

ROLE OF MEDIA CENSORSHIP ON NEWS CREDIBILITY IN NIGERIA

A STUDY OF NTA NEWS24, CHANNELS TV AND TVC NEWS

MOUNTAIN TOP UNIVERSITY

BY

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A PROJECT REPORT SUBMITTED TO THE

DEPARTMENT OF MASS COMMUNICATION,

COLLEGE OF HUMANITIES, MANAGEMENT AND SOCIAL SCIENCES,

MOUNTAIN TOP UNIVERSITY, OGUN STATE.

**IN PARTIAL FUFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF
BACHELOR OF SCIENCE (B.Sc.) DEGREE IN MASS COMMUNICATION.**

AUGUST 2021

CERTIFICATION

I certify that this research work was carried out by SOMESI MICHAEL SOLAFUNMI at the Department of Mass Communication, Mountain Top University, Ogun State, Nigeria under my Supervisor.

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DEDICATION

This work is humbly dedicated to God Almighty for his unending love and mercies that have helped me all through this journey. Also, I dedicate it to my loving parents for their support and commitment, and to all lecturers of the Department of Mass communication in Mountain Top University who have impacted me greatly.

ACKNOWLEDGEMENTS

My topmost gratitude goes to God Almighty who has remained faithful all through this programme. I acknowledge that my human strength couldn't have achieved this, but for his strong support, I'm able to fulfil this. Appreciation also goes to my project supervisor, Dr Kemi Oriola who ensured that I played my part well and also helped me overcome my weaknesses. May God reward you abundantly sir. Also, my appreciation goes to my Head of Department; Dr. Babatunde Oni who has never been less of a fatherly figure to the department as a whole, his efforts all through the years have left nothing but huge impacts on every area of our lives. Likewise, other lecturers in my department; Prof. Anaeto, Dr. Oriola, Dr. Udeh, Dr. Akila, Dr. Odunlami, Dr Mbaka are all sources of remarkable transformation in my life and I'm very grateful for all they have instilled in me during my four years in this institution. God bless you all immensely. I acknowledge the efforts of my parents, Mr. Somesi Sunday, Mrs. Somesi Kehinde and Mrs Timothy Grace for all their supports, love, giving, prayers and commitment. You both shall reap the fruit of your labour in Jesus name. To my wonderful and extraordinary siblings who have offered support in their most possible way, I say a big thank you for supporting me. Also, to my spiritual teachers Pastor Olumide Adesina, Dr. Young Ademola and Pastor Olumide Tanimowo. God bless you all for your wonderful prayers, and words of encouragement which you render, even indirectly. May the good Lord reward you. I'll like to acknowledge people around me that have ensured that the success of this project was made possible, words are not enough to qualify my gratitude. I'm very grateful for the times you saw me at my worst and still believed that I could do it, thank you for all you do, I'm deeply grateful. Also noteworthy of the people are: Onyeberechi Glory, Arungbemi Bunmi, Owoeye Titi, Usuh Precious, Iwerriabor Isioma, Oyekan Lolade, Yusuf Joseph and many more that I cannot mention. I appreciate your efforts and support all through and I wish you greater heights in your endeavours. Finally, the members of staff of Mountain Top University, Ogun State, Nigeria, are worthy of appreciation, for all their positive parts towards making my undergraduate journey a success. And to all those who contributed directly or indirectly to the accomplishment of this work, I say thank you for your contributions. God bless you all.

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ABSTRACT

This research work empirically analyzed media ownership and the credibility of news reporting in Nigeria. The objectives of this study were to examine whether political and personal ideological difference affect objective reportage among journalist, to examine whether ownership of media organization influence objectivity in news reportage, to investigate if media organization adhere to journalistic guidelines, to investigate the extent to which objectivity affect the credibility and prestige of media organization. The scope of the study is media organizations in Nigeria, The Social Responsibility Theory was used as a framework. The research design used for this study is survey, the population targeted for this study consists of 1400 staffs of NTA News24, staffs of Channels TV and staffs of TVC News. 400 staffs were used as sample size and cluster sampling technique was applied. Instrument used for this study is the questionnaire. Data collected were collected from primary sources. From the analysis of the data, the findings shows that sometimes political and personal ideological difference affect objective reportage among journalist, ownership of media organization sometimes influence objectivity in news reportage, media organization do not always adhere to journalistic guidelines, objectivity affect the credibility and prestige of media organization. Following the findings, it was recommended that political and personal ideological difference should not affect objectivity in news reportage among journalist, ownership of media organization should not influence objectivity in news reportage, media organization should always adhere to journalistic guidelines, objectivity affect the credibility and prestige of media organization, thus media organizations should always be objective in their news reportage. The study concludes that objectivity and credibility in news is the best.

Keywords: news credibility, mass media, ownership of media, NTA News24, Channels TV, TVC News.

CHAPTER ONE

INTRODUCTION

1.1. Background to the Study

The globe is rapidly becoming communication, in which the mass media play a crucial role, is a necessary tool in this process. Since its inception, the media have played an active role in this regard. In a democratic society, the role of the media as a watchdog is essential. Communication scholars and political economists have been interested in the nature of media censorship and how it affects their functions and operations since the dawn of mass media. The media speak for the people, represent the interests of society and curb the power of government. Okoro (2013).

They are also vehicles for conveying messages that have the potential to transform communities into countries. They are sources of information. Individuals, communities and governments can all benefit from the capacity of the media to improve their thinking processes and models. ((Drost, 2011). The media have the capacity to correct certain beliefs and impressions that people have on particular issues. A powerful weapon to change behavior According to Jibo (2003), the Nigerian media were a major political actor in the country long before forming a unified political entity and have continued to play a central role in national politics since then. behind the establishment of democracy in every system of government in the country. However, the position of the media is a double-edged sword: in addition to motivating and influencing the will and decisions of the people, the media can also be used against them in various ways.

The quality of information provided by the media to the public influences the quality and direction of their opinions, especially in matters of public policy. The nature and quality

of information, as well as the reliability of information, will be determined by censorship. Therefore, the aim of this research is to examine the effects of media restriction on news credibility in Nigeria.

1.2. Statement of the Research Problem

From a legal point of view, article 22 of the Nigerian Constitution of 1999 states that "the press, radio, television and other mass media agencies must always be free ... role, many journalists have lost his life. (Jide, 2018). The degree of media freedom affects the ability of the media to play their roles. It is in this context that the researcher envisaged studying the roles of media censorship on current affairs. credibility in Nigeria. Where media censorship is severe, press freedom will be minimal and thus hamper the growth of democracy in Nigeria.

1.3. Objectives of the study

The aim of this study was to analysis the role of media censorship on news credibility in Nigeria. The specific objectives are to:

1. examine whether political and personal ideological differences affect objective reportage among journalist.
2. examine whether ownership of media organization influences objectivity in news reportage.
3. investigate if media organizations adhere to regulatory guidelines.
4. investigate the extent to which objectivity affect the credibility of news content in the perception of the public.

1.4. Research Questions

This study will be guided by the following research questions:

1. To what extent do political and personal ideological differences affect objective reportage among journalist?
2. To what extent does ownership of media organizations influences objectivity in news reportage?
3. How do media organizations adhere to regulatory guidelines?
4. To what extent does objectivity affect the credibility of news content in the perception of the public?

1.5 Research Hypothesis

The study is guided by the following hypothesis:

H₀: There is no significant relationship between censorship of media organizations and the objectivity of reporting.

1.6. Significance of the Study

The importance of genuine news cannot be overstated as it guarantees development. This study is conducted empirically to examine and to ensure the reliability of information. The value of this study to investors, government and researchers is that it will provide policy advice to various Nigerian governments. In the broadcasting sector, stakeholders are taking appropriate measures to encourage rapid investment in capacity. TV station reforms such as the licensing of online radio and TV stations, has had an impact on the industry in recent years and studies on the effects of media censorship on news credibility in Nigeria will be subject to further testing. It will complement all the existing knowledge on the issue. Academics will find the research interesting. It basis for future studies and as a reference tool for academic articles. Also inform the government about what is happening in the media sector, as well as to guide policy formulation and implementation. This study will also be

useful to investors, especially those interested in research, as it will help them make private investment decisions.

1.6. Scope of the Study

This study aims to analyze media censorship on news and credibility in Nigeria, with particular reference to NTA News 24, TVC News and Channels News.

1.7. Operational Definition of Terms

The following terms have been defined operationally.

- **Media:** communication points or tools used to store and deliver information in the form of data.
- **Credibility:** the quality of being credible or trustworthy. The objective and subjective components of the credibility of a source or a message.
- **Reporting:** a report or a declaration which details an event, a situation generally resulting from an observation or an investigation. Give an oral or written account of something observed, heard, done or studied.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The chapter deals with the literature review on the roles of media censorship on the credibility of information in Nigeria. It involves various definitions of mass media, news distortion and the history of media ownership in Nigeria, review of empirical studies, theoretical review, and structural theory.

2.2 Conceptual Framework

In this section, the basic relevant concepts were reviewed. These include mass media and the society, news distortion, among others.

2.2.1. The Mass Media and the Society

The term “mass media” refers to a wide range of use mass communication to reach large audiences. The term “mass media” refers to any channel through which information can be sent by one person to a large, dispersed and diverse audience. They also refer to the information, ideas, knowledge and culture are disseminated to large numbers of people. Mass media, according to Nwosu (1996), is a technical means of communication that refers to the equipment used communication situation to move messages remotely or in time. The means by which this communication is effected there are a variety of business opportunities in this place. Technologies used as channels for a people to communicate with a larger group of people are called mass media.

1. Digital media include both the Internet and mobile mass communication.
2. Internet media includes services such as email, social media sites, websites, and Internet radio and television.

3. External media transmit information through media such as AR advertising; signposts; airships; flying display panels (signals following the aircraft); signs or kiosks placed inside and outside of buses, commercial buildings, shops, sports stadiums, metro cars or trains; panels; or skywriting.
4. Print media transmit information through physical objects, such as books, comics, magazines, newspapers or brochures.

The three main responsibilities of the media are to educate, to shape public opinion and to support a certain policy or point of view. As educational tools, the media can be used to encourage socially useful acts as well as to impart knowledge. The media can help organizations gain credibility and respect among public health thought leaders, stakeholders and other gatekeepers by serving as a public relations tool. Finally, as an advocacy tool, the media helps leaders set a political agenda, lead debates on controversial issues, and gain support for specific viewpoints.

2.2.2 Media censorship

The suppression of other information is called censorship. This can be justified if the content is found to be offensive, harmful, sensitive or "annoying". Governments, commercial institutions and other regulatory entities can all engage in censorship. There are a number of reasons to censor anything, including the following: Maintaining political power, protecting military secrets, or cracking down on immoral or anti-religious acts. Although it is often seen through the prism of government regulations, this process can be conducted outside of anyone, including private organizations, religious organizations, and even schools. This is why we need to be proactive in addressing the perceived advantages and disadvantages of censorship. When it becomes acceptable to limit the actions, words and thoughts of a group of individuals, this opens the door for other groups in society to be targeted as well. On the Internet and in the media at large, general censorship is used for a variety of alleged reasons

including national security and to regulate obscenity and child pornography. It is also used to safeguard children and others who are vulnerable.

Key Takeaways: Media Censorship

1. Media censorship is the removal, modification or prohibition of written, oral or photographic information from books, newspapers, television and radio services and other media sources.
2. Censorship can be exercised by governments, businesses and academic institutions.
3. Certain uses of censorship, such as protecting the identity of victims of crime or preventing defamation, are not controversial.
4. It is not against the law for the authors, publishers, or other creators of information censoring their own works.

You may not be aware of it, yet there is censorship in the media. There are times when the length of a news story is shortened by omitting some material, and other times when subjective decisions are made in some cases, these choices are made in order to preserve a person's privacy, in other cases, to protect media outlets from business or political ramifications, and in still other (Glenn 2020).

2.2.3 The Concept of News as a Media Content

Random House Dictionary of English Language defines news as "a report of recent events; intelligence, information." Information on current events or happenings is provided to one as fresh information by the Oxford Dictionary, which defines it thus way: "New events are reported on or discussed in the media."

The mechanism through which information is disseminated to a large audience is known as mass media. Newspapers, television, radio, and, more recently, the Internet are examples of this. The news media in Nigeria refers to all organizations that deliver news through mass media.

The primary approaches to media content as a significant variable in and of itself within political communication research are reviewed in this chapter. We define 'content' as the entire range of visual and linguistic information carried in the media, principally the traditional mainstream professional media, but increasingly by smaller, more interactive, and targeted channels. Content is no longer easily segregated into a of well-defined periodicals and broadcast shows.2012 (Stephen)

News content is a good place to look for important patterns and regularities in the symbolic environment, and from there, conclusions can be drawn about the influencing that environment (Reese, 2001b) or how citizens are likely to be influenced. The substance of news media can be as varied as life itself, so it's crucial to know what to look for. We can narrow the main qualities of interest in a variety of ways. We haven't included many examples from more interpretive and qualitative approaches to content, preferring to focus on external validity with research that use more systematic ways to make broad generalizations about content. News content, taken as a whole, creates a power map for the larger political system. We don't expect news to quasi-'census,' delivering a precise representation of how people, locations, and responsibilities are dispersed in society. We definitely have certain expectations for press performance in terms of qualiairness, and accuracy, given the role of news in the political process. We can use this representation to compare our content metrics. News is both a reflection of power and a place where power is worked out. We shouldn't be shocked to see differences in representation based on gender, race, class, and geography, as this reflects the current distribution of privilege inside the system. However, we should not

anticipate news as a social space to be used to exclude newcomers, diminish key views, or degrade the democratic process by sensationalism. All of these aspects of press performance can be aided by a thorough comprehension of news content.

2.2.4 News Credibility

We define credibility in this context as the likelihood that something informs - or, at the very least, does not deceive. We also define information as the process of improving one's image of the world, that is, the process of forming specific beliefs that can be used to make decisions. Cheating, on the other hand, means putting one's worldview at risk. on the other hand, it endangers its vision of the world. So to put it another way, credibility is the likelihood that something allows a person to form accurate beliefs and use them to make effective decisions, especially those that are important to them, or at least avoid diminishing the correctness of their own beliefs or the effectiveness of their decisions.

The most frequently mentioned categories of trust are accuracy and completeness. According to previous study, credibility or confidence in the news is built on four or five primary elements, the most important of which are accuracy, balance, and fairness. Connected to trust, according to Americans, is accuracy. Some people pose queries such as What Qualifies as a Reliable News Source? Transparency: Reputable news organizations explicitly label opinion columns as such, declare conflicts of interest, specify where material was received and how it was verified in stories, and provide links to sources.

As it pertains to the message, messenger, media source, and receiver, credibility is a broad research topic (Roberts, 2010). Most of the time, the receiver's

intuition determines the message's believability (McCroskey and Young, 1981; Self, 1996). According to Ernst et al., (2017), there are three key categories in which news credibility is assessed: media credibility, message credibility, and source credibility. Differences and distance between journalists and the general public may be significant variables influencing the general people's perception of the news media (Gaziano et al., 1987).

According to a poll of media educators and editors of daily newspapers in the United States conducted by Dickson et al. (2001), the two groups had comparable concerns about public trust and media responsibility, and both considered public journalism as a viable means of boosting media credibility.

According to Golan (2010), source credibility research often focuses on the message source's attributes, whereas through which the message is conveyed.

2.2.5 History of Broadcasting in Nigeria

The colonial government passed legislation to stifle the press. In 1903, a series of "publisher's obligations" was enacted, requiring authorities to keep a copy of every issue of a newspaper. An anti-publishing law was passed in 1909, threatening with "two years in prison" those who promote anti-government views through "statements or writings." Lugard put in place censorship when needed in 1917, taking advantage of World War I.

The 1956 Nigerian Broadcasting Corporation Ordinance declared that "the corporation may carry on all such activities as may appear 'requisite, advantageous, or expedient,' and may establish, maintain wire distribution services. "This law was the first in Nigerian history to establish a legislative framework for the development of broadcast media.

The Nigerian press underwent significant technical and institutional changes when the country gained independence in 1960. The London Mirror Group sold a Foster press to the

Daily Times, which transformed newspaper production in the country. At the end of the year, New Nigerian, based in Kaduna, was 100% government-owned. General Yakubu Gowon's contribution to media regulation was the Emergency Decree of 1966, which legalized the arrest and detention of citizens without a warrant, as well as the authorization of the Inspector General of Police and other officers of the same rank or above to search any office, or the premises of a newspaper in Nigeria without warrant or notice. In 1967, the regime issued another decree, this time titled 1967 Newspaper Ban Decree.

The Babangida administration annulled Decree No. 2 of 1984 and reintroduced Decree No. 2 of 1984, titled State Security (Detention of Persons), which was used to mercilessly deal with the press. Also promulgated by the administration was the Nigerian Press Council Decree No 85 of 1992, which formed the Nigerian Press Council to deal with public complaints about journalists' professional conduct. Moreover, on April 9, 1992, the administration issued another Decree titled Concord Group of Newspaper Publication (proscription and prohibition from circulation) Decree No 14 1992, which limited the court's ability to intervene in any act carried out in accordance with the Decree, which was repealed on May 11, 1992 by the promulgation of another Decree titled Concord Group of Newspaper Publication (proscription and prohibition from circulation) Decree No 14 1992.

Media Deregulation in Nigeria

General Ibrahim Babangida's administration issued Deregulation of Broadcasting Decree No. 38 in 1992, which formed the National Broadcasting Commission, NBC, as well as a new pattern of ownership and control and injected competition into the broadcast business. The number of broadcasting stations in Nigeria has climbed to 394, up from less than 30 before deregulation, as a result of the revolution in the Nigerian broadcast business (NBC, 2009). The print media profited from the liberalization as well, with expanded press

freedom. This resulted in the birth of numerous newspapers and periodicals, thus expanding Nigeria's media. In 1992, the government agreed to give licenses for the formation of private radio and television stations, in accordance with deregulation principles.

TVC News is a Nigerian 24-hour television channel owned by Continental Broadcasting Service Nigeria Ltd. Now TVC Communications based in Lagos. The channel airs on British Sky Broadcasting Group Plc. (BSKYb) in the UK, Naspers Ltd. (NPN)'s DStv and StarTimes in Nigeria, and Multi TV in Ghana. It was founded in 2012 with its slogan "first with breaking news."

2.3 Theoretical Framework

2.3.1 The Gatekeeping Theory

In today's media climate, the function of a gatekeeper within journalism is critical. Gatekeepers ultimately construct and conduct what is disseminated to the general public, determining what will become the public's social reality and worldview (Shoemaker & Vos, 2009).

Because of the high consumption rates of clickbait, fake news, and non-journalistic social media pages, gatekeeping theory is required. This is because professional journalists must exercise control over news production, and audiences must have access to a controlled system for instructional and current news (Groshek & Tandoc, 2016).

All of this boils down to the public's desire for credibility. The audience wants to know that what they're reading is accurate and honest, and because a journalist's traditional purpose is to serve the public and uphold ethical standards, gatekeeping is still important in today's diversified media environment. The problem with journalism's credibility and professionalism is that the majority of journalists must be able to uphold these standards in

order to distinguish themselves from the overcrowded fake news and clickbait stories that dominate our media environment.

As a result, we require gatekeepers to assist in dissecting this, bringing out the truth in the news, and establishing an honest public realm capable of regulating professional standards.

In actuality, the two definitions are extremely different, with censorship referring to the suppression of ideas that are contrary to one's political, social, or moral beliefs, and gatekeeping referring to efforts to maintain the quality of material presented in a specific venue in its broadest sense.

2.3.2 The Source Credibility Theory

The source credibility hypothesis is a well-established theory that describes how the perceived legitimacy of the communication's source influences its persuasiveness. Aristotle separated persuasion into three categories: ethos (trustworthiness), pathos (passion), and logos (persuasion) (logic).

As a result, censorship enters the communication process and may have an impact on media credibility: either because media control has the potential to directly affect the message and sources, or because the dictator's dilemma forces the government to consider whether the official narratives are actually accepted by its citizens.

Though few studies directly examine the relationship between censorship and media credibility, a number of noteworthy works suggest that the two notions may be linked.

As a result, censorship may have an impact on media credibility by influencing people's perceptions of various sources and information. My research aims to learn more about how media restriction can influence consumers' everyday media

consumption habits and political perspectives, hence increasing or decreasing the credibility of information. It's a useful addition to earlier work in this subject since it shows how citizens react to the impact of media control on news credibility when they hear rumours that can't be proven or refuted right away. It may also help us better understand why authoritarian countries' censorship can have uneven results.

According to Potter (2006), a news organization's ability to thrive monetarily weakens when its credibility suffers. Similarly, Wilmot (2006) claims that when journalists lie, they endanger the entire society in a comparative analysis of the consequences of unethical behaviour among journalists.

2.4 Empirical Framework

Apuke (2016) carried out research in Nigeria on journalists' perceptions of news commercialization and its impact on media credibility. The sample size was 75 journalists registered with the NUJ in the Jalingo metropolis. For analysis and interpretation, frequency counts and simple percentages were utilized. News commercialization, according to the findings, has an impact on objectivity and balance in reporting.

Rishante (2014) did research on objectivity in television news reporting: an assessment of the "occupy Nigeria movement" (oil subsidy protest). The survey looked at the opinions of 266 people in Plateau's Jos South local government district. According to the findings of the study, television news reporting can only be accomplished if reporters follow their journalistic ethical principles and are permitted to practice freely without influence from media owners or the government.

"The Media, Good Governance, and Sustainable Development: A Critical Nexus," according to Ojenike (2016).

The study investigates the relationship between media and governance, media and sustainable development, and the interplay between media, governance, and sustainable development. The study's findings found that there is no direct causal link between media role, good governance, and long-term development. Findings reveal, however, that if the media is properly positioned, it may improve good governance by disclosing and exposing government shady activities, publicizing citizens' demands and requirements, and presenting the effects of government policies and action through media outlet. As a result, the presence of a good media structure may be indirectly necessary for long-term development.

In a research titled "An Appraisal of Mass Media Role in Consolidating Democracy in Nigeria," Santas (2016) discovered that Nigerian media has been actively involved in establishing democratic structures since the country's birth as a nation state.

According to the report, the masses had a significant role in Nigeria's restoration to democracy. This was accomplished through the media's critical condemnation of military juntas, citizen mobilization to participate in the establishment of democratic values, the exposure of cases of corruption, and the holding of public officials accountable to the people. Despite their excellent performance in promoting democracy, Nigerian media faces a number of challenges, including ethnicity, a lack of adequate modern communication devices, pressure from pressure groups and the government, ownership issues, corruption, poor welfare, and security concerns, to name a few. For the Nigerian media to serve as a tool for democracy stabilization, it must uphold the profession's ethics and deal with any examples of unethical behaviour among its members. The government, on the other hand, should genuinely promote the noble profession by fostering a conducive environment for journalists to work in his paper "The Role of Media in Good Governance: Paid News Culture of Media and the Challenges to Indian Democracy," Ashraf (2014) found that in a democratic society, the active and watchful engagement of mass media is vital. The belief that the media speaks

for the people, represents society's interests, and acts as a check on the government is crucial. This procedure ensures that the government is transparent and responsible. The media plays a role in ensuring effective governance through this function. However, in today's changing social environment, the sacredness of media has been called into doubt in every community. It is extremely concerning in India, as the world's largest democracy. The threat of paid news is the most recent and widely discussed moth-eaten condition in the country's mainstream media.

2.5 Summary of Literature Review

The first section of the chapter is devoted to a review of the literature on the impact of media control on news credibility in Nigeria. The goal of this study is to determine whether the public is aware of the impact of censorship on news credibility and whether the problem is perceived as a threat to news integrity. Finally, the impact of various mindsets on public perceptions of news reliability is explored in this research. This chapter examines the literature on media credibility, censorship in Nigeria, and public perceptions of news reliability.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter covers the methodology of this study. Key issues discussed includes; data collection, sampling technique, instrument for data collection, method of data analysis among others.

3.2 Research Design

The descriptive survey research design was used in this study. It is used as an assessment tool to provide data on which to make valid decisions. It also serves as a starting point for future research. Information obtained in a survey is usually responses to prepared questions posed to respondents. This research approach was chosen because it allows the collection of facts and information from a wide range of respondents without incurring significant costs, making it ideal for this study. The use of survey is a favourable option for the following reasons:

- It is accurate
- It is structured and can capture time change.

This design is objective in the sense that the personal bias of the researcher is not allowed in findings.

3.3 Population of the Study

The population included staff of NTA News24, staff of Channels TV and staff of TVC News. The study location for this study was Lagos with a population of 1200 staff. However, the population target for this study was Broadcast journalists.

3.4 Sample Size

A sample is a depiction of a bigger population in a smaller size. It enables the researcher to make choices that ensure that all aspects of a population are well represented. The quantitative method was used to determine the sample size for this investigation. The study's sample size was 400 employees. The sample size allowed the researcher the time and ability to contact all respondents within the study's time range. In terms of acquiring accurate, reliable, and valid data for correct generalization of research findings on behalf of the entire community, the sample size was manageable.

3.5 Sampling Technique

The method by which respondents are selected for the study is known as the sampling methodology. This is the method by which respondents will be selected for the study. Intentional sampling was used in this research. Intentional sampling, according to Neuman (2011: 267), is a non-random sample in which the researcher uses a variety of techniques to find all the potential cases of a very particular and hard to reach population. **Intentional** sampling (also known as discretionary sampling) is a useful

sampling method in unique circumstances. sampling strategy allows a researcher to select cases that have the information necessary for the objectives of the study.

Targeted sampling, according to Patton (2002), focuses on the selection of information-rich cases whose examination sheds light on the questions under consideration. Accordingly, the topics are chosen because they are both informative and possess the necessary traits. In this scenario, the intentional sampling technique was used to select 400 information-rich respondents to represent media professionals (journalists) at the research location.

3.6 Instrument for Data Collection

This is a method of collecting data for each research project. The importance of this is to ensure that the required data is collected accurately and cost-effectively. The tool used for this study is the questionnaire. The questionnaire consists of open and closed questions to guide respondents in answering the questions. The questionnaire for this study consists of 3 sections which are sections A, B and C, section A contains 3 elements, section B contains 4 elements while for section C it contains 7 elements which summarize 13 elements contained in all sections of the questionnaire.

The researcher used the questionnaire for this study because it is simple to administer, it is relatively easy to analyze, the format is familiar to most of the interviewees, the interviewee has time to reflect on his answers; they are generally not required to respond immediately, they are easy to analyze, and information is collected in a standardized manner.

3.7 Validity and Reliability of Instrument

Content validity was used to determine the validity of the tool. In most cases, the validity of the content is determined based on the knowledge of people familiar with the subject under consideration (Drost, 2011). The questionnaire was assessed by the supervisor, who looked for grammatical errors and ambiguity in all characteristic and component sections. It was also handed over to two other communications experts, who read and corrected it.

To validate the tool, scholarly comments and corrections were implemented. In order to ensure the reliability of the tool, a pilot was carried out to assess the internal consistency of the tool and this study took place in selected areas outside the study area. thirty (30) respondents composed of men and women outside the sample size (7.5% of the total sample size) were involved in responding to the tool for their accessibility to businesses media. The tool was completed, collected and subjected to statistical analysis to determine the coefficient of reliability of the tool and the adequacy of the questionnaire items using the moment correlation of the Pearson product. The study was conducted with the acceptability of the tool.

X	Y	X	Y	XY
1	2	1	4	2
3	4	9	16	12
5	6	25	36	30
7	8	49	64	56
9	10	81	100	90
11	12	121	144	132
13	14	169	196	182

15	16	225	256	240
17	18	289	324	306
19	20	361	400	380
21	22	441	484	462
23	24	529	576	552
25	26	625	676	650
27	28	729	784	756
29	30	841	900	870
225	240	4495	4960	4340

7.5% of 400 = 30

$$r = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{[N\sum x^2 - (\sum x)^2][N\sum y^2 - (\sum y)^2]}}$$

$$r = \frac{30 \cdot 4340 - (225)(240)}{\sqrt{[30 \cdot 4495 - (225)^2][30 \cdot 4960 - (240)^2]}}$$

$$r = \frac{130200 - 54000}{\sqrt{(134850 - 50625)(148800 - 57600)}}$$

$$r = \frac{76200}{\sqrt{84225(91200)}}$$

$$r = \frac{76200}{\sqrt{7681320000}}$$

$$r = \frac{76200}{87643.14}$$

$$r = 0.8694$$

$$r = 0.9$$

Reliability coefficient of alpha level of 0.9 and standard alpha level of 0.9 were obtained. The reliability coefficient considered adequate for internal consistency of the instrument.

3.8 Method of Data Collection

Data collected for this study was collected from primary sources. Primary data will be collected using a questionnaire which will be self-administered to respondents and also extracted from them in the same way. The instrument was administered to personnel by all three stations in order to avoid the problem of bias.

3.9 Method of Data Analysis

The results of the data collected were collated and statistically analysed using simple percentage to find out the extent to which one variable is responsible to the other. The tables will be organized to summarise the facts revealed via enquiry and to present them in such a way that all the imported factors contained in the data under review are displayed.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1. Introduction

In this chapter, the researcher tends to deal with the analysis and presentation of data collected in the course of this project. A total of 400 copies of questionnaire were administered in the area under study and 372 copies were retrieved from the respondents. This represents 93% return rate.

4.2. Data Presentation/Analysis

Demographic characteristics of the Respondents

Table 1: Sex of Respondents

SEX	FREQUENCY	PERCENTAGE
Male	150	40.32%
Female	222	59.68%
Total	372	100%

The response to table 1 shows that 150 or 40.32% of the respondents are male while 222 or 59.68% are female. This shows that the female responded more to the questionnaire than the male.

Table 2: Age distribution of Respondents

AGE BRACKET	FREQUENCY	PERCENTAGE
20yrs – 29yrs	187	50.27%
30yrs – 39yrs	109	29.30%
40yrs – 49yrs	45	12.10%
50yrs and above	31	8.33%
Total	372	100%

Response to table 3 above reveals that 187 or 50.27% of the respondents are in the age bracket of 20 – 29, 109 or 29.30% fall between the age bracket of 30 – 39, 45 or 12.10% fall between the age bracket of 40 – 49 while 31 or 8.33% are in the age bracket of 50 and above.

Table 3: Marital status of respondents

MARITAL STATUS	FREQUENCY	PERCENTAGE
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Single	265	68.83%
Married	113	30.38%
Divorcee	1	0.27%
Separated	2	0.54%
Total	372	100%

The above result shows that 265 or 68.83% of the respondents are single, 113 or 30.38% are married, 1 or 0.27% of the respondents are divorcee while 2 or 0.54% of the respondents are widows/widowers.

Table 4: Respondents views on whether political and personal ideological difference affect objective reportage among journalist

RESPONSES	FREQUENCY	PERCENTAGE
Agreed	93	25%
Disagreed	279	75%
Total	372	100%

The response shows that 93 or 25% of the respondents agreed that political and personal ideological difference affect objective reportage among journalist while 279 or 75% of the respondents disagreed that political and personal ideological difference affect objective reportage among journalist. This implies that 75% representing majority disagreed that political and personal ideological difference affect objective reportage among journalist, thus political and personal ideological difference do not affect objective reportage among journalist from the period under review.

Table 5: Respondents views on whether ownership of media organization influence objectivity in news reportage

RESPONSES	FREQUENCY	PERCENTAGE
Agree	4	1.07%
Strongly Agree	80	21.51%
Disagree	119	31.99%
Strongly Disagree	169	45.43%
Total	372	100%

The response shows that 4 or 1.07% of respondents said that ownership of the media organization always affects objectivity in news reporting, 80 or 21.51% of respondents said that ownership of the media organization Media organization most often affects the objectivity of news reporting, 119 or 31.99% of respondents said that ownership of the media organization sometimes affects objectivity in news reporting, while 169 or 45.43% of respondents said that ownership of the media organization does not affect the objectivity of news reporting at all.

Table 6: Respondents views on whether media organization adhere to journalistic guidelines

RESPONSES	FREQUENCY	PERCENTAGE
Agree	279	75%
Disagree	93	25%

Total	372	100%
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The response shows that 279 or 75% of the respondents said that the media organization adhere to journalistic guidelines while 93 or 25% of the respondents said that the media organization adhere to journalistic guidelines.

Table 7: Respondents views on the extent to which objectivity affect the credibility and prestige of media organization

RESPONSES	FREQUENCY	PERCENTAGE
Strongly Agree	243	65.32%
Agree	96	28.81%
Disagree	11	2.96%
Strongly Disagree	14	3.76%
Total	372	100%

The response shows that 243 or 65.32% of respondents said that objectivity greatly affects the credibility and prestige of the media organization, 96 or 25.81% of respondents said objectivity on average affects credibility and the prestige of the media organization, 11 or 2.96%. of respondents said that objectivity slightly affects the credibility and prestige of the media organization, while 14 or 3.76% of respondents agreed that objectivity does not affect the credibility and prestige of the media at all media organization. This implies that objectivity affects the credibility and prestige of media organizations.

4.3 Testing of Hypothesis

In this section, the hypothesis expressed earlier in the study is tested to achieve the objectives of the research work. Therefore, the hypothesis is reformulated, the variables involved are identified and the Chi-square (χ^2) was adopted as a statistical tool to test the significant relationship between the variables. The decision rule: if the value P (probability value) is less than the value of the significance level (0.05); reject the null hypothesis (H_0). Otherwise, accept the H_0 . Research hypothesis

The objective was to examine whether ownership of media organization influence objectivity in news reportage. To achieve this objective, the researcher formulated a null hypothesis

H_0 : There is no significant relationship between ownership of media organization and objectivity in news reportage.

Data for computation Chi-square for Hypothesis

RESPONSES	FREQUENCY	PERCENTAGE
Always	4	1.07%
Most times	80	21.51%
Sometimes	119	31.99%
Not at all	169	45.43%
Total	372	100%

Table 8: Test of Hypothesis

Responses	Observed values (O)	Expected values (E)	(O-E)	(O-E)²	(O-E)²/E
Always	4	93	-89	7924	85.2
Most times	80	93	13	169	1.82
Sometimes	119	93	26	676	7.27
Not at all	169	93	76	5776	62.11
Total	372	372			156.4

Summary of Chi-square Output for Hypothesis

Decision Rule:

Compare the p-value with 5% significance level (0.05), if; P –value < 5% level of significance; reject the Null hypothesis (H₀), if P – Value > 5% level of significance; accept the Null hypothesis (H₀)

$$X^2 = \sum \frac{(\text{observed} - \text{expected})^2}{\text{expected}}$$

$$X^2 = 156.4$$

Significant level 0.05,

Degree of freedom (4-1) * (2-1) = 3*1 = 3

Critical value for 0.05 probability level (7.815)

Interpretation of Results

A Chi-square test was computed to find out whether ownership of media organization influence objectivity in news reportage. There was a positive relation, since X² statistics

(156.4) exceed the critical value for 0.05 probability level (7.815), we reject the null hypothesis and conclude that there is significant relationship between ownership of media organization and objectivity in news reportage.

4.3. Discussion of Findings

At the beginning of this research work, four research questions were developed to direct the course of this study. Also, the questions in the questionnaire were designed in a way that it tallies with the research question and at this point, the research questions of the study have been tested in relation to the responses of the respondents to the relevant questions on the questionnaire.

Research question 1: Does political and personal ideological difference affect objective reportage among journalist?

This question was answered in Table 4. Table 4 showed that 93 or 25% of respondents agree that the political and personal ideological difference affects objective reporting among journalists while 279 or 75% of respondents disagree that the political and personal ideological difference affects objective reporting. between journalists. This implies that the 75% representing the majority do not agree that the political and personal ideological difference affects objective reporting among journalists, therefore the political and personal ideological difference does not affect objective reporting among journalists. of the period examined. This is consistent with the findings of Apuke (2016) who found that news marketing affects the objectivity and balance of reporting.

This is also consistent with the assumptions of the gatekeeping theory proposed by Kurt Lewin in 1943, which assumes that the gatekeeper decides which information will be released and which will not, in the interests of the company.

Research question 2: Does ownership of media organization influence objectivity in news reportage?

This question was answered in Table 5. Table 5 showed that 4 or 1.07% of respondents said that ownership of the media organization always affects objectivity in news reporting, 80 or 21, 51% of respondents said ownership of media organization most often affects the objectivity of news reporting, 119 or 31.99% of respondents said ownership of media organization has Sometimes it affects objectivity in news reporting while 169 or 45.43% of respondents said that ownership of the media organization does not affect the objectivity of news reporting at all. This implies that the media help them to enlighten them on their right to hold the government to account. This is consistent with the findings of Rishante (2014) who found that television reporting can only be done if journalists follow their journalistic ethical guidelines and are also allowed to practice for free without interference from media owners and the government.

This is consistent with the assumption of social responsibility theory. The theory prescribes ethical standards by which the media should operate within the framework of their unwritten obligations to society. The theory assumes that the media must be truthful, accurate, fair, objective and relevant.

Research question 3: Do media organization adhere to journalistic guidelines?

This question was answered in Table 6. Table 6 showed that 279 or 75% of respondents said the media organization adheres to journalistic guidelines while 93 or 25% of respondents said the media organization adheres to journalistic guidelines. This is consistent with the findings of Santos, Tsegay and Ogoshi, John Dogara (2016) who found that the Nigerian media has played an active role in establishing democratic structures since the country's inception as a nation state.

This is consistent with the assumption of social responsibility theory. The theory prescribes ethical standards by which the media should operate within the framework of their unwritten obligations to society. The theory assumes that the media must follow agreed codes of ethics and professional conduct; and in certain circumstances, the government may need to intervene to protect the public interest.

Research question 4: To what extent does objectivity affect the credibility and prestige of media organization?

This question was answered in Table 7. Table 7 showed that 243 or 65.32% of respondents said objectivity greatly affects the credibility and prestige of the media organization, 96 or 25, 81% of respondents said objectivity affects the credibility and prestige of the media organization on average, 11 or 2.96% of respondents said objectivity slightly affects the credibility and prestige of the media organization, while 14 or 3.76% of respondents agreed that objectivity does not affect the credibility and prestige of the media organization at all. This implies that objectivity affects the credibility and prestige of media organizations. This is consistent with the results of Ojenike, B., Adedokun SO, Odugbemi,

J.B and Ojenike, J.O (2016) who found that if the media are positioned effectively, they can improve good governance through the disclosure and exposure of questionable government practices; make citizens' needs and requirements known, present the impacts of government policies and actions through the media. Therefore, having a good media structure could indirectly be essential for sustainable development.

This is consistent with the source theory credibility hypothesis proposed by Hovland, Janis and Kelley in 1953. This assumes that people are more likely to be persuaded to accept a story when they perceive the source as credible.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1. Introduction

This chapter deals with the summary of this study, conclusions from the findings and recommendations which can be used for policy making.

5.2. Summary

This study analyzes the role of media censorship on news credibility in Nigeria. The study is divided into five chapters. In the first chapter, a general presentation of the study was undertaken. Given the context, the problems of the study were identified and stated, the research questions, the objective, the scope and the importance of the study were described and discussed. Finally, in the first chapter is the definition of the key concepts used in the study.

Chapter two contains the review of various literature on the concept of media censorship analysis and credibility of information in Nigeria. It involves various definitions of mass media, news distortion, and the history of media ownership in Nigeria. In the second chapter are also found the empirical and theoretical reviews, the use of theory as a basis for this study (gate keeping theory) was considered the best for this study.

In the third chapter of this work, the research plan, the study population, the sample size, the sampling techniques, the data collection tool, the data collection method, the validity / reliability of the tool were discussed and the method of data analysis.

In the fourth chapter, data collected (primary) were presented and analysed to answer the research questions. Based on the various findings, the four questions were answered. After the analysis, the findings are as follows:

1. Sometimes political and personal ideological difference affect objective reportage among journalist.
2. Ownership of media organization sometimes influence objectivity in news reportage.
3. Media organization do not always adhere to journalistic guidelines.
4. Objectivity affect the credibility and prestige of media organization.

5.3. Conclusion

This research highlighted the need to examine media ownership and the reliability of reporting in Nigeria. The results of this study revealed that objectivity in the news service industry contributes to the credibility of the media organization.), which revealed that television reporting can only be made if journalists adhere to their journalistic ethical principles and are allowed to operate freely without the influence of media owners or the government. This is also in agreement with the conclusions of This is in accordance with the conclusions of B. Ojenike, S.O.Adedokun, J.B.Odugbemi, and J.O.Ojenike (2016) found that if the media are well positioned, they can help improve good governance by exposing and exposing questionable government practices, publicizing people's demands and needs, and presenting the effects of policies and government actions through media channels. Therefore, having a good media structure may indirectly be necessary for long-term development.

As a result of the foregoing, our research confidently believes that impartiality and credibility in news are the best.

5.4. Recommendations

On the strength of the observations and findings made in this study the following recommendations have been made.

1. Political and personal ideological difference should not affect objectivity in news reportage among journalist.
2. Ownership of media organization should not influence objectivity in news reportage.
3. Media organization should always adhere to journalistic guidelines.
4. Objectivity affect the credibility and prestige of media organization, thus media organizations should always be objective in their news reportage.

5.5. Limitations to the Study

The study faced some constraints. They include insufficient literature material, financial constraint, time constraint, location of the case study. However findings and recommendation is made valuable for policy implementation.

5.6. Suggestions for Further Studies

This study has researched on an analysis of media ownership and the credibility of news reporting in Nigeria. Further research can be done on the following:

1. Owners' influence on news reportage.
2. Objectivity of mass media and news reportage.

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QUESTIONNAIRE

SECTION: A

DEMOGRAPHIC DATA OF RESPONDENTS

Instructions: Please answer all questions to the best of your knowledge by placing (√) on the option provided. **Thank You!**

PERSONAL DATA

1. Sex : Male ()

 Female ()

2. Age : 20yrs – 29yrs ()

 30 yrs– 39yrs ()

 40 yrs– 49 yrs ()

 50yrs and above ()

3. Marital status :

 Single ()

 Married ()

 Divorcee ()

 Separated ()

SECTION B:

Does political and personal ideological difference affect objective reportage among journalist?

Please tick where appropriate. The response is divided into:

Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD), Undecided (U).

/N	STATEMENTS	A			D	
	The watchdog function of media is essential in a democratic society.					
	The mass media is the driven force that facilitates the entrenchment of democracy in any political system.					
	The media has an influential potential in sharpening the way and manner of the thinking process and thought patterns of individual, groups and government.					
	The media speak for the people, represent the interests of the society, and serve as a check on the government.					

SECTION C:

Does ownership of media organization influence objectivity in news reportage?

/N	STATEMENTS	A			D	
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	The media is an effective tool in modifying news.					
	The media determines the nature and quality of news information and by extension of news credibility.					
0	Media ensure accountability as well as provision of credible news.					
1	Media plays a crucial role in shaping news credibility.					
2	As an important source of public information Media could be expected to be a vehicle to encourage news credibility.					

SECTION D: To measure the usage of journalistic guidelines.

13. Do media organization adhere to journalistic guidelines? (Yes/No) -----

/N	STATEMENTS	A			D	
4	Journalistic integrity is integral to our ability to achieve our public media mission.					
5	Journalists make of their profiles and define boundaries to safeguard their credibility of news.					
6	Journalistic guidelines revealed that media organization seek to control and maintain their social media usage.					
7	News media organization are issuing guidelines to manage employee use of social media.					
8	The progress of journalistic guidelines is reliant on the significant role played by its media.					

SECTION E:

To what extent does objectivity affect the credibility and prestige of media organization?

/N	STATEMENTS	A			D	
9	The media is a double-edged sword, apart from inspiring and influencing the people's will and decision, there are also several ways in which the media can be used against them.					
0	The media has an influential potential in sharpening the way and manner of the thinking.					
1	Media plays a crucial role in shaping a healthy democracy.					
2	Where media censorship is strict, press freedom will be minimal and therefore, this will hinder the growth of credibility democracy in Nigeria.					
3	The mass media has been playing this active role since inception.					
4	The quality of information the media offers the public determines the quality and direction of their opinions, especially about public affairs.					

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