

**CHALLENGES FACED BY MEDIA IN INFORMATION
DISSEMINATION**

(A CASE STUDY OF NTA ILORIN)

BY

OYEDEPO AYOMIDE DAMILOLA

HND/23/MAC/FT/0747

**BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT
OF MASS COMMUNICATION,**

**INSTITUTE OF INFORMATION AND COMMUNICATION
TECHNOLOGY (IICT)**

KWARA STATE POLYTECHNIC, ILORIN.

**IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE
AWARD OF HIGHER NATIONAL DIPLOMA (HND) IN MASS
COMMUNICATION.**

JULY, 2025

CERTIFICATION

This project has been read and approved and met the requirement for the award of Higher National Diploma (HND) in the Department of Mass Communication, Kwara State Polytechnic Ilorin, Kwara State.

MRS. SADIQ N. A.
(Project Supervisor)

DATE

MR. OLUFADI B. A
(Project Co-ordinator)

DATE

MR. OLOHUNGBEBE, F.T.
(Head of Department)

DATE

External Examiner

DATE

DEDICATION

I dedicate this project work to Almighty for His mercy during my Higher National Diploma (HND) programme. Also, I dedicate it to my lovely and caring parents Mr. & Mrs Oyedepo for their love and care. May God bless them.

ACKNOWLEDGEMENT

I would like to extend my heartfelt gratitude and appreciation to Almighty God and to all those who have contributed to the successful completion of my final year project for the Higher National Diploma (HND) program.

First and foremost, I would like to express my deepest thanks to my project supervisor, Mrs. Sadiq N. A., I cannot repay you for your sacrifice, selfless service and sense of duty in ensuring the process of my project and HND is diligent, engaging and a success.

I also deeply indebted to my head of department Mr. Olohunbebe F. T and also to all departmental lecturers and staff at the Department of Mass Communication whose dedicate to teaching and commitment to excellence have greatly enriched my learning experience. Their profound knowledge and passion for their respective fields have been a constant source of inspiration for me.

I extend my deepest gratitude to my beloved parents Mr. & Mrs Oyedepo and MRS Obaoge for their unwavering believe in me, their unconditional love and utmost support financially, for their endless encouragement and support physically, spiritually, morally.

My special thank also goes to my brothers and sisters for been caring, supporter and kind hearted person toward me. I will forever grateful for being a constant source of inspiration, encouragement and love. I'm deeply grateful to you all.

My sincere appreciation goes to my friends; Semilore, Abidemi, Halimat, Oyin, Tobi, Mariam, Sonia, Kimmy, and colleagues who have stood by me during this challenging period.

Special thanks to my Big brother (Uncle Jamal) for his wisdom and directions.

Furthermore, I would like to acknowledge the contributions of the Jaytech café Venture and individuals who generously shared their time, insights, and experiences to make this project possible. Your willingness to participate and provide valuable information has been crucial in ensuring the accuracy and reliability of my research.

ABSTRACT

This research exercise is on the challenges faced by the media in information dissemination (A study of Nigerian Television Authority, Ilorin). The research study adopted the systems theory and Maslow's Hierarchy of Needs Theory as the theoretical framework for this study. The research population comprised 89 staff workers and the research study adopted the number as the sample size for the study. The questionnaire served as instrument of data collection. The data collected was analyzed using simple percentage method. The research work made some of the following findings; that too much of government control, shortage of staff, lack of modern /adequate equipment, poor salary, inadequate funding and employment of non-professionals are among the major challenges affecting the media in carrying out their duties. It was recommended that; journalists working in state government owned media station should realize that they are serving the public and not the state chief executives alone and so must pay adequate attention to social responsibility principle of the press.

TABLE OF CONTENTS

Title page	i
Certification	ii
Dedication	iii
Acknowledgments	iv
Abstract	v
Table of contents	vi
CHAPTER ONE:	
1.0 Introduction	1
1.1 Background of the Study	1
1.2 Statement of the Problems	3
1.3 Objectives of the Study	4
1.4 Research Questions	5
1.5 Significance of the Study	6
1.6 Scope of the Study	6
1.7 Definition of Terms	7-8
CHAPTER TWO	
LITERATURE REVIEW	
2.0 Introduction	9

2.1	Conceptual Framework	9
2.1.1	Concept of media	10
2.1.2	Concept of Mass media	10
2.1.3	Brief History of Nigerian Television Authority (NTA)	11
2.1.4	New Media Concept	12
2.1.5	Media Ownership Concept	13
2.1.6	New Media Technologies in Broadcasting	14
2.1.7	Barriers to the effective use of new media Technologies in Nigeria	15
2.1.8	Factors militating against effective Performance of Government owned media Station	16
2.1.9	Mode of Mobilization for social change in the rural Area	16
2.2	THEORETICAL FRAMEWORK	
2.2.1	Systems Theory	18-19
2.2.2	Maslow's Hierarchy of Needs Theory	
2.3	Review of related studies	19
CHAPTER THREE		
RESEARCH METHODOLOGY		
3.0	Introduction	20
3.1	Research Design	20
3.2	Population of the study	20

3.3	Sample size and Sampling Techniques	21
3.4	Instrument of data collection	21
3.5	Method of data collection	21
3.6	Method of data analysis	22
3.7	Validity and reliability of the instrument	23-24

CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS

4.1	Introduction	25
4.2	Data presentation, Analysis and Interpretation	25-34
4.3	Discussion of Findings	36-37

CHAPTER FIVE: FINDING, CONCLUSION AND RECOMMENDATIONS

5.1	Summary	43
5.2	Conclusion	44
5.3	Recommendations	45
	References	
	Questionnaire	

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Media in Nigeria has continued to grow immensely in line with global trends despite strong infrastructural challenges. Communicating with a mass audience is not totally strange in Nigeria. Thus, mass media have been important tools in communication, and through which information is passed across within the society (Ben, 2016).

In mass communication, the media are divided into the electronic (broadcast) and print media. The print media involves mainly magazine and newspaper; they are informers which provide retrievable, researched, in-depth and interpretative news stories of events. The broadcast media comprise of the radio and television, it has not been as enterprising as it should be. This is due to the majority ownership and control of the broadcast media by the government. These two branches of the media has played vital role in broadcasting of information in the society.

Abdur-Rahman (2013) in describing the media roles noted that broadcast is a society wide type of message dissemination, which involves the transmission of ideas, words, sounds, pictures and values in the form of signals through the airwaves to a target audience. Ben (2016) opined that broadcasting is an activity of a branch of the media of

mass communication called the electronic media that use transmitters and airwaves in the transmission of news and information to their heterogeneous audience.

According to Munyua (2010), information is the least expensive impute for societal development and it can also be viewed as a basic necessity ingredient for bringing about social and economic change in any nation. On this fact, Santas and Ogoshi (2015) stated that the mass media play crucial roles in achieving developmental objectives at local, national and international level. The further noted that the mass media has been recognized as an important resource for mobilizing an entire nation towards national development. Being an integral part of the social system, the mass media is a major stakeholder in the realization of sustainable development in Nigeria. Thus, in the process of information dissemination the media prepares the ground for development.

However, there are several factors hindering the effectiveness of the media in information dissemination. Santas and Ogoshi (2015) opined that factors like corruption, poor communication channels, illiteracy, inadequate infrastructure, poor implementation framework and political instability has continued to pose great challenges to the achievement of sustainable development of Nigeria media. Otolu (2015) also highlighted that ownership is one of the major problems facing the media in Nigeria, be it State or Federal. In most cases, there is a stigma on journalists who work in these media houses as they are often seen as government's propagandists. Journalists are made to give the activities of their government owner more prominence at the expense of other important

issues. When they fail to do so, regardless of their role or importance to the media organization, the reporters risk being sacked or demoted unless they are lucky.

According to Udejah (2014), everything points to the fact that ownership has had some significant effect on the operations of broadcast organizations in Nigeria. The policy of the persons who pay the broadcaster's salary determines the operation of the media station. Ben (2016) observed that the government owned media houses in Nigeria have been known to suffer a myriad of problems which have left them redundant and reduced them to mere "government handouts". This is as a result of the overbearing influence of the government owners on the media houses. Barnabas (2017) stated that due to the government control of the electronic media, they lack credibility and objectivity. This can be accounted in the caliber of workers they parade. He further noted that the media is heavily being affected by poorly educated editor and reporters who are easily target for manipulation by the government and its agents.

In the same vein, it is important to note that beyond the control from the government as posing as one of the challenges affecting the media in disseminating information, the new media idea poses a great challenge to most media houses in Nigeria. The new media rely strongly on digitally powered technologies, allowing for previously separate media to converge. Media convergence is a phenomenon of new media and this can be explained as a digital media. According to Flew, (2012), "The idea of new media captures both the development of unique forms of digital media, and the remaking of more traditional media

forms to adopt and adapt to the new media technologies". This obviously accounts for the reliance on computers, smart phones, tablets, and other medium instead of the previous analogue means of information gathering. The most prominent example of media convergence is the Internet, whereby the technology for the streaming of video and audio has now changed the face of broadcasting and movies rapidly.

According to Barnabas (2017) a challenge in using the new media in public service is the fact that new media technologies are very expensive. This is a major limitation to the use of the new media technologies as advertising channels in digital television as it increases the cost of producing and running commercials. Daniel, Ezekiel, and Leo (2013) noted that countries like Nigeria have low level of technology penetration including new media technologies and lack of availability of these the basic postulates of these technologies. This has made the use of new media technologies to move on a slow pace. Just to highlight these few as being part of the challenges hindering the media in playing their role effectively. Hence, this research study aim to examining the challenges of media in Nigeria with focus on Nigerian Television Authority, Ilorin.

1.2 Statement of Problem

The media is regarded as the fourth estate of the realm, this can be said to be the role, bestowed on the media by nature. They are endowed with the responsibility to inform and educate the public on the happenings in the society. Despite the essential roles play by

the media in ensuring that there is free flow of information within the society, there are still some problems affecting them in carrying out these roles.

One of such problem is the freedom of information. All over the world, press freedom has always been a controversial issue, Africa is not an exception especially in Nigeria where there are often arrest or detention of journalists or media workers by security operatives. It is has gotten to the extent that journalists are often assassinated and there are no proper investigation to carry out for such incidence.

Nigeria media houses often complain about the epidemic power supply and inability of government of the day to address the issue have affected the media in disseminating information. Also, it is wise to note that to cover news periodically at anywhere and at anytime requires sophisticated equipment, which are new media technologies. These new media technologies are expensive to afford and this have made most media houses not to go total digital because they cannot afford to purchase new technologies.

Also, government control over the media is one of the problems affecting the credibility of the media in disseminating information freely in the society. Oloruntola (2009) noted that government control over the media hinders factual, accurate, balance and fair reporting of the media houses, especially those owned by the government. These problems mentioned above could be trace to be responsible for limiting the media from disseminating information freely.

1.3 Objective of the Study

The main objective of this study is to examine the challenges faced by media in information dissemination with reference to NTA Ilorin as case study. Other specific objectives include to:

1. To identify the challenges militating against NTA, Ilorin in disseminating information.
2. To ascertain the influence of these media challenging on the practice of journalism profession in NTA, Ilorin.
3. To understand the influence of government control on the activities of NTA, Ilorin in dissemination of Information.
4. To proffer possible solution to challenges sabotage the effort of NTA, Ilorin in dissemination of Information.

1.4 Research Questions

This study was guided by the following research question:

1. What are the challenges militating against NTA, Ilorin in disseminating information?
2. What are the influence of these media challenges on the practice of journalism profession of NTA Ilorin?

3. Does government control influence the activities of NTA Ilorin in dissemination of Information?
4. What are possible solution to challenges sabotage the effort of NTA, Ilorin in dissemination of information.

1.5 Significance of the Study

The study will serve as an eyes opener to the media houses to develop more programmes that will increase public awareness, knowledge and understanding of the various dimensions and pattern of challenge sabotage the effort of media and its various implications.

This study will also serve as guide to private media houses as to proffer the solution of some challenges confronting media houses.

It will also be a reference material for research scholars who might want to research further on the concept under study. The study will also serve as reference point for policy makers who will be interested in knowing how media can assist in the process of policy making in government.

This study will enhance the existing body of literature by contemplating the areas of the literature that have not yet been examined or considered and incorporating these factors into the current study.

Lastly, this work will be beneficial to future researchers who can now readily lay their hands on the result of this work by making use of the research report.

1.6 Scope of the Study

This work will concentrate on the entire activities of Nigeria Television Authority Ilorin, Kwara State. The study will be carried out within Nigeria Television Authority Ilorin over a period of months between January 2024 to January 2025 as time frame.

1.7 Operational Definition of Terms

- i. **Media:** conceptual (Wikipedia) Media is the collective communication-outlets or tools that are used to store and deliver information or data.
- ii. **Media Ownership:** is the act of establishing controlling and financing the media outfit either by the government or private individual.
- iii. **Government Media:** This refers to government-owned newspapers located in the south-south geo-political zone of Nigeria.
- iv. **Media Practitioners:** this refers to a professional journalist who has undergone training and is working with a media organization.
- v. **Information:** the created, stored, processed, retrieved and transmitted set of signals (or symbol)
- vi. **Communication:** The process of receiving and transmitting information, ideas and opinions from one person or group of persons to another.
- vii. **Information Technology:** A term commonly used to cover the range of technologies relevant to the transfer of information (Knowledge, data, text, drawing, audio recordings, video sequences, etc) in particular to computer, digital electronic, and telecommunication (Cambridge Encyclopedia, 2012)

- viii. **Broadcast:** Electronic means by which information is transmitted to a large and heterogeneous audience. The broadcast media include the radio and television stations.
- ix. **New media:** Modern Information Communication Technologies (ICTs) used as a channel for the dissemination of information to a heterogeneous audience regardless of time, space and distance e.g. Internet, DVD, mobile phones among others.
- x. **Old media:** These are old media of communication that are essentially one directional like the newspaper, radio, television among others.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter treats on the review of related literatures on the subject under discuss and is divided in subheadings as follows; conceptual review; concept of mass media, media ownership concept, new media technologies in broadcasting, barriers to the effective use of new media technologies in Nigeria, factors militating against effective performance of government owned media station, review of related studies, theoretical review and summary

2.1 Conceptual Review

2.1.1 Concept of Media

Media encompasses the various means of communication, from traditional channels like print and broadcast to newer digital formats like social media and podcasts. These channels are used to share information, entertainment, and messages with a wide audience. Types of media can be broadly categorized as traditional and new, with traditional media including print and broadcast formats, and new media encompassing digital formats (Abdur-Rahman, 2013).

Traditional Media:

- **Print Media:** Includes newspapers, magazines, and books.

- **Broadcast Media:** Includes radio and television.
New Media:
- **Digital Media:** Includes the internet, social media, podcasts, and blogs.
Other types of media:
- **Mass Media:**
Refers to the platforms used to communicate information to a large audience.
- **Public Relations Media:**
Includes various forms of media used for public relations purposes, such as press releases, social media, and websites.
- **Advertising Media:**
Includes various media channels used for advertising, such as print ads, broadcast ads, and digital ads.
- **Culture Media:**
In a biological context, this refers to the materials used to grow microorganisms in a controlled environment.

Functions of Media:

- **Information and Education:** Media plays a crucial role in disseminating information and knowledge.
- **Entertainment:** Media provides various forms of entertainment, including movies, music, and television programs.
- **Public Forum:** Media serves as a platform for public discussion and debate.
- **Surveillance and Watchdog:** Media can act as a watchdog for government and other institutions.

2.1.2 Concept of Mass Media

The mass media in this work refers to the channels and institutions of mass communications. They are social institutions for generating and transmitting standardized messages to a large, wide, dispersed and heterogeneous audience (Ojete, 2010). The mass media therefore includes; radio, television, newspapers, magazines, books and the internet

(Ben, 2016). Abdur-Rahman (2013) was of the opinion that the term mass media is also used to refer to the institutions and techniques by which specialized groups employ technological devices to disseminate symbolic content to large, heterogeneous and widely dispersed audiences. It is that form of communication process which utilize mechanical electronic instruments and devices to create news and information, ideas and images and to transmit such messages simultaneously to a mass audience.

Adeseye and Ibagere (2019) opined that mass media itself, and the information it conveys, even in a multimedia setting, must be widely accessible. Flew (2012) identifies three key dimensions that transition a medium to a form of mass media, “address, availability and access. Furthermore, mass media do not traffic only in mass address: they may destine messages to all, some, few or no one in particular.

Mass media in enduring essence, throughout the evolution of mediums is, openly addressed content, expanded delivery in terms of durability in time and/or transportability over space, and the suspension of interaction among authors and audiences (Oloruntola, 2009). In this conception mass media has been extent since the invention of writing circa 5000 B.C.E. and grew with the invention of the alphabet circa 2000 B.C.E. 6 As Luhmann implied in his more general definition of mass media, the ability to mechanically reproduce information is essential to creating a cultural mass media (McLuhan, 2019). Mass communication, and thus the general trend of mass media has been one of increasing efficiency, accessibility and reach.

Mass media is universally recognized as wielding great influence, but there has been great debate over its effects, source and control. For McLuhan, mass media is certainly a step closer to his ideal, “global village,” he writes, “might not the current translation of our entire lives into the spiritual form of information seem to make of the entire globe, and of the human family, a single consciousness (Briggs and Burke, 2002). Certainly, a network of streamlined and widely available information creates a broader social consciousness, especially where mass media is conducted through various channels, “the hybrid or the meeting of two media is a moment of truth and revelation from which new form is born,” it is a “moment of freedom and release from the ordinary trance and numbness imposed by them.

2.1.3 Brief History of Nigerian Television Authority (NTA)

The Nigerian Television Authority or NTA is a Nigerian government-owned and partly commercial broadcast station. Originally known as Nigerian Television (NTV), it was inaugurated in 1977 with a monopoly on national television broadcasting, after a takeover of regional television stations by military governmental authorities in 1976. After a declining interest from the public in government-influenced programming, it lost its monopoly over television broadcasting in Nigeria in the 1990s (Okpara, Christian 2018)

The NTA runs the largest television network in Nigeria with stations in several parts of the country. It is widely viewed as the "authentic voice" of the Nigerian government.

The first television station in Nigeria, the Western Nigerian Government Broadcasting Corporation (WNTV) began broadcasting on 31 October 1959. Its first Chairman was Olapade Obisesan, a lawyer trained in the United Kingdom and the son of Akinpelu Obisesan, an Ibadan socialite and first president of the Cooperative Bank of Nigeria. Vincent Maduka, a former engineer, was the General Manager. The station was based in Ibadan, making it the first broadcast station in tropical Africa.

In March 1962, Radio-Television Kaduna/Radio Kaduna Television (RKTV) was established. It was based in Kaduna and was operated by the Broadcasting Company of Northern Nigeria. RKTV also provided coverage for the central northern states; it opened new stations on Zaria in July 1962 and on Kano in February 1963.^[5] Later in 1977, it was re-branded NTV-Kaduna.

In April 1962, the Nigerian Broadcasting Corporation (NBC) was established as a federal government-owned service based in the city of Lagos, broadcasting to the southwestern states. MidWest TV was established in 1972 as a TV broadcaster of Port Harcourt. It was run by the state government in Benin.

Benue-Plateau Television Corporation (BPTV) was established in 1974 with headquarters in Jos. It was the first television station to launch regular/permanent colour broadcasts in Africa. The colour test transmissions began on 1 October 1975. BPTV was later re-branded as NTV-Jos.

NTA was founded in 1977. By May 1977 all the state television broadcasters listed above were merged and re-branded as Nigerian Television (NTV) and owned by the Nigerian Television Authority. Obisesan and Makuda continued in the roles of Chairman and General Manager of NTA. As of 1979, NTA had a national reach of 20% of the Nigerian population.

Dramatic programming such as serials and anthology series were rare in regional television stations before NTA was founded in 1977. TV shows such as Moses Olaiya's *Alawada* on WNTV (later NTA Ibadan), *Village Headmaster* and *Hotel de Jordan* on NTA Benin became available more widely after the merger. Apart from these few notable shows, there was little original content in dramatic series production during the 1970s. By 1980, when the new NTA network took over state-owned broadcasting stations in the country, there was a concerted effort to increase the quality of locally produced content. NTA began offering support to the production of notable country-wide network programs such as *Tales by Moonlight*, *Cockcrow at Dawn*, and *Mirror in the Sun* as early as 1977. In 1982, a drama produced by NTA Sokoto, *Moment of Truth* won a prize at the fifth URTNA festival held in Algiers.

To cultivate interest in original broadcast content from Nigerian producers, the network set a ceiling of 20% broadcasting time to be allocated to foreign programming, during a period when the cost of acquiring those programs was much less than the locally produced ones.^[9] With just a portion of the broadcast week for schedulers to work with, foreign imports were routinely some of the most popular shows from the UK and the U.S., such as *Yes Minister*, *Charlie's Angels*, *Dallas*, *Dynasty*, and *Falcon Crest*. *Cockcrow at Dawn*, an agriculture promotional drama partially sponsored by UBA and produced by Peter Igho, who directed the award-winning *Moment of Truth*, emerged as one of the first nationally

televised drama series in Nigeria. However, it was short-lived due to "government structure syndrome". *Acada Campus*, a show produced by Bode Sowande, was also short-lived. These series were widely available thanks to NTA's monopoly on broadcasting.

In 1984, NTA began to broadcast *Tales by Moonlight*, a children's programme narrating traditional African folklore stories. The network also broadcast Adelia Onyedibia's adaptation of Chinua Achebe's *Things Fall Apart* in 1986. The network also promoted notable comedy series during this period such as *New Masquerade* and Ken Saro Wiwa's *Basi and Company*. One of the earliest network comedies was *House no. 13* (1984) starring Wale Ogunyemi, a sitcom satirizing the social and urban lifestyle of Nigerians. *Basi and Company*, a critically acclaimed comedy series starring Albert Egbe was broadcast in 1985. *Village Headmaster*, *Koko Close* and *Samanja*, three series spoken in Nigerian Pidgin, were aired nationwide.

Under the structural adjustment program initiated by the government of Ibrahim Babangida, NTA was required to commercialize some of its time slots in an attempt to move away from public broadcasting towards a partially commercial broadcasting network. This led to the addition of sponsored and brokered religious programs and the live transmission of weddings and funeral services on the network. NTA also continued to show acclaimed soap operas such as *Mind Bending* by Lola Fani-Kayode, *Ripples* by Zeb Ejiro and *Checkmate* by Amaka Igwe. *Ripples*, which began in 1988, became the network's longest-running soap opera, ending in 1993. *Checkmate* by Amaka Igwe, starring Richard Mofe Damijo, Bob-Manuel Udokwu, Ego Boyo, Kunle Bamtefa and Mildred Iweka, launched the career of many Nigerian celebrities. Following the end of *Ripples* and *Checkmate*, NTA promoted the shows *Blossom* and *Fortunes*, but these series suffered from declining viewership. At this time NTA, which previously had a broadcast monopoly, faced competition from new entrants such as Africa Independent Television. To compete, the network introduced prime time Latin American telenovelas such as *The Rich Also Cry*, *Secrets of the Sand* and *Wild Rose*.

As of 2013, mandatory network programming dominated the airtime of most local NTA stations. The local stations were offered a choice of a local broadcasting time from a specific time range.

During the daytime, magazine shows like *A.M. Express*, later renamed *Good Morning Nigeria*, aired for 2½ hours from 6:30 am to 9:00 am and from Monday to Friday, but other programs air once or twice every week. Network dramas like *Super Story* and *Stand Up Nigeria* were usually broadcast in the Tuesday and Thursday 8:00 pm slot. Notable sports programs include *On the Pitch* on Mondays.

NTA, which previously had some original children's programming, formed a partnership with Viacom to broadcast Nickelodeon's programmes during its 5-7 pm time slot for

children and instructional television in 2013, the agreement also included content provided by MTV Base.^[21]

2.1.3.1 NTA branches and network centres

As of 2014, NTA had 101 stations in state capitals and towns of Nigeria, nine of which are network centres. These Network Centres can be found all over the various states of Nigeria.^[29]

Region	Channel	Established	Channel	Notes
Aba, Abia	NTA Aba	1964	6	Network Centre
Abakaliki	NTA Abakaliki	2000	43	Network Centre
Abeokuta	NTA Abeokuta	1979	12	Network Centre
Abuja	NTA Abuja	1982	5	Network Centre
Abuja	NTA Plus		21	Network Centre
Ado-Ekiti	NTA Ado-Ekiti	2003	5	Network Centre
Akure	NTA Akure	1979	11	Network Centre
Asaba	NTA Asaba	2003	11	Network Centre
Awka	NTA Awka		5	Network Centre
Bauchi	NTA Bauchi	1977	9	Network Centre
Benin	NTA Benin	1973	7	Zonal Network Centre
Birnin-Kebbi	NTA Birnin Kebbi		39	Network Centre
Calabar	NTA Calabar	1978	9	Network Centre

Region	Channel	Established	Channel	Notes
Damaturu	NTA Damaturu		5	Network Centre
Dutse	NTA Dutse	1997	10	Network Centre
Enugu	NTA Enugu	1960	8	Zonal Network Centre
Funtua	NTA Funtua			Network Centre
Gembu	NTA Gembu		21	Network Centre
Gombe	NTA Gombe		5	Network Centre
Gusau	NTA Gusau	2000	9	Network Centre
Ibadan	NTA Ibadan	1959	7	Zonal Network Centre
Ife	NTA Ife-Ife	2003	39	Network Centre
Ijebu Ode	NTA Ijebu-Ode	2003	63	Network Centre
Ilorin	NTA Ilorin	1977	9	Network Centre
Imeko Afon	NTA Imeko		22	Network Centre
Iruekpen	NTA Iruekpen	2001	45	Network Centre
Jalingo	NTA Jalingo	1982	6	Network Centre
Jos	NTA Jos	1974	7	Zonal Network Centre
Kabba	NTA Kabba			Network Centre
Kaduna	NTA Kaduna	1962	4	Zonal Network Centre

Region	Channel	Established	Channel	Notes
Kafanchan	NTA Kafanchan			Network Centre
Kano	NTA Kano		5	Network Centre
Katsina	NTA Katsina		8	Network Centre
Keffi	NTA Keffi			Network Centre
Lagos	NTA Lagos	1962	10	Zonal Network Centre
Lagos	NTA2	1980	5	Zonal Network Centre
Lafia	NTA Lafia	2003	9	Network Centre
Lokoja	NTA Lokoja	1992	7	Network Centre
Maiduguri	NTA Maiduguri	1977	10	Zonal Network Centre
Makurdi	NTA Makurdi		10	Zonal Network Centre
Minna	NTA Minna	1978	10	Network Centre
New Bussa	NTA New Bussa		21	Network Centre
Ogbomosho	NTA Ogbomosho		5	Network Centre
Ondo	NTA Ondo	2002		Network Centre
Osogbo	NTA Osogbo	2003	49	Network Centre
Owerri	NTA Owerri	2003	12	Network Centre

Region	Channel	Established	Channel	Notes
Oyo	NTA Oyo	2003	37	Network Centre
Pategi	NTA Patigi		41	Network Centre
Port Harcourt	NTA Port Harcourt	1974	10	Zonal Network Centre
Shaki	NTA Saki	2003	12	Network Centre
Sapele	NTA Sapele			Network Centre
Sokoto	NTA Sokoto		5	Zonal Network Centre
Umuahia	NTA Umuahia	2003	21	Network Centre
Uyo	NTA Uyo		12	Network Centre
Yenagoa	NTA Yenagoa	2001	28	Network Centre
Yola	NTA Yola	1978	8	Network Centre
Worldwide	NTA International			International channel (also styled NTAi)
Nationwide	NTA Knowledge			Educational channel
Nationwide	NTA Entertainment		StarTimes 105	Entertainment channel (also styled NT Ae)
Nationwide	NTA Sports 24			Sports channel
Nationwide	NTA News 24			News channel
Nationwide	NTA Yoruba			Language channel

Region	Channel	Established	Channel	Notes
Nationwide	NTA Igbo			Language channel
Nationwide	NTA Hausa			Language channel

In the past, there was a network centre in Ikeja, NTA Ikeja (channel 7), that existed from 1981 to 2000. There is also an NTA station based in Eket called NTA Eket, broadcast on channel 35, which was abandoned in approximately 2006 as of December 2023. The Nigerian House of Representatives later pushed to reinstate the station to full operations

2.1.3.2 Criticism on NTA

NTA is partially funded through a state subvention. NTA has faced criticism that the content it covers is influenced by government and politicians. (Omatsola 1998) This interference is said to diminish the professionalism of newscasters on NTA.

The NTA has been criticized by performing artists such as Becky Umeh for allegedly pressuring her and other artists to align their expression with government propaganda goals. In an editorial on 18 October 2009, the Lagos newspaper *The Guardian* stated that "the federal government-owned television network, the Nigerian Television Authority, (NTA) is arguably the largest of its type in Africa, but it is yet to have the operational freedom required to maximize its potential."

It has been suggested that the proliferation of NTA stations in every state capital is not useful for broadcasting but is driven by political reasons. The network has also been criticized for using antiquated technology (Omatsola 1998).

2.1.4 New Media Concept

The expression 'new media' is no doubt a buzzword on account of its widespread usage. In fact, it is socially and academically dignifying to be associated with new media. McQuail (2017) described new media as "disparate form of communication technologies that share certain features apart from being new, made possible by digitalization and being

widely available for personal use as communication devices”. Essentially, the term new media suggests the opportunities of improved communication.

Many observers tend to write about ‘new media’ such as networked computing and telecommunications as if they had been recently discovered in their fully developed state. Huhtamo (2010) noted that ‘one of the most common features of many intellectual discourses is their lack of historical consciousness.’ These new media are not completely new phenomena. They have been growing out of ‘old media’ for some time.

Furthermore, the concept of new technology is not unique to the current digital revolution. Marvin (2012) wrote that: ‘New technologies are a historically relative term. We are not the first generation to wonder at the rapid and extraordinary shifts in the dimensions of the world and human relationships it contains as a result of new forms of communication.’

Williams et al, (2009) defined new media as application of microelectronics, computers and telecommunications that offer new services or enhancement of old ones. In the same vein, Marvin, (2012) also focused on the interplay between new and old purposes in new media. She suggested the tension created by the coexistence of the old and new becomes a focus of interest because it is novel. Other scholars have also identified specific characteristics of new media. Negroponte (2010) suggested that one of the things that differentiate new media from old is that new media are based on the transmission of digital bits rather than physical atoms. Pavlik (2012) indicated that for the media consumer, the

major differences between old media and new are greater user choice control. Nevertheless, new media technologies, despite their synthetic capabilities, do not yet seem to be eliminating other media. Rather, a study by Coffee and Stipp, (2009) shows that many individuals actually use their computers concurrently with other older media such as television.

The emergence of new media has no doubt positively affected the quality and rapidity of communication to the eternal delight of mankind. In doing this, there seems to be convergence of both the old and new media. Such a synergy has improved the way we communicate. The result has been a wonderful expansion of communication possibilities across the world.

2.1.5 Media Ownership Concept

Media ownership has variously been defined by scholars and other media stakeholders. According to Ebeze (2011) “media ownership refers to the person, group of persons or corporate bodies or government who own, manage and control a medium or media and make policies on it’s or their administration” Gambo, (2016) sees media ownership simply as investing in, financing and controlling any medium for the dissemination of information, views, opinions and ideas within the confines of the laws of Nigeria.” The Oxford Advanced Learners Dictionary defines ownership as “the fact of owing something.” The concept of media ownership can equally be examined in the sphere of Marxist theory of class system in the society.

According to Murdock and Golding (2009) “the class that has the means of material production has control at the same time over the means of mental production so that generally speaking, the ideas of those who lack the means of mental production are subject to it.” Marxist theory according to McQuail (2005) has a direct link between economic ownership and the dissemination of messages. In the light (2005) has a direct link between economic ownership and the dissemination of messages. In the light of the above Marxist position, the owners of the media (the bourgeoisie) dish out information to the masses usually to suit the interest of the media owners.

Ownership has always been a thing of great importance to the media stakeholders both in Nigeria and other parts of the world. In recognition of this importance, Edeani, (2012) posits that “ownership of the mass media in Nigeria is an issue which has generated a great deal of public attention and heated debate, and that factors is likely to be important in determining the extent and the kind of coverage the country’s mass media are able to give: In an introduction to a book “Issues in Media Practice.” A renowned communication scholar, Professor N. Udoakah gave an insight into the overwhelming importance of media ownership. He told an intriguing story set in the United States of America. The chief character according to him is Edward Armstead. Edward’s father Ezra Armstead, was a renowned business man and owner of an influential newspaper; “The New York Record”. The only newspaper which could rival the New York Record was the New York Times Edward’s father had placed a condition in his will- that Edward could take over and own the New York Record if he was able to exceed the daily circulation figure of their rival

New York Times. Otherwise the ownership of New York Record was to be transferred to the publishers and owner of the New York Times, Paul Eldrige. This clause in the father's will about the ownership of the popular newspaper started off Edward's journey to deadly terrorism and inevitable self destruction. With the aid of his friends and associates, Edwards embarked on dangerous and unethical missions, creating and making news a newspaper. First he planned and executed the escape from jail of a condemned prisoner, Sam Vinger, had a scoop for the New York Record.

This story raised circulation figure of the New York Record over and above that of the New York Times thus earning Edward the ownership of the New York Record. No doubt ownership is an important issue in media practice because some scholars believe that owners of the mass media can use them for their own interest.”

According to him, Reverend Townsend the owner and publisher of Iwe Irohim, the first newspaper in Nigeria used this newspaper to spread Christianity by carrying his evangelical ministry all over Badagry and most of Egbaland.

Duyile (2007) supports this position According to him, “the sacred trust in journalism that a journalists total responsibility is to his audience, not his proprietor, was not applicable to the political press in Nigeria.

Newspaper proprietors used their press to feather their nets, not the audience. Also in acknowledging the enormity of the influence of media ownership, especially in a

growing political culture, Ezea (2015) noted that “media owners, operators and practitioners partly function to influence the course of events in any democratic dispensation.” It is because of this influence that according to Herbert and Qurait (1999) “the government of the United States of America (U.S.A.) empowers one of her agencies, the Federal Communication Commission (FCC) to regulate media ownership.” The Federal Communication Commission Act of 1934 according to Hebert (1974) states as follows; “No one can own more than one AM, one FM and one TV station in any one listening area. And we one can own more than a total of seven of each of these stations in the entire country. In television, no more than five of these outlets may be very high frequency (VHF). Whether the media are responsive to the owners or to the needs of the public, a Nigerian communication researcher, Sobowale (2015) posits that “It has been shown that when the ownership of a country’s media are vested in government or concentrated in the hands of a group of a few individuals, the media trend to become mere megaphones of those in control.

Deriving from the above, it is pertinent to state that media owner’s philosophy, his deriving force (which could be money) to a great extent influences that content of their message as could be seen in the New York record which Edward Armstead manipulated its content, sorted News where they existed and where they did not. Only just to meet his selfish target of increasing the number of copies sold in order to own the newspapers as stated in the father’s will. This and situations of likely nature are most times the driving force of some of the owners of media outfits which goes a long way in affecting its content.

2.1.6 New Media Technologies in Broadcasting

The new media have earlier been described as a desperate set of communication technologies that share certain features apart from being new, made possible by digitalization and being widely available for personal use as communication devices (McQuail, 2009). The term “new media” have been in use since the 1960s and have encompassed an expanding and diversifying set of applied communication technologies. Santasand Ogoshi (2015) opined that the new media are the greatest developments in not only mass communication but in broadcasting. Their features have made them to have an edge over the old media. It is important to state here that most of the new media are advancement of the old media. The following are the various new media technologies that have shaped the face of broadcasting globally in recent times:

2.1.6.1 Internet

The Internet, popularly known as the information super highway is a worldwide network of computer networks that grew out of APPRANET, a defence related communication system developed in the 1960 (Severin & Tankard, 2011). Nsude (2014) simply put it that the internet is a global network of networks connecting millions of computers. Today, the Internet is the most technologically advanced medium of communication. A multimedia information superhighway facilitates business, sports, politics and other human endeavours across international boundaries. In fact, the internet is an information revolution that has turned the world into a “global village”. It is man’s most ambitious attempt yet a miniaturized physical planet earth. It is a system, which, using

basic telephony and broadcasting principles, allow the simultaneous transmission of messages, sounds, film, pictures and text from one computer to another anywhere in the world to another (Agba, 2020).

The Internet has increasingly become the solution to many broadcasting problems ranging from news gathering, idea sharing problems to information sending problems, even though the basic requirements for Internet connectivity is in place. The basic requirements for internet connectivity includes: a telephone line which could be digital or analogue, a modem that allows one personal computer (PC) dial into another PC (a modem is a device that allows one computer to communicate with another through a telephone line). The Internet Service Provider (ISP), an organisation that gives Subscribers access to the information super highway; internet software use to log on to the internet, send an receive email and access text, voice, graphic and other multimedia files and of course a personal computer.

2.1.6.2 Communication Satellite (COMSAT)

This obviously is one of the greatest inventions of man in the broadcasting sphere. Though not new to broadcasting, the communications satellite has continued to re-invent itself as a modern technology on which most new media technologies converge. Ibemesi (2007) describes Satellite is a technology device that orbits the earth while receiving, processing and transmitting signals or generating images or data to be transmitted back to the earth. This information can be in the form of pictures or reports on weathers. In Nigeria,

virtually all broadcasting stations in the country rely on the satellite for information or the other and for one purpose or the other.

Communications satellite (often referred to as Comsat) is an artificial satellite stationed in space for the purposes of telecommunications. Modern communications satellites use a variety of orbits including geostationary orbits, Molniya orbits, other elliptical orbits and low (polar and non-polar) Earth orbits (Agbese, 2010). According to Akpan (2009), for fixed (point-to-point) services, communications satellites provide a microwave radio relay technology complementary to that of submarine communication cables. They are also used for mobile applications such as communications to ships, vehicles, planes and hand-held terminals, and for TV and radio broadcasting, for which application of other technologies, such as cable, is impractical or impossible.

Agbese (2010) stated that a direct broadcast satellite is a communications satellite that transmits to small DBS satellite dishes (usually 18 to 24 inches or 45 to 60 cm in diameter) the type used by many homes in Nigeria for DSTV signals. Direct broadcast satellites generally operate in the upper portion of the microwave Ku band. DBS technology is used for DTH-oriented (Direct-To-Home) satellite TV services, such as DSTV, HiTV, DAARSAT and others in Nigeria.

Operating at lower frequency and lower power than DBS, FSS satellites require a much larger dish for reception (3 to 8 feet (1 to 2.5m) in diameter for Ku band, and 12 feet (3.6m) or larger for C band). This is the type used mostly for free-to-air satellite signals in

many Nigerian homes and organizations. They use linear polarization for each of the transponders' RF input and output (as opposed to circular polarization used by DBS satellites), but this is a minor technical difference that users don't know. FSS satellite technology was originally used for DTH satellite TV from the late 1970s to the early 1990s according to Wikipedia.org (2009) in the United States in the form of TVRO (Television Receive Only) receivers and dishes. Recently, a new communication satellite that has transponders in the Ka band, such as DirecTV's SPACEWAY-1 satellite, and Anik F2 was launched. This was launched America's NASA using the Ka band recently (Akpan, 2009).

2.1.6.3 Digital Television

Digital television has come with its diverse features to complement the analogue television. It is one of the new media technologies because of its unique features. Digital television is the future method of broadcasting television signals using state-of-the-art digital technology. The new system is extremely flexible, allowing the transmission of perfect pictures in a number of display formats, including high-and-standard-definition of TV in both conventional and wide-screen version (Akpan, 2009). Aina (2013) adds that the digital television unlike the analogue form, projects signals clearly or with minimal loss of definition, encoded in binary form of two digits that allow the transmission of information in bits.

From these descriptions, one can infer that digital television is the transmission of multiple broadcasting television signals with the aid of satellite technologies. These

multiple broadcasting TV signals provide high definition images and clear picture. Bitner (2020) added that the improved quality will also permit sharper pictures resulting in improved graphic displays from telex and videotext systems. This is precisely what television viewers crave for. Little wonder, Baran (2012) asserted that viewers want beautiful, clear, wide-screen, high-definitions, images, but they also want a lot of channels of video and other data.

2.1.6.4 Web Television (WebTV)

Another amazing new media technology device is the “WebTV”. Baran (2009) added that WebTV turns a television set into a computer screen, permitting access to the internet. As such, it provides not only access to the web but also several sites of its own, including one for children and another serving up local weather and news. The WebTV also offers several features that allow the internet to enhance television viewing. For example, it provides a programme-listing feature that takes viewers from a renewable screen schedule directly to a show with a simple click. Severin and Tankard (2011) noted that the WebTV is owned by the popular Microsoft Corporation and is much like cable modem except that the receiving and viewing device used is the family television instead of a computer. It includes a set-top box, and offers constant connection.

Flew (2012) opined that a digital Television Device used in receiving broadcasting and internet signals Source: Google Images 2009 to the internet even while the television is playing, Arens (2014) listed that today, there are about one million subscribers to the

service. This makes it imperative for advertisers to see it as a powerful and flexible new media advertising channel with a large, captive audience.

2.1.6.5 Moving Picture Expert (Group Audio Layer 3) (MP3)

This is one of the most recent new media devices. It is a compressed music file that enables music including broadcasting messages to be easily received through download using the internet. Baran (2014) defines the MP3 as compression software that shrinks audio files to less than a tenth of their original size. One can play the MP3 on a computer or a dedicated MP3 player (an electronic device that looks something like a walkman) or one can be burn them onto a recordable CD. The files can be shared over the internet by email or websites or by music sharing services like Kazaa, (Hanson, 2015).

Apart from allowing people to share music files, the biggest effects of this new media device is the ability to allow for the storage and redistribution of downloaded or streamed broadcast contents to different people with ease. A feat that was not possible in the industry in the time past.

2.1.6.6 Web Radio

Radio's convergence with digital technologies is now more pronounced and potentially profound in web radio. Flew (2012) stated that web radio is the delivery of radio contents directly to individual listeners over the internet. Some 40,000 radio stations exist on the web in one or two forms and are listened to by million of people around the world every day. The two forms of web radio are the radio simulcast, a traditional radio broadcast

over the air stations that are simulcast on the web and the web-only radio, a radio broadcast that is accessed only over the web, (Arbitron, 2011). To access web radio, users must have some form of file compression software such as real player or Winamp or any other streaming software. It permits streaming (the simultaneous downloading and accessing-playing-of digital audio or video data) and is available for free downloading at <http://www.real.com>, (Baran 2009). Specialists observed that this streaming software does not permit full-web radio experience to all users especially to those who have dial-up access to the internet as it is usually very slow and they experience poor sound system when listening. But for those with broadband internet connection, it is as normal as listening to a traditional radio broadcast. Just like the traditional (old) radio, that covers a wide range of listeners, so also does web radio (Flew, 2018).

2.1.6.7 Video Conferencing

This is a modern technology which allows for a live discussion between groups of people in different places by the use of linked telephone and video screens. Fitzgerald and Dennis (2015) called it “video teleconference”. They posited that it provided real time transmission of video and audio signals to enable people in two or more different locations to have a meeting. In some cases, video conferences takes place in special purpose meeting rooms with one or more cameras and several video displays monitors to capture and display the video signal. In Recent times, this technology has been adopted for press briefings when the source is in a far distance or indisposed to appear live. It is as live as discussing with people one-on-one (Flew, 2012).

2.1.7 Barriers to the effective use of new media Technologies in Nigeria

Despite all the outstanding roles of new media technologies, certain barriers still militates against their effective and efficient use especially in Nigeria. It therefore becomes imperative to review these barriers. Today, in Nigeria, a number of barriers are militating against the effective use of the unique benefits of most new media technologies in broadcasting. Some of these problems arise because of the features and characteristics of some of the new media technologies, some, are economic while others, arise out of ignorance. Whatever the case, the various barriers are extensively examined as follows (McQuail, 2017).

2.1.7.1 Absence of Clear-cut Policies

Santas and Ogoshi (2015) were of the opinion that it is the policy of many developed and developing nations to place much emphasis on modern Information and Communication Technologies as a way of remaining relevant in the global village of today. In the case of Nigeria, much effort is now paid to the development and usage of these modern technologies. Although the Information and Communication Technology Policy of the Federal Government states this, it is sad to say that it has remained a paper policy ever since it was adopted by the government. ICTs are now one of the characteristic of world powers and many nations are making efforts to develop this sector but Nigeria is still politicizing her policy. It is sad that the Nigerian government is yet to fully define the purpose, principles and values which should animate her communication system. Perhaps

this is the reason why Stein and Sinha (2016) advised that making these social choices (having a clear-cut ICT policy) would allow these decisions to be incorporated into technology and industry as they develop rather than forcing expensive and inefficient changes later.

2.1.7.2 Cost of New Media Technologies

A challenge in using the new media in public service is the fact that new media technologies are very expensive. This is a major limitation to the use of the new media technologies as advertising channels in digital television as it increases the cost of producing and running commercials. Barnabas (2017) stated that in developing countries like Nigeria, the high cost of exchange rate is affecting the cost of these new media technologies because majority of them are from Europe and Asia. In Nigeria for example, the current exchange rate of about N560 to \$1 in the parallel market (as at the time of writing this paper) is simply alarming. This alarming rate obviously affects the purchase of new media technologies.

2.1.7.3 Low Level of Technology Penetration

Generally, less developed countries like Nigeria have low level of technology penetration including new media technologies and lack of availability of these the basic postulates of these technologies. This has made the use of new media technologies to move on a slow pace. For instance, the revolution in digital television is progressing slowly in

developing countries like Nigeria for a number of reasons. First is the lack of or unavailability of digital receivers for signal reception even though many of today's television set are sold as digital (Barnabas, 2017). The vast majority of digital television sets advertised and sold at retail stores do not allow viewers to access local stations; Fritts (2012) sees this as “over the air digital stations”. Moreover, viewers wanting to receive digital stations must either incur the additional cost of a set-top digital turning box or pay more for a true digital receiving set than they would for a more typical set (Baran, 2009).

2.1.7.4 Power Supply

There is no refuting the fact that the epileptic power supply in Nigeria remains a hydra headed monster which the Nigerian government is yet to conquer despite the huge sums invested in the sector. The sad part of it as noted by Otolu (2015), is that most of the new media are dependent on power supply as they either need power to be operated or in some cases, charged. Power supply is so epileptic that public service broadcasting houses are dependent on power generating sets which are also dependent on fuel and diesel. The constant electric power outages in Nigeria, poses a serious threat to the survival of Information and Communication Technologies in public service broadcasting (Danaan, 2016). Otolu (2015) observed that public broadcasting sector sometimes has to shut down their equipment abruptly as a result of power outage.

2.1.7.5 Lack of Expertise

Many public broadcasters as far as the knowledge of Information and communication technologies is concerned lack the requisite knowledge and knowhow. Basic computer knowledge still erodes many public service broadcasters. This basically explains why many public service stations still run on analogue equipment. Today, many public service broadcasting station's staffs are still grappling with the challenges posed by new media technologies in the industry and because of this, any effort at ensuring the adoption and usage of these new media technologies is normally frustrated by these (Barnabas, 2017).

The above stated challenges faced by media houses in Nigeria goes to show that public service broadcasting in Nigeria may not meet up to global standards in broadcasting in the nearest future if these numerous challenges which still weighs the adoption of new media technologies today by public service broadcasting are not looked into with a view to solving them. Again, the demands of modern global broadcasting is such that the Nigerian government cannot afford to lag behind when other developing countries in her group are making serious effort to use technological advancement in getting out of the developing nations tag.

2.1.8 Factors militating against effective Performance of Government owned media Station

The mass media play a vital role in nation-building. It is therefore necessary to identify the problems facing the mass media in Nigeria. The problems of government

owned media house appear to be more complex because of the usual bureaucratic inertia and mismanagement that are characteristic of the developing countries. Hence the conservative attitude of government media out-fits; organizational problems and misappropriation of fund exert a paralyzing influence on the government owned media. Financial mismanagement, inability to provide enough funds for technical facilities as well as static administrative protocol coupled with the absence of practical knowledge of audience management etcetera hamper the operations of the media out-fits owned by the government (Barnabas, 2017).

Nwosu (2011) asserts that the government has limited resources; hence most government media are suffering from chronic shortage of funds. This implies that government ownership of both the electronic and print media involves funding for capital investment and running costs. It is pertinent to mention here that the funding of government media depends on the state of the economy of the media.

The problem arising out of inadequate funding of the government owned media outfits, more often than not, compel the media organisations to seek other means of supplementing government subvention given to them such as resorting to limited commercial broadcasting, increasing the advertising rate and the withdrawal of subvention on newsprint.

Partisanship or ideological journalism and sectionalism pose a big problem to the government owned media. During the colonial era for instance, most newspaper privately

owned by some nationalists and politicians, like the west African pilot owned by Dr. Nnamdi Azikiwe of Africa, mounted newspaper crusade against the British colonial administrators by criticizing the government policies and inciting the people against colonial rule in Nigeria (Hachten, 2009).

Schranm (2014) states that poor funding is the bane of government owned newspaper in the developing world. Throughout the developing world, the mass media are under-financed and underdeveloped and therefore are not contributing what they might contribute if fully and adequately used.

Schranm believes that the financial starvation being suffered by some government owned media is preventing them from realizing the dream for which the founding fathers of the newspapers had established it. He however recommends that the basic requirement for developing the mass media to the rate at which they can make the greatest contribution to national development require serious and substantial financial commitments.

He also said that the first requirement for accelerating the developing of mass communication is therefore that a nation be willing to make a serious investment in media growth, adding that substantial progress could be made in this regard for results. He insists that the essential point is that the responsibility for communication development should not be dropped when an inventory and plan have been made. Arguing that, the responsibility should be an active and a continuing one. Perhaps, the best bait for communication development is to develop a well thought-out plan that investigates the

development of mass communication in the general pattern of social and economic development.

Nwosu, (2010) supports the idea of funding when he points out that “stringent budgets mean little or no investigative reporting or in depth writing. This affects salaries so that talented professionals will not come to that organization or if they do they will not stay”.

This is exactly the present cloud that envelopes some government owned newspapers. The few talented professionalizes who are presently working in this newspaper are however only there because they have not found any alternative. They are not committed because of the inadequate funding.

Furthermore, delayed monthly salaries have led to low morale, job insecurity and lack of commitment, pilfering and indiscipline. The choice of suitable media technology is another militating factor against government owned media. The changing technological improvement prevalent in this modern age affects both the broadcast and the print media. Going by the present economic woes of the government, the procurement of modern technological equipment and facilities has become a problem to the government. New technological transfer is difficult to be adapted to. Other problems associated with it include problem of spare parts, durability of the new technology, and staff training for operating the new system. Ethical problems still militate against government owned media. Amadi (1986:128) insists that bribery and corruption still exist in the practice of Nigeria

journalism. Ebo (2011) says that this affects audience perception of media credibility. One of the greatest ethical problems of government owned media is that of the media objectivity. Many of these media do not report balanced news. Also, inviting reporters for dinner, giving them Christmas gifts, „brown envelops“ and other forms of gratification remain an ethical problem against the government media outfits.

2.2 Theoretical Framework

Theories are a sine qua non to the conduct of any research work. This is owing to the fact that theories basically provide insights to the understanding of any subject matter. This study is therefore anchored on the following theoretical constructs: systems theory and Maslow's Hierarchy of Needs Theory.

2.2.1 Systems Theory

System theory is the trans-disciplinary study of the abstract organization of phenomena, independent of their substance, type, or spatial or temporal scale of existence. It investigates both the principles common to all complex entities, and the (usually mathematical) models which can be used to describe them. A system can be said to consist of four things. The first is objects – the parts, elements, or variables within the system. These may be physical or abstract or both, depending on the nature of the system. Second, a system consists of attributes – the qualities or properties of the system and its objects. Third, a system had internal relationships among its objects. Fourth, systems exist in an environment. A system, then, is a set of things that affect one another within an

environment and form a larger pattern that is different from any of the parts. The fundamental systems-interactive paradigm of organizational analysis features the continual stages of input, throughput (processing), and output, which demonstrate the concept of openness/closedness. A closed system does not interact with its environment. It does not take in information and therefore is likely to atrophy, that is to vanish. An open system receives information, which it uses to interact dynamically with its environment. Openness increases its likelihood to survive and prosper. Several system characteristics are: wholeness and interdependence (the whole is more than the sum of all parts), correlations, perceiving causes, chain of influence, hierarchy, suprasystems and subsystems, self-regulation and control, goal-oriented, interchange with the environment, inputs/outputs, the need for balance/homeostasis, change and adaptability (morphogenesis) and equifinality: there are various ways to achieve goals. Different types of networks are: line, commune, hierarchy and dictator networks. Communication in this perspective can be seen as an integrated process – not as an isolated event.

This theory suggests that change in one part of the system affects other parts and the whole system, with predictable patterns of behavior. Positive growth and adaptation of a system depend upon how well the system is adjusted with its environment, and systems often exist to accomplish a common purpose. This is to say that profession of journalism in Nigeria is affected by inter-parts of a system – the government, laws, power supply, technology, labour union etc. When each part of the system suffers deficiency it leads to

affect the whole system. Thus, the media challenges constraint the efficiency of journalism profession in Nigeria.

2.2.2 Maslow's Hierarchy of Needs Theory

Maslow's hierarchy of needs is a theory in psychology proposed by Abraham Maslow in his 1943 paper "A Theory of Human Motivation" in *Psychological Review*. Maslow subsequently extended the idea to include his observations of humans' innate curiosity. His theories parallel many other theories of human developmental psychology, some of which focus on describing the stages of growth in humans. Maslow used the terms "physiological", "safety", "belonging" and "love", "esteem", "self-actualization", and "self-transcendence" to describe the pattern that human motivations generally move through.

Maslow's hierarchy of needs is often portrayed in the shape of a pyramid with the largest, most fundamental levels of needs at the bottom and the need for self-actualization and self-transcendence at the top. The most fundamental and basic four layers of the pyramid contain what Maslow called "deficiency needs" or "d-needs": esteem, friendship and love, security, and physical needs. If these "deficiency needs" are not met – with the exception of the most fundamental (physiological) need – there may not be a physical indication, but the individual will feel anxious and tense. Maslow's theory suggests that the most basic level of needs must be met before the individual will strongly desire (or focus motivation upon) the secondary or higher level needs. Maslow also coined the term

"metamotivation" to describe the motivation of people who go beyond the scope of the basic needs and strive for constant betterment.

This theory is based on the assumption that there is a hierarchy of five needs within each individual. The urgency of these needs varies. These five needs are as follows-

- 2 **Physiological needs-** These are the basic needs of air, water, food, clothing and shelter. In other words, physiological needs are the needs for basic amenities of life.
- 3 **Safety needs-** Safety needs include physical, environmental and emotional safety and protection. For instance- Job security, financial security, protection from animals, family security, health security, etc.
- 4 **Social needs-** Social needs include the need for love, affection, care, belongingness, and friendship.
- 5 **Esteem needs-** Esteem needs are of two types: internal esteem needs (self- respect, confidence, competence, achievement and freedom) and external esteem needs (recognition, power, status, attention and admiration).
- 6 **Self-actualization need-** This include the urge to become what you are capable of becoming / what you have the potential to become. It includes the need for growth and self-contentment. It also includes desire for gaining more knowledge, social- service, creativity and being aesthetic. The self- actualization needs are never fully satiable. As an individual grows psychologically, opportunities keep cropping up to continue growing.

The implications of Maslow's Hierarchy of Needs Theory for media Managers are:

As far as the physiological needs are concerned, the media managers should give employees appropriate salaries to purchase the basic necessities of life. Breaks and eating opportunities should be given to employees.

As far as the safety needs are concerned, the managers should provide the employees job security, safe and hygienic work environment, and retirement benefits so as to retain them. The security of journalists should be highly regarded by their employers as they are face with dangers while carrying out their duties in making sure there is free flow of information.

As far as social needs are concerned, the management should encourage teamwork and organize social events. Also as far as esteem needs are concerned, the managers can appreciate and reward employees on accomplishing and exceeding their targets. The management can give the deserved employee higher job rank / position in the organization.

As far as self-actualization needs are concerned, the managers can give the employees challenging jobs in which the employees' skills and competencies are fully utilized. Moreover, growth opportunities can be given to them so that they can reach the peak. The managers must identify the need level at which the employee is existing and then those needs can be utilized as push for motivation. The Maslow's Hierarchy of Needs

Theory is relevant to this study as it will help to bring professionalism in the practice of journalism/dissemination of information among media.

2.3 Review of related Studies

In reviewing related studies on the challenges of journalism practice in Nigeria, the study begins with the work of Santas and Ogoshi (2015), titled; “Mass Media and Challenges of Sustainable Development in Nigeria”, the study considering the fundamental role the mass media occupy in national development, the paper argues that for sustainable development to become a reality in Nigeria, the identified issues that impede the achievement of sustainable development in Nigeria should be addressed, so that the mass media can effectively championed sustainable development efforts in all the sectors of the economy. They further discovered that several factors like corruption, poor communication channels, illiteracy, inadequate infrastructure, poor implementation framework and political instability has continued to pose great challenges to the achievement of sustainable development in Nigerian media.

Otolo (2015) in his study, “challenges of Information Dissemination to Rural Communities” using Niger-Delta Communities as a case study noted that rural population have differences in getting important information in a timely and an appropriate format such as current market price, news on modern methods of pests control. He further revealed that most information dissemination to rural communities is in written form, which makes it difficult to access by those with low or no literacy skills. He recommends that there

should be a provision of information communication gadgets to facilitate information dissemination in rural communities.

In the bit of reviewing the role of the mass media communication in the coverage and reportage of security matters in particular and in informing, educating, enlightening and entertaining the populace on societal issues in general, Abdur-Rahman (2013), submits that the effectiveness of any political system, how well it handles the demands of its environment can be measured in terms of its ability and capability to accurately analyze messages from the environment and effectively transmit messages which express reactions. He further noted that the government can use the mass media as a tool of creating effective security awareness. He then recommends; that mass media of communication need to be socially, politically, economically, nationally and internationally responsible in the way they carry news stories about security in particular, and the Nigerian Society in general. It also recommends that the media should take cognizance of the fact that security is not just about the Army, the Navy, the Air force, the Police, the Customs, the Immigration etc but also take into account the whole country's socio-politico-economic systems, researches and all activities that go into the normal civilian life. Finally, the mass media should also cover the totality of security sector and security community, non-statutory security institutions and civil societies, as well as the internal and international processes that are germane to security and insecurity issues including the major aspects of regionalization and globalization of insecurity.

Ben (2016) addressing journalism and new media in Nigeria: Issues, Challenges and Prospects. Builds its postulations on the technological determinism theory which argues robustly that the communication technology prevalent in any age has a profound effect on the way the people think and believe. He highlighted some challenges of Nigerian journalists in using the new media to include poor finances, inadequate power supply among others. He further reaffirmed that despite the challenges the media people have coped well, leading to what has been described as media convergence. He then recommends that government should urgently and effectively addresses the power situation in the country; provide a knowledge economy while employers and employees of the media industry should engage in constant training and retraining.

Daniel, Ezekiel, and Leo (2013) employed a survey research method to research on the challenges of Newspaper Management in Information and Communication Technology Age. They discovered that the challenges of newspaper management are administrative in terms of operating cost, security, and fall in revenue and challenge from social media. A key issue in newspaper management is the combination of editorial decisions with technical decisions to bring about quality print run. More so, the decision of which ICTs facility to acquire, when and how, poses a challenge to management. This is because of the state of social infrastructures, such as electricity, Internet penetration; etc, that put undue pressure on management. The costs of maintaining these facilities run into millions of naira. They concludes that while ICTs may have influenced the practice of journalism substantially, they have in strong ways, raised several challenges to the management of

newspapers in Nigeria, where the economic downturn, poor social infrastructures and the death of media technology experts are putting strain on managers.

McQuail (2010:191) postulate that media contents always reflect the interests of those who finance them. Not astonishingly, there are various kinds of ownership for the different media, and the powers of ownership can be practiced in different ways. As implied by Altschull's remark, it is not just ownership that matters. The wider question is who actually pays for the media product. Although there are media whose owners do personally pay for the privilege of influencing the content, most owners just want profit, and most media are financed from different sources.

The reason, Shoemaker and Reese (1991) cited in Muhammad is that a commercial media is more responsive to its audience and advertisers. They also state that media which are financed by 'interest' sources are far less likely to place greater emphasis on objectivity and newsworthiness. Instead, their content is more likely to reflect the thinking of the special interest group, thus, Shoemaker and Mayfield explained "media content" is the product of the complex set of ideological forces held by those who fund the mass media" (MUHAMMAD, 2006). The theory then points out the important role that ownership plays in a news media organisation; they argue that "although the news department may be organizationally buffered from the larger firm, content is still controlled indirectly through the hiring of promotional practices." The theory concludes by holding that ownership has become such a powerful force behind the media organisation that not only.

The implication of the above information is that due to corruption and misappropriation of fund by the top management staff of the media outfits, state-owned media in Taraba state always seek to promote government interest even at the expense of misleading their audience. This suggests that the top officials try to cover up the government so that it will not checkmate the little money disburse to the media organization. This finding correlates to the theoretical framework upon which this study

was built where Altschul cited in Muhammad (2006), in his media ownership theory, argues that “the content of the press is directly correlated with the interest of those who finance the press.” Confirming these findings, the focus group discussion revealed that the media outfit protects the government at the expense of the masses. This means that the media organizations lack objectivity when it comes to governmental reportage. In addition, the focus group data establishes that because the government mostly releases sufficient funds to media outfits whenever they intend to achieve their political ambitions or gain favour from the masses, the media outfit protects government interest at all times, so as to continue gaining the favour of the government, and this negatively influences their objectivity, balance and productivity.

This work also reveals that state-owned media are financed based on the benefits the government gain from them. The study view that their media station is funded based on how effective they promote the government, and this is done mostly during political campaigns. This implies that the government does not give priority to funding state-owned media in Nigeria government-owned media in Nigeria are faced with financial related challenges. In the same vein, this result is consistent with the findings of the focus group discussion where most of the participants agreed that funding is a serious challenge bedevilling government-owned media. This means that the government releases sufficient funds to media outfits whenever they intend to reach their political ambitions or gain favour from the masses. Additionally, the findings of this study reveal that misappropriation of the fund, shortage of staff, lack of modern /adequate equipment management, poor salary, inadequate funding, and employment of non-professionals are the major journalistic challenges in Nigerian media outfits (Altschul cited in Muhammad, 2006).

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter will discuss the method use in the study. Research method involves various processes or methods with which the research is carried out; it involves the method employed in the research in order to help at dependable solution to a problem. This chapter contains and explained the following: Research design, Population of study, Sampling method, research instrument, Validation of Research Instrument and Method of data analysis.

3.2 Research Design

The design adopted in the execution of the study is survey method. The researcher chooses survey method as it is one method where a group of people are studied by collecting information from them. So, the design is specified to use questionnaire. The survey is used by the researcher to source for primary data (Sobowale, I. 2015).

3.3 Population of Study

Population is a list of or collection of subjects, variables or concept in a defined environment. According to winner and demine (2006) population is a group or class of subject variables, concept or phenomenal in a given study.

The research population of this study comprises all the staff of NTA Ilorin station. According to the statistic available to the researcher through the personnel office NTA, it is noted that the station has 89 staff workers both senior staff and junior staff of the station.

3.4 Sampling Size

The researcher used 89 as sample size. Since the number of the population is not more than hundred, the research study adopted the 89 staff workers as the sample size.

3.5 Sampling techniques

Anyaegebura et al (2004) states that sampling in a research is essential because population tend to be large and resources and time available are limited with the result that it is usually not possible for study each individual. For this reason, there is need to select a sample from the population and from, it makes generalization regarding the entire population.

The probability sampling techniques used in the conduct of this research are simple, systematic and satisfied sampling techniques.

The simple random sampling is based on the principles of randomizing which is a process of giving every member or elements in a population equal opportunity or chance of being selected. In simple random sampling no elements or subject is prevented from participating in the exercise of selection.

3.6 Research Instrument

For this survey research, the instrument use is questionnaire. In designing the questionnaire, conscientious efforts were made to structure the series of questions in dichotomized multiple choice questions which give the respondents the chance to choose

from a range of possible answers or alternatives. This questionnaire will basically divided into two parts. The first part was the classification section that requires the biographic information of the respondents. These questions are on age, gender, level of education, marital status, income level (Ebeze, U. V. 2012).

The second part of the questionnaire possesses the questions relating to the subject matter of the study. They are easy to answer because they have two or more options ‘‘yes’’ or No’’ as the case may be and all these questions were non-committal and neutral in nature as well as structured in a close ended manner that will allow for easy coding and response identification .

3.7 Validation/Reliability of Research Instrument

The questionnaire for this study will be validated by the project supervisor who will go through it and make some corrections before it will administer.

The respondents use for the pretest were the staff of NTA Ilorin branch, the pretest will carry out twice with the same number of the said staff at the different time and locations and to assure the same result is obtain, thus will justify the reliability of the instrument.

3.8 Method of data Analysis

The data collected will analyze using simple percentage. For proper analysis in this study, descriptive and interference statistical tools of measuring data will be use in analysing the collected data. That is, data will be analyzed and presented using descriptive statistical tools such as frequency distribution tables and cross- tabulations.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

4.0. Introduction

This chapter is concerned with the presentation, analysis, and interpretation of data gathered from the responses to administered questionnaires. It also includes the testing of the research questions formulated for this study. It should be noted that google form was used for analyzing frequencies and testing research questions.

4.1. Presentation of Data

The research questionnaire was made available to 89 respondents which is the sample size representing the study population.

It is important to note that tables are used to present, analyse and interpret the data collected. The researcher distributed 89 copies of questionnaire to the staff of Nigeria Television Authority and all copies of questionnaire were returned by the respondents.

4.2 Analysis of data

TABLE 4.2.1: Age Distribution of Respondents

OPTION	FREQUENCY	PERCENTAGE
24-29	18	20.2
30-39	33	37.1
40-49	27	30.3
50-59	8	8.9
60 and above	3	3.4
Total	89	100%

Source: Field Survey 2025

The table 4.2.1 shows the age distribution of respondents. In the table, 18 respondents representing 20.2% out of the entire respondents are within the age of 24-29 years, 33 respondents representing 37.1% are within the age bracket of 30-39 years, 27 respondents representing 30.3% are within the age bracket 40-49 years, 8 respondents representing 8.9% out of the entire respondents are within the age bracket of 50-59 while

the remaining 3 respondents representing 3.4% indicated to be within 60 and above age bracket.

TABLE 4.2.2: Sex Distribution of Respondents

OPTION	FREQUENCY	PERCENTAGE
Male	42	47.2
Female	47	52.8
Total	89	100

Source: Field Survey 2025

The table above represents the sex distribution of the respondents. In the table, 42 respondents representing 47.2% indicated to be male while 47 respondents representing 52.8% indicated to be female. Thus, there are more females staff at NTA Enugu than male.

TABLE 4.2.3: Distribution of Respondents According to Material Status

OPTION	FREQUENCY	PERCENTAGE %
Single	40	44.9
Married	49	55.1
Divorced	-	-
Total	89	100

Source: field survey, 2025

The table 4.2.3 shows that the responses of respondents on marital status. Out of 40 respondents representing 44.9% of the entire respondents are single while the 49 respondents representing 55.1% are married and none of the respondents indicated divorced. Hence, it is crystal clear that married respondents are more than any other group indicated in the table.

TABLE 4.2.4: Distribution on Educational Qualification

OPTION	FREQUENCY	PERCENTAGE %
SSCE	3	3.4
BSC/HND	45	50.6
MA/MSc	37	41.6
PhD	4	4.5

TOTAL	89	100
--------------	-----------	------------

Source: Field Survey, 2025

The table 4.2.4 shows the responses of the research respondents on educational qualification. In the table, 3 respondents representing 3.4% indicated that they are in possession of SSCE qualification, 45 respondents representing 50.6% of the entire respondents stated that they have qualification of BSc/HND, 37 respondents representing 41.6% of the respondents stated that they have MA/MSc qualification, while 4 respondents indicated that they are in possession of PhD qualification.

TABLE 4.2.5: Length of Career Service

OPTIONS	FREQUENCY	PERCENTAGE
1- 5 years	15	16.8
6 -10 years	19	21.3
11-15 years	13	14.6
16 – 20 years	30	33.7
21 and above	12	13.5
TOTAL	89	100

Source: Field survey, 2025.

The above table presents the research respondents on length of career service of the staff. In the table, 15 respondents representing 16.8% of the entire respondents states that they have worked 1-5 years, 19 respondents representing 21.3% states that they have worked for 6 -10 years, 13 respondents representing 14.6% states that they have worked for 11- 15 years, 30 respondents representing 33.7% states that they have worked for above 16 -20 years while the remaining 12 respondents states that they have worked for 21 years and above.

4.2 Analysis of research objectives

Table 6

Research objective One: To identify the challenges militating against NTA, Ilorin in disseminating information.

SN	Items	SA (%)	A (%)	N (%)	D (%)	SD (%)	Remark
1	Lack of balance and fairness in private owned radio station are due to largely self-censorship than government control.	20(22.47)	40(44.94)	0(0)	20 (22.47)	7(7.87)	Agreed
2	Lack of modern /adequate equipment sabotage the effectiveness of information dissemination in Ilorin	30(33.70)	40(44.94)	0 (0)	19 (21.34)	0 (0)	Agreed
3	Inadequate funding of media hinder effectiveness of dissemination of information in private own and government media station	20(22.47)	40(44.94)	0(0)	20 (22.47)	7(7.87)	Agreed
4	Lack of freedom of speech on journalism	40(44.94)	20(22.47)	0(0)	7(7.87)	20 (22.47)	Agreed

	curb effectiveness media in Nigeria						
--	--	--	--	--	--	--	--

Source: Field Survey, 2025

Table 6 shows identify the challenges militating against NTA, Ilorin in disseminating information. In item 1, majority of the respondents with 60(67.41%) agreed that lack of balance and fairness in private owned radio station are due to largely self-censorship than government control. In item 2, majority of the respondents shows that 70(78.64%) of the respondent agreed that lack of modern /adequate equipment sabotage the effectiveness of information dissemination in Ilorin. Also in item 3, it was reflected that most 60(67.41%) of the respondents consented that Inadequate funding of media hinder effectiveness of dissemination of information in private own and government media station. In item 4 the opinion 60(67.41%) of the respondents it was indicated that lack of freedom of speech on journalism curb effectiveness media in Nigeria. The result shows the identify the challenges militating against NTA, Ilorin in disseminating information.

Research Objective two: To ascertain the influence of these media challenging on the practice of journalism profession in NTA, Ilorin.

Table 7:

SN	Items	SA (%)	A (%)	N (%)	D (%)	SD (%)	Remark
1	Lack of balance and fairness in private and government owned media station limit the effectiveness of information disseminate.	30(33.70)	40(44.94)	0 (0)	19 (21.34)	0 (0)	Agreed
2	Lack of modern /adequate equipment enhance fake reports dissemination among journalism	40(44.94)	20(22.47)	0(0)	7(7.87)	20 (22.47)	Agreed

	profession in NTA, Ilorin.						
3	Mismanagement fund in media station affect the effectiveness of journalism	20(22.47)	40(44.94)	0(0)	20 (22.47)	7(7.87)	Agreed
4	Lack of freedom of speech on journalism curb effectiveness media and reduce quality of information disseminate in Nigeria	20(22.47)	40(44.94)	0(0)	20 (22.47)	7(7.87)	Agreed

Source: Field Survey, 2025

Table 7 ascertain the influence of these media challenging on the practice of journalism profession in NTA, Ilorin. In item 1, majority of the respondents with 70(78.64%) agreed that Lack of balance and fairness in private and government owned media station limit the effectiveness of information disseminate.. In item 2, majority of the respondents shows that 60(67.41%) of the respondent agreed that lack of modern /adequate equipment enhance fake reports dissemination among journalism profession in NTA, Ilorin. Also in item 3, it was reflected that most 60(67.41%) of the respondents consented that mismanagement fund in media station affect the effectiveness of journalism. Lastly in item 4, it was shown that majority 60(67.41%)of the respondents agreed that Lack of freedom of speech on journalism curb effectiveness media and reduce quality of information disseminate in Nigeria. Today, in Nigeria, a number of barriers are militating against the effective use of the unique benefits of most new media technologies in broadcasting. Some of these problems arise because of the features and characteristics of some of the new media technologies, some, are economic while others, arise out of ignorance. Whatever the case, the various barriers are extensively examined as follows (McQuail, 2017).

Research objective three: To understand the influence of government control on the activities of NTA, Ilorin in dissemination of Information.

Table 8:

SN	Items	SA (%)	A (%)	N (%)	D (%)	SD (%)	Remark
1	Government owned media abide more government policies which may affect effectiveness of information dissemination	20(22.47)	40(44.94)	0(0)	20 (22.47)	7(7.87)	Agreed
2	Some government policies affect media content negatively	30(33.70)	40(44.94)	0 (0)	19 (21.34)	0 (0)	Agreed
3	Activities of media stations were control by appointed government agency which may affect qualities of information disseminate	20(22.47)	40(44.94)	0(0)	20 (22.47)	7(7.87)	Agreed
4	Injustice and freedom of speech on journalism curb effectiveness media and reduce quality of information disseminate in Nigeria	40(44.94)	20(22.47)	0(0)	7(7.87)	20 (22.47)	Agreed

Source: Field Survey, 2025

Table 8 shows identify the influence of government control on the activities of NTA, Ilorin in dissemination of Information. In item 1, majority of the respondents with 60(67.41%) agreed that government owned media abide more government policies which may affect effectiveness of information dissemination. In item 2, majority of the respondents shows that 70(78.64%) of the respondent agreed that some government policies affect media content negatively. Also in item 3, it was reflected that most 60(67.41%) of the respondents consented that activities of media stations were control by appointed government agency which may affect qualities of information disseminate. In item 4 the opinion 60(67.41%) of the respondents it was indicated that injustice and freedom of speech on journalism curb effectiveness media and reduce quality of information disseminate in Nigeria. The result identify the influence of government control on the activities of NTA, Ilorin in dissemination of Information.

Research Objective four: To proffer possible solution to challenges sabotage the effort of NTA, Ilorin in dissemination of Information.

Table 9:

SN	Items	SA (%)	A (%)	N (%)	D (%)	SD (%)	Remark
1	Balance and fairness in operation of private and government radio owned station will enhance the effectiveness of information disseminate	30(33.70)	40(44.94)	0 (0)	19 (21.34)	0 (0)	Agreed
2	Modern and adequate equipment in media station will ensure quality of information	40(44.94)	20(22.47)	0(0)	7(7.87)	20 (22.47)	Agreed

	disseminate on media station						
3	Proper funding of media will enhance of effectiveness of dissemination of information in private own and government media station	20(22.47)	40(44.94)	0(0)	20 (22.47)	7(7.87)	Agreed
4	Freedom of speech on journalism will ensure effectiveness media in Nigeria	20(22.47)	40(44.94)	0(0)	20 (22.47)	7(7.87)	Agreed

Source: Field Survey, 2025

Table 9 proffer possible solution to challenges sabotage the effort of NTA, Ilorin in dissemination of Information. In item 1, majority of the respondents with 70(78.64%) agreed that balance and fairness in operation of private and government radio owned station will enhance the effectiveness of information disseminate. In item 2, majority of the respondents shows that 60(67.41%) of the respondent agreed that modern and adequate equipment in media station will ensure quality of information disseminate on media station. Also in item 3, it was reflected that most 60(67.41%) of the respondents consented that proper funding of media will enhance of effectiveness of dissemination of information in private own and government media station. Lastly in item 4, it was shown that majority 60(67.41%) of the respondents agreed that Freedom of speech on journalism will ensure effectiveness media in Nigeria.

4.3 Discussion of findings

The challenges of journalism practice in Nigeria. This is the main reason for embarking on this research. From the questionnaires used to carry out this study, the research questions posed are answered below. The discussion of findings is also presented.

Table 6 shows identify the challenges militating against NTA, Ilorin in disseminating information. In item 1, majority of the respondents with 60(67.41%) agreed

that lack of balance and fairness in private owned radio station are due to largely self-censorship than government control. In item 2, majority of the respondents shows that 70(78.64%) of the respondent agreed that lack of modern /adequate equipment sabotage the effectiveness of information dissemination in Ilorin. Also in item 3, it was reflected that most 60(67.41%) of the respondents consented that Inadequate funding of media hinder effectiveness of dissemination of information in private own and government media station. In item 4 the opinion 60(67.41%) of the respondents it was indicated that lack of freedom of speech on journalism curb effectiveness media in Nigeria. The result shows the identify the challenges militating against NTA, Ilorin in disseminating information.

The table 7 provides answers to this research question. The findings revealed that too much of government control, shortage of staff, lack of modern /adequate equipment, poor salary, inadequate funding and Employment of non-professionals are among the major challenges militating against the media in disseminating information. The findings revealed further that among these constraints, close to majority of the respondents indicated that lack of modern /adequate equipment as a major challenge affecting the media in disseminating information. This finding agrees with the observation of Barnabas (2017) who noted that in developing countries like Nigeria, the high cost of exchange rate is affecting the cost of these new media technologies because majority of them are from Europe and Asia. Otolu (2015) also noted that lack of new media technology affects the media in Nigeria.

The question two addresses to what extent is influence of these media challenges on the practice of journalism profession in Nigeria.

The table 4.2.9 answers this question as majority of the respondents agreed to a high extent there is impact of these challenges on media practitioners. In further support of this finding, the table 4.2.11 reveals that Government policies affect media content negatively and according to Ben (2016) the credibility of journalism is being hindered by too much control from government agencies. The table 4.2.14 also reveals that media houses not being able to afford the new media technology serve as a major challenge which affects media practitioners in carrying out their duties.

The question three addresses the influence of government control on the activities of the media in Nigeria. The findings revealed on table 4.2.12 shows that over 50% of respondents agreed that there is impact of government control on the media. Table 4.2.11 reveals that government policies affects media credibility, thus Djankov, et al (2012) observes that though ownership may not be a significant determining factor of media

content, it plays a substantial role in content. They argue on that government monopoly of the media for instance, would distort and manipulate information that would entrench the government in power more, preclude voters and consumers from making informed decisions, and ultimately undermine both “democracy and markets. In further support of this finding, Abdur-Rahman (2013) submits that government control of the media brings manipulation of media content.

Table 9 proffer possible solution to challenges sabotage the effort of NTA, Ilorin in dissemination of Information. In item 1, majority of the respondents with 70(78.64%) agreed that balance and fairness in operation of private and government radio owned station will enhance the effectiveness of information disseminate. In item 2, majority of the respondents shows that 60(67.41%) of the respondent agreed that modern and adequate equipment in media station will ensure quality of information disseminate on media station. Also in item 3, it was reflected that most 60(67.41%) of the respondents consented that proper funding of media will enhance of effectiveness of dissemination of information in private own and government media station. Lastly in item 4, it was shown that majority 60(67.41%) of the respondents agreed that Freedom of speech on journalism will ensure effectiveness media in Nigeria.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of findings

This chapter presents the summary of research findings, conclusions, recommendations.

This according to the critics has greatly affected their performance in the society as the “fourth Estate of Realm”. This consequently propelled the researcher to embark on this research work to find out the challenges confronting broadcast media organization in dissemination of information using NTA, Ilorin branch, Kwara state as case study.

Research questions were drawn on which the analysis of data collected and findings were based. Survey was the method used in the research study and questionnaire was the instruments used to collect data from a total number of eight respondents selected through simple random techniques.

The study revealed that that too much of government control, shortage of staff, lack of modern /adequate equipment, poor salary, inadequate funding and Employment of non-professionals are among the major challenges affecting the media in carrying out their duties.

The research study revealed that lack of new media technology is the major challenge affecting the media in disseminating information.

The study further revealed that government control of the media hinders the media credibility in information dissemination.

5.2 Conclusion

The role of the media in the education and dissemination of information cannot be overemphasized, thus, the study after thorough research, critically came to the conclusion that there are challenges hindering the media factors like corruption, poor communication channels, illiteracy, inadequate infrastructure, poor implementation framework, too much of government control and political instability has continued to pose great challenges to the achievement of sustainable development of Nigeria media.

5.3 Recommendations

Based on the findings of this study the researcher recommends;

1. Regular training should be organised for media practitioners to keep them abreast of developments on the field.
2. It is necessary for journalists who seek funds to obtain current media technology to be in a position to do so. Government should endeavour to organize a loan scheme that addresses such financial needs.
3. The power situation in Nigeria is embarrassingly poor, requiring urgent and effective reaction from government. The current situation where excuses are constantly proffered should be jettisoned. A more realistic approach to solving the problem should be embraced.
4. The media should be free from government control so that the media will be able to objectively inform, educate and entertain the audience adequately.
5. Journalists working in state government owned media station should realize that they are serving the public and not the state chief executives alone and so must pay adequate attention to social responsibility principle of the press.
6. Government-owned media should be encouraged to embark on more advertisements to enable them generate revenue they can rely on in difficult times

and Diverse incentive measure should be introduced and those already in place should be strengthened to boost journalists' morale.

7. To ensure effective and maximum utilisation of new media technologies in the public service broadcasting, efforts should be made by the relevant stakeholders to ensure that broadcasters in the public service are trained properly on how to use digital broadcasting equipment.
8. Government as a matter of policy must ensure that there is total removal of all barriers militating against the acquisition of new media facilities for broadcasting in public service broadcasting.

REFERENCES

- Abdur-Rahman, O. O. (2013). Media and Security in Nigeria, *European Journal of Business and Social Sciences*, Vol. 2(9) pp 1-19,
- Adeseye, F. and Ibagere, E. (1999). *Communication and man: a Theoretical base for the Student*. Akure: Ola-Olu Press.
- Agba, P.C. (2012) International Communication: Principles, Concepts and Issues. In Okunna, C.S. (Ed.). *Teaching Mass Communication; A Multi Dimensional Approach*. Enugu: New Generation.
- Akpan, E. (2009). *Communication and Media Arts: A New Approach to the Basics*. Uyo: Modern Business Press Ltd.
- Agbese, D. (2010). “*The Media and Nigerians in the World Community*: A Paper Presented at the National Workshop on Political Reporting in the Nigerian Media. November 14-15, Abuja.
- Anyaegburam et al (2004) International Communication: Principles, Concepts and Issues. In Okunna, C.S. (Ed.). *Teaching Mass Communication; A Multi Dimensional Approach*. Enugu: New Generation.
- Barnabas, N. G. (2017). The Challenges and Prospects Of The New Media in Public Service Broadcasting In Nigeria, *Global Journal of Arts, Humanities and Social Sciences*, Vol.5(3) pp.1-7.
- Briggs, A. and Burke, P. (2002). *A Social History of the Media*: From Gutenberg to the Internet. Massachusetts: Blackwell Publishers, 2002.
- Ebeze, U. V. (2012). *Media and society*. In C.S Okunna (Ed.), *Teaching mass communication: A multi- dimensional approach*. (pp.273-291). Enugu: New Generation Book.
- Bryant, J. & Zillman, D. (Eds). *Media Effects: Advances in Theory and Research*. Hillsdale, NJ: Erlbaum.
- Gambo, D. (2016). *Why Media Ownership Matters*. Seattle Times: Sunday, April 3, 2016.

Retrieved May 19, 2017 from <http://www.commondreams.org/views05/0403-25.htm>

Hanson, R. E. (2015). *Mass Communication: Living in a media world*. Boston: McGraw-Hill.

Huhtamo, E. (2010). *From Cybernation to Interaction: a Contribution to an Archaeology of interactivity*. In Lunenfeld, P. (Ed). *The Digital Dialectic: new Essay on New Media*. Cambridge, MA: MIT Press

Ibemesi, D. (2007). *The Relevance of the New Information Technologies to the 21st Century Broadcasting in Nigeria*. In International Journal of Communication Nsukka: Communication studies Forum. No. 7.

Marvin, C. (2012). *When old technologies were new: Thinking about Electronic communication in the late nineteenth century*. New York: Oxford University Press

McQuail, D. (2005). *McQuail's Mass Communication Theory* (5thed.)
London: Sage Publications.

McLuhan, M. (2009). *The Gutenberg Galaxy: the Making of a Typographic Man*. Canada: University of Toronto Press, 1962

Mcquail, D. (2007). *Mass Communication Theory* (6th ed). London: Sage Publications.

Murdock, G. and Golding, P. (2009). *Culture, Communication and Political Economy*. In J. Curran & M. Gurevirch (eds), *Mass Media and Society* (4th eds) Great Britain: Holder Arnold.

Nsude, I. (2014). *An Historical analysis of the Internet as a Modern Communication Medium and its role in Globalization*. In International Journal of Communication. Nsukka: Communication stadium Forum. No 1.

Nwosu, I. (2011). *Foundations of Mass Communication*. Enugu: Zik-Chuks Communications.

Sobowale, I. (2015). *Influence of ownership on Nigeria newspaper coverage*. In O.E Nwuneli, (Ed.), *Mass communication in Nigeria: A book of reading* Taiwain: A1-United Industry & Shipping.

- Stein, L., and Sinha, N. (2016). *New Global media and the role of the state*. In Lievrouw, L. A & Livingstone, S. (Eds). *The Handbook of New Media*. Updated Students Edition. London: Sage.
- Williams, F., Strover, S., and Grant, A. E. (2009). *Social Aspects of New Media technologies*. In

KWARA STATE POLYTECHNIC, ILORIN
INSTITUTE OF INFORMATION COMMUNICATION TECHNOLOGY (IICT),

QUESTIONNAIRE

Department of Mass Communication,
Institution of Information and
Communication Technology,
Kwara State Polytechnic, Ilorin.
2025.

Dear Respondent,

LETTER OF INTRODUCTION

I am final year student of the above mentioned institution conducting a research on topic titled “Challenges faced by media in information dissemination with reference to NTA Ilorin branch” Kindly assist by providing honest opinions on the various issues raised in this questionnaire. Your confidentiality is highly assured as the information given will be used for purely academic purpose.

Thank you for the anticipated co-operation.

Yours faithfully,

Oyedepo Ayomide
Damilola

SECTION B

INSTRUCTION: Please tick (√) in your preferred option

BIO DATA

1. What is your gender?

a. Male []

b. Female []

2. What is your age bracket?

a. 24-29 []

b. 30-39 []

c. 40-49 []

d. 50-59 []

e. 60 and above []

3. What is your marital Status:

a. Single []

b. Married []

c. Divorced []

4. What is your highest educational qualification?

a. SSCE []

b. B.Sc./HND []

c. M.Sc. []

d. PhD. []

5. Years of service?

a. 1 - 5 years []

b. 6 - 10 years []

c. 11-15 years []

- d. 16-20 years []
- e. 21 years above []

SECTION C.

Instruction: Please tick (✓) where applicable in the desire option.

Where: SA = Strong Agree, A = Agree, N = Neutral, SD = Strong Disagree, D = Disagree

CHALLENGES FACED BY MEDIA IN INFORMATION DISSEMINATION (A CASE STUDY OF NTA ILORIN)

Research objectives 1: **To identify the challenges militating against NTA, Ilorin in disseminating information.**

Statement	SA	A	N	SD	D
Lack of balance and fairness in private owned radio station are due to largely self-censorship than government control.					
Lack of modern /adequate equipment sabotage the effectiveness of information dissemination in Ilorin					
Inadequate funding of media hinder effectiveness of dissemination of information in private own and government media station					

Lack of freedom of speech on journalism curb effectiveness media in Nigeria					
---	--	--	--	--	--

3. Research objectives **2: To ascertain the influence of these media challenging on the practice of journalism profession in NTA, Ilorin.**

Statement	SA	A	N	SD	D
Lack of balance and fairness in private and government owned media station limit the effectiveness of information disseminate.					
Lack of modern /adequate equipment enhance fake reports dissemination among journalism profession in NTA, Ilorin.					
Mismanagement fund in media station affect the effectiveness of journalism					
Lack of freedom of speech on journalism curb effectiveness media and reduce quality of information disseminate in Nigeria					

Research objectives **3: To understand the influence of government control on the activities of NTA, Ilorin in dissemination of Information.**

Statement	SA	A	N	SD	D
Government owned media abide more government policies which may affect effectiveness of information dissemination					
Some government policies affect media content negatively					
Activities of media stations were control by appointed government agency which may affect qualities of information disseminate					
Injustice and freedom of speech on journalism curb effectiveness media and reduce quality of information disseminate in Nigeria					

Research objectives **4: To proffer possible solution to challenges sabotage the effort of NTA, Ilorin in dissemination of Information.**

Statement	SA	A	N	SD	D
Balance and fairness in operation of private and government radio owned station will enhance the effectiveness of information disseminate					

Modern and adequate equipment in media station will ensure quality of information disseminate on media station					
Proper funding of media will enhance of effectiveness of dissemination of information in private own and government media station					
Freedom of speech on journalism will ensure effectiveness media in Nigeria					