK (Gooch, 2012), though with some challenges of proliferated violations against the Code (Ahaiwe, 2019).

Table 2: Summary of Changing Pattern of the Code In terms of Chapters from 1st to 6th Editions

Chapters	1st edition	2nd edition	3rd edition	4th edition	5th edition	6th edition
1	Introduction	Citation, function, challenges and objectives	Citation and Application	Broadcasting Standard	Broadcasting Standard	Broadcasting Standard
2	programming	Programming	Licensing Procedure	Licensing	Licensing	Licensing
3	Sponsorship	Programmes	Programming Guidelines	Programming Standard	General Programming Standard	Programming Standard
4	Advertising	News & Current Affairs Programmes	Programmes	Programmes	Programmes	Programmes
5	Technical	Sports and Outside Broadcast	News and Current Affairs	News and Current Affairs	News and Current Affairs	News and Current Affairs
6	Sanctions procedure	Sponsorship	Sports and Outside Broadcast	Sports and Outside Broadcast	Sports Right	Sports Right
7	-	Advertisement	Sponsorship	Advertisement	Advertising	Advertisement
8	-	Technical	Advertising	Sponsorship and Infomercial	Sponsorship and Infomercial	Sponsorship and Infomercial
9	-	Reporting Procedure and Sanctions	Technical	Community Broadcasting	Community Broadcasting	Tiers of Broadcasting
10	-	-	Reporting Procedure and Sanctions	Network Broadcasting Service	Network broadcasting	Network Broadcasting Service
11	-	-	-	Subscription Broadcasting Service	Pay Subscription Broadcasting	Pay Subscription Broadcasting
12	-	-	-	Technical	Technical	Broadcast Signal Distribution
13	-	-	-	Reporting Procedure and Sanctions	Complaints	Technical
14	-	-	-	-	Sanctions	Complaints
15	-	-	-	-	-	Sanctions
Total	**6** chapters	**9** chapters	**10** chapters	**13** chapters	**14** chapters	**15** chapters

The Codes over time have been updated to reflect emerging realities and development, hence its increase in size, chapters and pages. For example, the 1st edition had **6** chapters, 58 units and **94** pages; the 2nd edition had **'9'** chapters, 60 units and **'218'** pages; while the 3rd edition contained 10 chapters, 121 units and **139** pages. The 4th edition had **'13'** chapters, 113 units and **136** pages while the 5th edition contained **'14'** chapters, 162 units and **'197'** pages. The current 6th edition contains **'15'** chapters, 159 units and **'234'** pages.

RQ3: What are the reasons for reviewing the Code?

According to industry experts, the evolution of broadcasting necessitates periodic reviews of the Code. Key respondents highlighted the following reasons for the amendment:

1. **Dynamism of Broadcasting**: The ever-changing nature of broadcasting requires updates to the Code to remain relevant (R3/27-03-2025/Abuja/28-year regulation experience). This corroborates Banks (2010) and Siraj & Rabilu (2024) who argued that emerging development necessitate reviews of broadcasting codes.

2. **Monitoring Report Inputs**: Insights from weekly monitoring reports from NBC's 10 Zonal Offices, analyzed by the Broadcast Policy and Research Directorate, informed the need for Code revisions to reflect industry trends and developments (R2/26-03-2025/Abuja/25-year regulation experience).

3. **Pervasive Nature of Broadcasting**: The widespread reach of broadcasting, coupled with issues like: Citizen Journalism spreading fake news, Hate speech targeting specific groups based on ethnicity or gender and other emerging challenges (R4/2022/Kano/32-year regulation & broadcast experience). This finding tallies with that of Banks (2010) that hate speech and cyber-bullying greatly influenced review of regulatory frameworks in many countries.

4. **Policy Shifts, Emerging Developments and technology**: Policy issues such as digitization, sports rights, ethical coverage and webcasting can influence review (R2; R3). However, post-deregulation brought significant changes especially with the proliferation of private stations which view broadcasting as a business. This shift revealed inadequacies in the first Code and to some extent the subsequent ones, necessitating revisions to address emerging challenges (R1/21-03-2025/Abuja/40-year experience in broadcasting & regulation). In a nutshell, major issues not captured in previous editions, emerging changes and trends in broadcasting and obsolescence and new developments that require updates are some of the forefront factors for reviews of the codes for it to remain relevant and effective in regulating the dynamic broadcasting industry (R3).

This reinforces the findings of Olubiyi & Oriakhogba (2020) on strengthening issue of copyright in the Code, Kouletakis, Itanyi, &

Lawal-Arowolo (2020) on addressing gaps in sports regulations, Bradshaw & Minogue (2018) on ethical sports coverage, Ramon-Vegas & Rojas-Torrijos (2018), prompting calls for specialized sports broadcasting codes (Cairns, 2018).

RQ4: What are the Code Review Processes?

Findings from KII reveal that there are processes for Code review to ensure the Code is thoroughly reviewed, refined, and finalized through a collaborative and inclusive process:

a. **Extensive Research**: The process begins with a research on current trends in broadcasting, international best practices, and developments in other jurisdictions.

b. **Log Book Review**: Reviewing a log of regulatory developments, needs, and challenges arising from WMRs (Weekly Monitoring Reports) and analysis to identify areas for improvement.

c. **Stakeholder Input**: Collecting and collating input from diverse stakeholders, including, NBC staff, broadcasters, academia, NGOs, Government agencies, Nigerian Bar Association (NBA) and the general public.

d. **Internal Harmonization Retreat**: A retreat where BP&R

collates and aggregates inputs, debates, and refines the draft Code document.

e. **NBC Special Committee Review**: A committee comprising heads of 'core-user' Directorates and relevant professionals intensely reviews the draft Code prior to management retreat.

f. **NBC Management Retreat**: At this stage, in-depth consideration of the draft document by NBC Board of Management, past Directors, and professional bodies is given. The draft is further refined and harmonized.

g. **Larger Stakeholders Retreat**: At this stage, the Commission calls for an expanded stakeholder retreat, ensuring inclusive consultations, participation and clause by clause consideration.

h. **Finalization**: Professional polishing, legal drafting, proofreading, and printing of the final reviewed Code document.

i. **Code Launching and Dissemination**: Officially launching the reviewed Code, publicizing it, and circulating it to relevant stakeholders.

j. **Commencement of Application and Enforcement**: The Code becomes effective, and its provisions are enforced. This final step marks the culmination of the

Code review process, ensuring widespread awareness and implementation.

There is consensus in the literature reviewed on involving stakeholders on any review of the regulatory instrument to minimize litigation (Beli & Inuwa, 2017; Chukwuma, 2022; Sani, 2017)

RQ5. What are the challenges faced by the Regulator in the Code review

Respondents advanced divergent viewpoints on the major challenges faced by the regulator. Some of these challenges include **funding and conflicting interests** (R3), emphasizing the difficulty in managing diverse societal interests and securing adequate funding from government. This finding corroborates that of Siraj and Rabilu (2024) and Beli & Inuwa (2014).

Respondent 1 observed **unclear review timeline** for the code as a challenge to the Commission and broadcasters. It means the Commission lacks defined time interval for Code review. For example, it took the Commission 7 years to review the 5th edition instead of the 3-year standard set in reviewing the first edition in 1996.

Another challenge is **inadequate collaboration and synergy with stakeholders** in policy formulation (R2). Such tendency results in potential gaps or inconsistencies in Code's amendments, leading to litigations against NBC over

exclusion or over-regulation (R2), reinforcing the finding of Kouletakis et al. (2020) Sani (2017), Siraj and Rabilu (2024). Exclusion of stakeholders during the process can lead to ineffective or contested regulations (R3).

Conclusion and Recommendations

This study examined the evolution, dynamism, and transformation of the Nigeria Broadcasting Code from 1993 to 2019. Key aspects covered include, regulatory evolution and the origin of the Code**,** progression from the 1st Code to the 6th Code**,** patterns of changes, reasons for amendments, and the review processes and **c**hallenges faced by the regulator in reviewing and standardizing the Code. The study provides insights into the Code's development, highlighting key features, changes, and the complexities of regulating the broadcasting industry in Nigeria.

The research highlights the Code's crucial role in safeguarding the integrity and credibility of the broadcast profession, providing a framework for broadcast regulation that meets local needs and global best standards, promoting Nigerian ownership and operation of broadcasting services to protect sovereignty and security, ensuring efficient use of broadcast spectrum, fostering fair and sustainable competition and protecting audience rights and interests. It is established that the Code's existence is essential for the benefits of both broadcasters

and citizens, ultimately contributing to a well-regulated and thriving broadcasting industry in Nigeria.

It underscored the initial necessity for Code review which came after the emergence and participation of private radio and television stations in broadcasting post deregulation because of the experience learnt and the inadequacy found in the first Code that need to be fine-tuned. It identified the key reasons for Code review which are: evolution, dynamism and pervasiveness of broadcasting and the need to respond to the ever emerging trends and challenges in the industry. Digitization and democratization of the airwaves; Major policy shift, the need to protect the vulnerable, safeguards against hate speech, misinformation and disinformation and need for inclusion were among the emerging issues noted.

The study revealed some major challenges faced by the Regulator in the process of reviewing the Code. These challenges include funding, stakeholders' diversity and conflicting interest which a times becomes difficult to arrive at consensus. Others are perception of exclusion, litigations, absence of defined time interval for Code review and inadequate synergy among some key stakeholders.

Based on the foregoing, the study recommends as follows:

1. **Proper Planning and Funding**: Coordinate planning and allocate a special budget to ensure adequate resources. Code review should involve extensive understanding of best practices. This would require understudying sister-regulatory bodies around the globe like in US, UK, France, Pakistan, India and South Africa for the enrichment of Nigeria's regulations.

2. **Stakeholder Representation and Consultation**: Ensure inclusive representation and consultation with key stakeholders, especially experts like retired broadcast regulators and broadcasters that partook in various reviews. Due to the diversity and pluralistic nature of the country, it is vital to have as many interests as possible to be represented to discuss issues the regulator wants to make regulations on. Notification to such stakeholders should be made in advance, providing sufficient time for research and brainstorming. Also, there should be a collaborative Code Review where stakeholders contribute, participate and raise their issues and concerns freely.

3. **Regular Review Cycle**: Conduct comprehensive Code reviews every four years, ideally one year before elections to avoid it stretching into the elections. Allow for ad-hoc reviews outside the regular cycle if urgent issues arise, enabling the NBC to address specific developments or concerns. This is notwithstanding emergency reviews to address urgent issues. This approach balances regular updates with flexibility to respond to emerging issues.

4. **Regulatory Autonomy**: Ensure the Commission's autonomy to facilitate unbiased decision-making and regulations that cater to all stakeholders' interests.

5. **Minimizing Litigations**: Organize stakeholder engagement regularly especially for Federal High Court Judges to educate them and enhance their understanding of the Code, similar to sessions held with broadcasters and National Assembly members. Such intervention can encourage moral responsibility to protect the Code and reduce litigations, expenses, and time wastage. Thereby promoting a more effective and harmonious regulatory environment.

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