

**A COMPARATIVE ANALYSIS OF PATTERNS OF NEWS COVERAGE BETWEEN
A COMPARATIVE ANALYSIS OF PATTERNS OF NEWS COVERAGE BETWEEN
PUBLIC AND PRIVATE RADIO STATIONS IN LAGOS STATE
(A CASE STUDY OF EKO FM AND TOP RADIO)**

BY

ALUKO, FAITH OMODOLAPO

16020601021

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CERTIFICATION

I certify that this work was carried out by Aluko Faith Omodolapo at the Department of Mass Communication, Mountain Top University, Ogun State, Nigeria under my supervision.

Dr M.O. Oriola

Signature & Date

Dr B.O Oni

Signature & Date

DEDICATION

This project is dedicated to the Almighty God.

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ABSTRACT

Comparative analysis of pattern of news coverage between public and private radio station a study of Eko FM and Top Radio in Lagos state was examined in this study. Codebook and code sheet were used as the instrument for data collection for this study. The research makes use of a content analysis and framing analysis in order to analyze the textual data both quantitatively and qualitatively. Findings from the analysis revealed that the length of news report of Eko FM 89.7 is longer than that of Top Radio 90.9 and this will influence the level of prominence and the perceived importance of their news by the audience. Secondly, both stations focused more on socio-economic reports, however, aside socio-economic reports, Eko 89.6 FM tend to report more political issues than Top Radio 90.9 FM while on the other side Top Radio 90.9 FM focused more on events report, courts report and other reports. The study also finds out that Top Radio 90.9 FM enjoy a wide range of coverage than Eko FM 89.6, this finding agrees with Ojebiyi & Oluwasina (2019) research, where they found that private radio stations have more coverage than public radio stations as they are perceived to be more socially responsible and report more credible and entertaining program compared to the public stations. Both private and public radio stations have the same source of news. Eko 89.7 FM is heavily dependent on one single source which is individuals for their news while Top Radio 90.9 FM has considerable proportion spread across three sources of news, political actors, individuals and experts. The study recommends that the radio media should refrain from being biased in their coverage so that their stories become prominent, all broadcast media in particular radio stations, should have strict guidelines to cover major stories, to support their media outlets and to ensure the integrity of their news sources by testing multiple news sources and the radio stations must increase their performance by informing the nation properly and correctly. All knowledge should be adapted to strengthen the positive frames of news stories.

KEYWORDS: *Media, News coverage, Patterns, Public Radio stations, Private Radio station.*

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Mass media are means of communication which transmit information to people close and far away Mc. Quail (2000). The mass media are well-organized means of communicating with many recipients within a short space of time, openly and at a distance. All of those meanings point in the same direction. The mass media comprise of television, radio, newspapers, magazines, billboard, pamphlet that are impersonal means of contact, and touch large audiences Daramola (2000). The mass media have the primary function of supplying information to people and this basic function, called surveillance, involves news gathering and reporting.

News is information about something that happened or something that was unexpectedly reported, timely enough in newspapers, magazines, television, radio, blogs etc. Hasan (2013). Bogart (1921) gave a description that became synonymous with news by saying “when a dog bites a man that is not news, because it happens so often but if a man bites a dog that is news”. However, Dana (1902) disagreed and said, it may be true that sometimes, when a dog bites a man that can also become news because if a dog bites a famous film star it definitely makes big news. Moemeka, (2016) says news is an accurate, unbiased account of the significant facts of a timely happening that is of interest to the public. According to Friedman (2017) says the letters in the word “NEWS” is derived from the four cardinal directions which are North, East, West and South. This shows that from anywhere in the society, news can come. News is the documentation of a recent event, the uncertain, knowledge on recent events and occurrences. For news to be complete it must answer all or part of the 5Ws and H because this gives credibility to the news Gutierrez (2014).

There are different ways in sourcing for news which are through eyewitness, press release, news agency, and internet and so on. In journalism, source is anything that is of news value that feeds information that is of public interest. News values are characteristics of event that journalists use to quickly assess and determine an idea or event is worth reporting. Examples of these values are timeliness, proximity, prominence, oddity, conflict etc. Thus, not all events are reported by Journalists or media organizations.

Media are channels or technological devices through which messages are transmitted to large heterogeneous audience Asemah (2009). This is simply to say that the media are the vehicles used by a source to pass messages to audiences. The role of the media in the area of news gathering can be based on

the concept of the media, which ethnically binds the dissemination of information through news marketing and does not forget the public social responsibility. Media ownership trend has become fundamental to discussing media influence. Edeani (1985) pointed out that “The nature of ownership of any press system determines, to a great extent, whether that press is dynamic, vigorous, responsive and responsive press; or and emasculated, timid, spineless, ineffectual or irresponsible press”.

Ownership of a media organization is the possession of mass media by individuals, government, group of individuals, etc. Media ownership is the paternity or possession of a communication medium. Paternity here signifies owning the act. Raufa (2003) says paternity may emerge as a result of partial or total sponsorship of the medium either by a person, a corporate entity or a government, and the reason for control may be to use the medium to achieve political or economic objectives. Due to failed circumstances involving media practice in Nigeria, the issue of media ownership can never be overemphasized. According to Raufa (2003), it is expected that the media will assume the coloration of their environments. How the media operates in Nigeria cannot be the same as how they behave in other countries such as the Soviet Union, the United States, Britain, etc. The purpose of the analysis is to examine the different types of media ownership either privately or publicly, and how these influence the media’s journalistic activity.

There are three main media ownership types namely: government ownership, private ownership, and mix ownership. But this work will be limited to media ownership by government and private sector. Government ownership means the platform is funded solely by the state. With government ownership; not only does the government fund the media house, but it also encrypts information laws and aims to enforce them. The government is previewing the news content and news programs to see if they comply with their policies and what it (government) wants. Also, the government will remove from the news content any news that the government does not want to be made public and is in the news content. The government also continues to control the media by choosing to invest or not to invest in them. The priority of the government will be expressed in the recruitment of the qualified personnel. Examples of government owned media are Eko FM, Nigerian Television Authority (NTA), The Pioneer etc. On the other hand, private ownership refers to the situation in which individuals (one person or group of persons) establish, finance and direct the management of a media organization. Examples are Top Radio, African Independent Television (AIT), The Punch Newspaper.

The National Broadcasting Commission was established to regulate the broadcast media in 1992 under the National Assembly Act No. 38 of 1992, which grant licenses to private individuals to own the broadcast media. Private ownership has the benefit of giving the media the right or freedom to question the ills found

in society, as opposed to those owned by the government. There are various private ownership types, which are chain ownership, cross-media ownership; conglomerate Ganiyu&Qasim (2011). In chain ownership one person owns newspaper houses or radio stations. In other words, a particular person or group of persons possesses a particular type of media, such as oneperson radio stations, while cross media ownership is the combination of multiple media that suggests that both broadcast and print media are simultaneously owned by an individual. Raufa (2003) best described this ownership trend as an entity that owns newspapers and radio stations concurrently or newspapers and television or a combination of the three.

According to Camacho and Manvell (2015), broadcasting is electronic delivery of radio and television signals intended for general public consumption, as distinct from private signals directed to individual receivers. Broadcasting is the dissemination of audio and video content by radio, television or other multimedia communication platforms to a distributed audience Singh (2011). Parties receiving may include the general public, or a relatively large subset of them. It is important to remember that broadcasters have different things that it delivers to its viewers. The organization's services are known to be organization activities; programs are creative items sold as tangible goods in an economic sense for the use of a television service viewer in the media Owuamalam (2002). Broadcasting management is the organization and control of the broadcast organization's affairs. A television company or radio stations management determines the quality of news that will be broadcast to the public.

Radio is the propagation of signals of frequencies below those of visible light by modulation of electromagnetic waves. Modulation in electronics is the act of changing one or more of the highfrequency periodic waveform properties, called the carrier signal, with respect to a modulating signal Lucas (2019). This is achieved in a similar way as a musician would modulate a musical instrument's sound by changing the speed, pace, and pitch. According to UKessay (2018), there are three main parameters of a periodic waveform: its amplitude ("volume"), its duration ("timing"), and its frequency ("pitch"), all of which can be adjusted to achieve the modulated signal in conjunction with a low frequency signal. Because of its special characteristics, radio is an attractive medium between the different mass communication media. Despite the emergence of more glamorous media, it still remains as relevant and potent as it was in the early years. It is a truism that radio reigned alone or was the dominant player in the first period of broadcasting spanning three decades from the early 20's Karimganj and Assam (2015).

Radio broadcasting is such a powerful medium, because its potentials for communication is very great but the actual outcome may be quite small. However, all transmission mediums have their strengths and

weaknesses, and it is these qualities, which may determine a medium's future success. The Strengths of Radio include that one can listen to it anytime and reaches large numbers of people, informing, educating, entertaining and persuading. Radio is a more personal indulgence, as one has direct contact with the radio and it can have greater impact and involvement in one's daily activities. Another important strength of radio has always been its portability. Radio is highly versatile and targets the mass medium for its flexibility in production and focus on audiences Singh (2019). In the light of the foregoing, this study examines the patterns of news coverage between public and private radio stations in Lagos.

1.2 Statement of the Problem

Media ownership trends have shaped media coverage in some respects and this has created problems with journalism as a discipline. In this case, the broadcast media must function in tune with the whims and caprices of the patterns and their influence on news content, which causes many broadcast media outfits to collapse in operations and also causes them to lose their grip on the audience. This is mostly true for broadcast media owned by the government. State influence and media regulation have shown political purposes when perceived by the government in power. Transmitted news has shown outright propaganda in many ways to serve the needs of the day's government and the party in power.

In addition, in strengthening absolute control of the broadcast media, government sometimes sacrifices professionalism in terms of sycophancy in appointing people to positions of authority in broadcasting organizations. Among other ways the government can force the media to be submissive are: by placing higher taxes on recalcitrant media, and disparity in sanctions to defiant media. Government officials can remove anyone that does not perform in accordance with the wishes of the government of the day. This study will uncover the role of ownership in the coverage of news and suggest ways of improving what this study sees as insufficient and inadequate coverage of news and patterns of media coverage between public and private radio stations.

1.3 Objective of the Study

The general objective of this study is to comparatively analyse pattern of:

1. To compare the length of major news bulletins of Eko FM and Top Radio, Lagos.
2. To compare the issues that is reported on Eko FM and Top Radio, Lagos.
3. To comparatively examine the agencies/institutions that enjoys more coverage on Eko FM and Top Radio, Lagos.

4. To comparatively identify the sources of news of Eko FM and Top Radio, Lagos.
5. To comparatively evaluate the manner of coverage issues and institutions reported on Eko FM and Top Radio, Lagos.

1.4 Research Questions

1. What is the length of major news bulletins of Eko FM and Top Radio, Lagos?
2. What are the issues reported on Eko FM and Top Radio, Lagos?
3. What agencies/institutions enjoy more coverage on Eko FM and Top Radio, Lagos?
4. What are the sources of news of Eko FM and Top Radio, Lagos?
5. How are issues and institutions reported on Eko FM and Top Radio, Lagos?

1.5 Significance of the Study

The findings of this study will help other researchers in carrying out a similar study. It will add to the mass communication literature and bulk of knowledge on media performance in Nigeria. The study will help to analyze the pattern of media ownership and News coverage on the influence on Nigerian development. Finally, it will provide the idea for individuals and stakeholders to make decisions on which form of media ownership is better for Nigeria.

1.6 Scope of the Study

The scope of this research work is limited to the News Coverage and the Patterns of Eko FM (89.7 FM) and Top Radio (90.9FM) in Lagos state. The News Coverage will be limited to the mid-day news at 12noon for 89.7FM while for 90.9FM will be limited to the 3pm news for the months of August to December, 2019. The geographical scope is two radio stations in Lagos and my participants are the members of staff and reporters of the two radio stations.

1.7 Definitions of Terms

Media: the media are tools of communication. It is referred to as a vehicle of communication through which information is passed across to the people.

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

Public Radio Stations: it is the government owned media, and usually funded by government of the day.

Private Radio Stations: this is the media owned by individual or group of individuals and it is funded by the individuals.

Patterns: this is the guide of every media house have and they follow.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter reviews existing literature relevant to the subject-matter of this study. It discusses the conceptual review of this study, which includes the history of radio broadcasting in Nigeria, media ownership, radio ownership in Nigeria between public and private radio stations, concept news, patterns of news coverage. It also discusses the relevant theoretical framework, which includes the theory of setting the agenda and the theory of gate keeping. The study also reviews empirical analysis of different researchers.

2.2 Conceptual Review

This study conceptual review includes the history of radio broadcasting in Nigeria, media ownership, radio ownership between public and private radio stations in Nigeria, concept of news and news coverage patterns.

2.2.1 History of Radio Broadcasting in Nigeria

Radio is defined as an electromagnetic system used to transmit and receive information or messages from the transmitter to the receiver using our waves and radio frequencies Nguevese (2014). The idea of broadcasting in Nigeria emerged from the United Kingdom when the British Broadcasting Corporation (BBC) launched the first regulatory schedule service for short wave programs in the world in 1932 Udejah (2005). The purpose, as Udejah (2005) cited by Ajaga et al (2013) "was to establish a certain political culture and economic relations between Britain and the English-speaking countries." One of those stations was in Lagos and turned out to be both the BBC and the British governments "head and eyes." It took three years (1932 – 1935) to boost the logistics of the official launch of what could be called a standard of broadcasting in Nigeria. Government-sponsored broadcasting began in Nigeria with the official launch of Nigeria's first established broadcasting network, the Rediffusion Broadcasting Service (RBS) transmitted via the Rediffusion Box on 1 December 1935. Content-wise, the program transmitted throughout the colony "was made up of a mixture of selected BBC materials and some colonial government services" Udejah (2005). And between 1935 and 1950, the BBC monitoring station in Lagos was built into a large-scale Radio Distribution Service (RDS) to cater to more parts of Nigeria, especially those known as densely populated centers Udejah (2005). The RDS has been through a subscription.

According to Udejah (2005) cited by Ajaga et al (2013) The popularity of the radio distribution service among Nigerians led to the implementation of wireless broadcasting in Nigeria in 1951 through the creation of the Nigerian Broadcasting Service (NBS) on the recommendation and approval of the National Legislative Council. The NBS, founded with its own radio station in 1951, was the first public service broadcasting agency to operate in the British colonial territory.

The NBS Regulation stipulated its duties as: (1) the provision of educational services; and (2) the provision of an independent and unbiased broadcast service. Thus, between the 1940s and mid-1950s, the practice known as rebroadcasting became the main mode of broadcasting in Nigeria. Udejah (2005). NBS paved the way for full broadcasting services in the country that started in 1939 when Nigeria built its first native radio station in Ibadan, Western Nigeria. Radio stations in other regions of northern and eastern Nigeria were built from 1945 to 1949 in the following cities: Kano, Kaduna, Enugu, Jos, Zaria, Calabar and Port-Harcourt Chioma (2014). Soon thereafter, broadcasting became a concurrent legal concern in Nigeria with the promulgation of the NBS Act in 1956. In 1957, RDS was changed to the Nigerian Broadcasting Corporation (NBC). The purpose of this reform was the introduction of a nationally representative domestic service. This transition in the operating structure of national broadcasting marked the end of colonial rule, which led to the control of broadcasting stations by the federal and regional governments. In 1961, Nigeria enacted the NBC Act to grant the Federal Information Minister the power to make a general bid and appointment to the Board. By 1962, the Federal Government inaugurated NBC's external service Voice of Nigeria (VON) and subsequently named the first Nigerian Director-General. According to Udomisor (2013), the result of the reform in 1978, the NBC became the Federal Radio Corporation of Nigeria (FRCN). When the country returned to civilian rule in 1979, state governments took advantage of a constitutional clause that gave them powers to set up new TV stations Udomisor (2013). According to Udomisor (2013) Federal radio has also extended its activities by station building in all states, also the military seized control and in 1984, the existing federal radio stations were demolished. Mid-eighties the Government embarked on a Structural Adjustment Plan (SAP) that included measures to raising state assistance which led to the implementation of advertisement in state broadcasters-the FRCN and NTA. For the first time, government developed a National Mass Communication Strategy which was published in 1990. The strategy-maintained government's control on the media sector.

In 1992, the government released a decree creating a regulatory agency, the National Broadcasting Commission (NBC), and opened the door to private interest in the ownership and operation of radio stations. It was empowered to assume full responsibility for the management and supervision of

broadcasting affairs in Nigeria. The National Broadcasting Commission was responsible for advising the Federal Government on the implementation of a national policy on mass media, in particular with regard to broadcasting applications from individuals or collaborating entities for the ownership of radio stations and television stations. It is to recommend applications to the President, through the Honorable Minister of Information and Communication, for the provision of radio and television services, to regulate ethical standards and technical excellence in both public and private broadcasting stations, to disseminate a nation's broadcasting code setting standards for content.

2.2.2 Media Ownership Patterns in Nigeria

Media ownership is the control and right an individual, organization or government has over the media. The media takes the coloration of where the practice is being carried out. i.e the way the media operates in Nigeria cannot be the same as the way it will function in other countries such as Soviet Union, United State etc. Apuke (2016). According to Apuke (2016), media ownership can be divided into four namely government, private, mixed and community ownership. Media ownership is a topical issue in media discourse. According to a popular saying “he who pays the piper dictates the tune” Apuke (2016). Again, type of media ownership determines the level of freedom and efficiency of the organization.

2.2.2.1 Government Media Ownership

Government-owned media are those media which are entirely funded by the Nigerian Television Authority, Nigeria's Federal Radio Co-operation. It is in charge of media company financing and has more leverage over the shares. According to Media funding, could be direct funding, loans and overdrafts from banks could be provided. Where that is the situation, the government influences the editorial contents of such media. The result is that, in one way or the other, the government must make sure it decides what can or may not be written, and the medium may want to toe the government line.

2.2.2.2 Private Media Ownership

Private media falls under a pluralist theory Apuke (2016). Private media is run by an individual or organization which tends to make them more sensitive than the government owned media because of profit making. The aim of every private media is profit maximization. Examples of private media are Raypower, FreshFm etc. the difference between private media and government media is that private media report stories without taking sides.

2.2.2.3 Mixed and Community Ownership

Mixed media ownership is when both government media and private media are in some sort of partnership regarding the establishment, financing, and control of media house. Community ownership on the other hand is an independent and non-profit organization which is governed by and in service of the communities they serve.

Media ownership is a topical issue in media discourse. This is because a popular saying has it that “he who pays the piper dictates the tune” Apuke (2016). Again, type of media ownership determines the level of freedom and efficiency of the organization. Media ownership is the paternity or possession of a medium of communication. These means the act of owning this paternity may evolve as a result of partial or total financing of a medium either by an individual, an organization or a government Raufu (2003) cited by Apuke (2016). The reasons for media ownership could be to achieve political goals, economic goals among others, which is why many radio stations in Nigeria are owned by individuals and organization eg. Raypower owned by Raymond Dopesi, Fresh FM by YinkaAyefele etc. The media thus become agents of propaganda that will not publish anything against the owner because he who pays the piper dictates the tune. Though this research is limited to Private media are owned and run by individual or private organization, which tends to be more sensitive than government media because of profit making and if they don't serve as watchdog they won't be rewarded. The aim of private media is profit maximization while government media are those media establishments that are completely financed and supervised by the government such as Federal Radio Co-operation of Nigeria and other own state radio. Media ownership in Nigeria cannot be overemphasized as a result of the dwindling situations surrounding media practice in the country Apuke (2016).

2.2.3 Radio Ownership in Nigeria

Radio can be described as a medium used by electronic waves to send and receive messages over the air Molokwu et al (2018). It is also about broadcasting programming events for people listening to the programs being broadcast Molokwu et al (2018). It can also be described as broadcasting programs to be listened to by the public. This is the method of transmitting sound by electrical signals over a distance BBC English Dictionary (1992). According to Nguevese (2014), radio is an electromagnetic system used to transmit and receive information or messages from the transmitter to the receiver, using our waves and radio frequencies.

The National Broadcasting Commission (NBC) is a commission created by Decree No. 38 of 1992 approved to assume full responsibility for the management and supervision of broadcasting affairs in

Nigeria. The National Broadcasting Commission was responsible for advising the Federal Government on the implementation of a national policy on mass communication, in particular with regard to broadcasting applications from individuals or cooperating bodies for the ownership of radio stations and television stations. The radio ownership organization can be either private or governmental, and the competition for viewer confidence between private and government-owned media manifests daily in most African countries Moehler and Singh (2011).

In Nigeria, broadcasting was an exclusive central government preserve until the sector's deregulation in 1992, which gave birth to private broadcasting firms and encouraged healthy industry competition that strengthened the country's cause for broadcasting Ariye (2010). Ronoh (2013) defines public radio as a broadcaster whose primary aim is to inform and educate the public. He further notes that almost as much as these stations are not completely profit-driven; government controls how they sell airtime to advertisers and prioritizes their philosophy of editorial. Mohapatra et al. (2014) clearly describes the meaning of public radio as they argue that it is solely for public benefit, because it communicates as an individual to everyone. They also say that public broadcasting is a meeting place for all people to be accepted and considered equal. This offers all knowledge and education irrespective of their social or economic status.

In comparison, commercial or private, according to Ronoh (2013), owns a wide variety of organizations including individuals, holding companies and institutions. Commercial radio stations primary objective is to deliver to the public, thus increasing profits for owners or shareholders. Commercial stations produce most of their revenue from advertising, and are therefore likely to be more oriented in terms of identifying viewers. Meanwhile, Ronoh (2013) accurately captures the dynamics of commercial radio stations when he notes that commercial broadcasters see their audience as commodities that they offer to their advertisers, in addition, Rozukalne (2016) further states that public media reflects both an imaginary unity of the people residing in a single nation-state and the audience's pluralism. The coverage and increased support for minority-oriented media is generally correlated with the responsibility for serving all areas of society through the public service media. Furthermore, broadcast media controlled by government is more common but private-public rivalry has also become the standard for radio. Thirty-nine out of forty-seven sub-Saharan countries have both public and private radio stations; there are only eight countries where the only alternative is government radio.

Private broadcasting got a major boost through the liberation of the sector via deregulation Azubuike&Ikiriko (2019). It is this deregulation that became the foundation on which the private media houses grew. Private broadcasting as the name implies, means the establishment of either television or radio station or both by an individual or group of individuals. It means that this individual and his partners

bear the responsibility of running the day-to-day activities of the station. Private broadcast organizations have their operations segmented for effectiveness.

The management and staff of the private media stations must also have self-regulatory measures to prevent incessant interferences from the regulatory body. In doing this, there must be internal control measures spelt out by the management of the organization. The organization is departmentalized proven to be capable of handling the activities of the department. The major departments in a private broadcast station include: Administrative Department, Engineering, News, Programmes, Production, Security, Marketing/Sales, Accounts. Freedman (2008) cited by Damian (2015) notes that, on the one hand, there might be a need to re-state the case for public media in a post broadcasting environment in those media structures with substantial public service elements, with many arguing that their argument is no longer true in an environment of unbridled consumer choice. On the other hand, with commercial media competing directly with free public media, it could be that publicly supported media are better positioned to succeed in difficult economic times, rather than private media. Okenwa (2002) and Effiom (2005) thought that media outlets ownership structure had a significant impact on journalism. Most radio stations news coverage is in line with the interest of radio owners.

2.2.4 Brief History of Eko 89.9FM, Lagos State

Eko 89.75 F.M was established in 1997 as an assistant station to radio Lagos established in 1977 and began operation in 1978 which is located at Lateef Jakande road, Agidingbi, Ikeja, Lagos. The station operates on the presentation of typically traditionally values and concepts of Lagos life through its carefully knitted programmes.

Eko F.M ensures a perfect blend of programming in the area of fun filled excitement, news coverage and delivery, appropriate musical presentation, socially relevant and audience involving programmes. The Station perfects its act in the art of new presentation that consists of interviews and accommodating the young old, music tastes. The Station hallmark is its technical success at enabling live signal from Lagos into eight states within Nigeria. This spread ensures a ready market for your promos and campaigns. The station boasts of various local and international awards such as the

PHABA (2000) as Africa's most exciting and educative station, the National Media Merit award and Diamond award for excellence (D.A.M.E) Awards. Its targets audience are Adult, upwardly mobile.

Its coverage is wide including Lagos, Oyo, Ogun, Ondo, Ekiti, Kwara, Edo, Delta, Part of Rivers, Bayelsa, Niger, Kogi, Benue, and Part of rep of Benin.

The vision of the company is to be an international station of 1st choice with mission statement to give inspiration to the nation in an exciting and captivating manner.

The values of the station are to be passionate, creative, excellent, inspiring, maintain integrity and be appreciative mas828group3.wordpress.com (2014)

2.2.5 Brief History of Top Radio, 90.9FM, Lagos State

This is a dynamic radio station, located in Lagos, which makes and broadcasts programs that cover various topics like the news and educational subjects, but most of all lots of sports and music. The main Programs are Top of the morning, Afternoon Drive Time Show, Naija Rocks, Top Zone, Conversations, and Top Sport. It is located in Lagos, Nigeria and can be contacted on the following Social media platform. Tel: 08096702550, Email : info@909topradio.com, facebook: www.facebook.com/TOPRADIO90.9/, Twitter: @TopRadio909

2.2.6 The Concept, Sources and Elements of News

News can be described as a record of the most significant, essential and accurate information obtained about the things that man thinks, sees, describes plans and does Adetoun (2014). Schramm (1948) makes it clear that people are subjected to news because they are getting something out of this. He has suggested two fundamental motives for finding knowledge: an immediate reward motivation to gain information that provides immediate gratification and a delayed reward motivation for information that provides gratification when it is least anticipated. He goes on, saying that news is essential in the immediate reward community because of the individual happiness and drive reduction that they achieve. And the kinds of news that might be used to receive instant compensation are news of crime and corruption, accidents and disasters, social sporting activities and human interest. Such fundamental interests are then assessed by factors such as: importance of events, or public familiarity with them. People want to hear news about the events and plans that are expected to have a clear and immediate impact on their lives. News is important to us because it satisfies our interest and concern and gives us basic facts that allow us to make up our minds and thus enter the conversation leading to collective action and national growth Nguevese (2014).

News can be broadly divided into two: hard news and soft news. Hard news is news that constitutes the critical function of journalism Egielewa (2018). These are accounts of events that have just occurred or are about to happen, e.g. crime coverage, meetings, law and order issues, speeches, demonstrations, acts of war, road accidents, elections, etc. Hard news is very informative and highlights facts, not opinions or analysis. We discuss present, time-sensitive incidents, e.g. Political, economic or social issues that, in turn, have political, economic and social implications. Soft news is human interest stories centered on lifestyles,

entertainment, sports, celebrity gossip and society pages. They put less focus on facts although it still has to be focused on facts, just that the target is entertainment. They're less time-sensitive, less harmful and have less effect on society. Much of the soft news comes from hard news, which is not "breaking". Nonetheless, they provide more detail about an aspect of a hard news story than the original hard news they were taken from, or usually written. For, example, when you hear that an incident has happened and there are many injuries, it's hard news, but when you hear about first responder's personal stories and save people with their bare hands, it's soft news.

According to Egielewa (2018), sources of news can be divided into three: predictable sources, unpredictable sources, and expected sources.

Predictable Sources: These are sources which provide regular information to the general public. Such sources may include published reports, TV / Radio broadcasts, newspapers, social services agencies, government agencies. It may also include information from institutions such as the police, schools, and eyewitnesses.

Unpredictable: there are no definitive sources of news here. A journalist just needs to get a nose for news. Such sources are usually the least expected of them. A journalist should always be on the lookout for tips like this and use them to get the news.

Anticipated Sources: These are events that are definite in character on which a reporter can rely and get news from e.g. Independence Day (October 1st), Christmas Day (25th December), New Year Day (1st January), and Valentine's Day (14th February).

The elements or attributes of news include Proximity, Immediateness/Timeliness, oddity etc. Proximity means that the closer the case or occurrence is to the people the more they are involved in the story, because people want to know what's going on in their families, jobs and the world around them.

Immediateness / Timeliness: This means that people are interested in stories that are timely and have a sense of immediacy. Timeliness has to do with the novelty or the recent nature of the news. Readers are interested in what's going on or what's going to happen or what's going on and they want to be the first to know.

Oddity: People are interested in learning about anything that has not happened before. They are interested in the unusual, the abnormal things that are rare, a new way of life, a new dress style, new profession etc. Readers are always interested in things and people that are popular and familiar to them. They desire information about celebrities, stars, personalities, top politicians and place of great importance e.g. President Barrack Obama, FunkeAkindele, and Olusegun Obasanjo etc.

Oloyede (2001) cited by Adetoun (2014) identifies the functions of news as follows:

Information: The major role of the news is to inform the society that is to be the earliest and most current intelligence of the day's events without the government, parliament, the court, etc and be made the common property of the society.

Education: News is more than informing the society; as such it also serves as a teacher and educates the society on various subjects affecting humanity.

Entertainment: The news plays a major role in the entertainment of the society. It facilitates and amuses society through comical and satirical content such as cartoon, jokes and fun-oriented features.

Commercial Role: The news is a veritable instrument for fostering commerce and industry, and as well as supplies a multitude of commercial information vital to the very survival of it. Such as: publication of advertisements, sales of goods and services etc.

Cultural Role: The role which the news plays in the transmission and advancement of culture is generally beyond the question. It constantly feeds both the adult and the young generation of a country with acceptable modes and norms of social behavior.

A Mirror of Society: as an imitator and reflector of the modes of human apprehension and judgment, news is a reflection of society. The nature and perception of each community is easily perceived through news. News dissemination is a forum of the free expression of opinions and ideas, the pillar of public opinions and above all as most indispensable instrument of governance Egielewa (2018). According to Egielewa, (2018) structure and components of News story is generally made up of two parts: The lead (introduction) and the body. The lead is the first part or paragraph of a story. Lead will be discussed in detail shortly. The body of the story is the part of the story that follows the lead. It explains the lead and gives details to the content in the lead. Each paragraph contains a new idea that is clear and concise. The structure of news is different from other formats of writing like drama, essay, poetry, novel, etc. which usually begin with minor details until it climaxes. In news writing, the climax comes first before the minor details.

2.2.7 The Concept of Patterns of News coverage

The private and public electronic media affect the masses by helping them to form opinion and at the same time helping them to change it therefore, both have impact on the masses Abati (1988.) Media companies owned by private organizations in Nigeria operates by obtaining or securing an operating license from the NPC (Nigerian Press Council) for those that want to operate a print media while those that want to operate electronic media gets their own operating license from the NBC (National Broadcasting Commission). These two regulatory bodies are under the control of the Nigerian government which gives the government

an extent of controlling and influencing the industry as the government may decide to withdraw the operating license of any media organization it chooses.

Government control of the media in Nigeria goes beyond just issuing of operating licenses.

Okwuchukwu (2014) indicated that radio stations in Nigeria usually broadcasts on either Frequency Modulated Band (FM), Medium Wave (MW/AM) and/or Short wave (SW). He added that the allocation of frequencies for radio and TV broadcasts is also the responsibility of government regulatory organizations. This tells that all privately owned radio stations in Nigeria do their broadcast on the Frequency Modulated (FM), State Government owned radios broadcasts on Frequency Modulated (FM) and Amplitude Modulation (AM) or Medium-Wave (MW), and all the Federal Government radio stations can do their broadcast on Frequency Modulated (FM), Amplitude Modulation (AM) or Medium-Wave (MW) or Shortwave bands (SW). This way the federal government controls the reach or coverage areas of private and state government owned radio stations and all private and state government TV stations transmit on Ultra High Frequency (UHF) which limits their coverage, while federal government TV stations (Nigerian Television Authority, NTA) transmit on either UHF or Very High Frequency (VHF) Okwuchukwu (2014). Again, this is another means of controlling the reach and coverage areas of radio stations. The private broadcast media influences public opinion more than that of government owned media. This could be as a result of the way private broadcast media news are being gather and presented or as a result of their view of being responsible to the society and the public at large. Gibson (2009) research results show that the influence exerted on public opinion by private broadcast media is great, there are believe that private broadcast media help to shape and reshape public opinion. The results also showed that private broadcast media evoke more credibility and acceptance than government owned broadcast media. According to Gibson (2009) reasons were that private broadcast media are out for profit making and because of that in order to attract the public, they project the truth and report events factually and objectively. They also give more comprehensive and interpretative analysis of events. By so doing, they tend to reverse unwholesome image created by the government broadcast media which serves as government megaphone. The implication is that both advertisers and policy makers patronize them since they have greater audience and outreach.

According to Syliva and Victoria (2014) say private broadcast media encourage the expression of divergent views more than government owned broadcast media. The reason is that private broadcasting has more respect for individual opinion and as such will not suppress such opinion to favor anybody like those of the government owned broadcast media. Again, private broadcast media create awareness through which more and more feedback to issues is analyzed and thus help to project public stand on any issue of public

interest irrespective of one's political inclination. This shows that private broadcasting lives to the expectations of what every media outfit would be "a market place of ideas" they operate under the auspices of social responsibility theory; which allow divergent views and are socially responsible. It is also clear from the results of this study that the motive behind the news and programmes of public interest of private broadcast media messages attract public confidence more than those of government owned broadcast stations. The reason for this is that private broadcast media give more account of events. They exert greater influence on public opinion than government broadcast media since they allow expression of divergent views on an issue. Private broadcast media are not as biased as their government counterparts. Another reason is that the role played by government broadcasting when it comes to any controversial issue of public interest is not encouraging. They distort the fact to favor the government. In other case, as many be seen from the agenda setting hypothesis of the media, government broadcasting outfits, may project the issue so that the public will see it as not being important. What happens here is that people will not give serious thought to such an issue and take it as not necessary. With private broadcasting, the true pictures of events emerge, hence the confidence from the audience.

2.3 Theoretical Framework

The theories on which this research work is anchored are: Agenda setting theory and Gate keeping theory.

2.3.1 Agenda Setting Theory

The media's ability to set the agenda for society by concentrating public attention on a few key public issues is an enormous, well-documented phenomenon Okwuchukwu (2014). It was Mc. Combs and Shaw who, in 1972, that carried out the first systematic study of the agenda-setting hypothesis. The theory setting agenda posits that what the media deem important is eventually mirrored in what members of society may come to believe is important. It promotes the development of popular views and the dissemination of a specific issue's pros and cons. Agenda-setting shifts the focus of attention away from immediate effects on attitudes and opinions to long term effects on cognitions Protes and McCombs (1991). Lang and Lang (1959) cited by Okwuchukwu (2014) conclude that not only do people obtain factual knowledge from the media about public affairs, readers and viewers often know how important it is to add to a subject based on the importance it places on in the news.

Newspapers have a variety of hints in the daily news about the salience of the subjects, such as lead story on page one, other front-page coverage, big headlines, etc. Television news also provides various hints of salience as well as the newscast's opening story, the amount of time the item is dedicated to. Repeated day after day these hints effectively convey the importance of each subject. In other words, the news media will

set the agenda for the attention of the public to the small group of topics that shape the public opinion around. The theory-setting policy essentially examines the impact the news media have on the perceived salience of key political issues. According to Ghorparde (1986), setting the agenda is a relational term that defines a transfer of salience from the primers of the agenda (media) to the adopters (consumers). Agenda-setting work has shown that there is a connection in the public mind between what the media finds significant and salience. The idea outlines the media's desire to tell us what they really think.

Ngoa (2006) clarified that the setting of the agenda relates to the recognition of media viewers as such topics, events and people are relevant because the media made it possible for people to think and speak about. Mc. Quail & Windahl (1981) found that the media would have an impact on public opinion by merely paying attention to certain topics and neglecting others, which would seem to have avoided the concerns that early analytical studies had on the dominant perception of the media influence. Although the influence of media agenda can be substantial, the media alone does not determine public agenda. Information and cues about object and attribute salience provided by the news media are far from being the only determinants of public agenda. The significant media influence has in no way nullified the fundamental assumption of democracy that the masses have enough wisdom to determine the course of their country, their society, and their communities. Mc. Combs (2005) believed that the subjects and values promoted by the news media are quite capable of determining the essential importance to themselves and to the broader public.

The media are only setting the agenda when people view their news stories as important. Folarin (1998) defined four factors that were involved in setting the agenda to include: the amount or volume of coverage, the extent of importance reported to the problem, the degree of controversy created by the reports, and the cumulative media-specific over time impact. Wood (1983) cited by Okwuchukwu (2014) said the observed contribution is that nearly all communications researchers and writers seem to believe that the media have the power and reputation to decide what is important for their audiences. The media do so in three distinct ways, setting materialistic targets, conferring prestige and setting agenda. In defining the concept of status conferment, Ngoa (2006) claimed that it is closely linked to the concept of agenda setting and added that status conferment refers to the power of the media to confer or offer prestige and enhance the legitimacy of individuals, associations, organizations and even matters by legitimizing their standing in the eye of the public. As an agenda-setting, on the other hand, applies generally to the media's ability to lift the public's mind about the relevance of a matter. Dearing & Rogers (1992) refers to the setting of the agenda as "an ongoing rivalry among the supporters of the topic in order to gain attention from the media practitioners,

the public and the political elites. Ngoa (2006) clarified that there was the idea of people needing media assistance in order to be able to set their goals, especially in deciding political truth, but without setting the name agenda. White (1973) thus defines the media's capacity to form election campaigns as a primordial and expansive political force unrestrained by any legislation.

The media sets the tone for public debate and decides what people should think and speak about; a power typically reserved in other nations for tyrants, parties and priests. Yet again, following the annulment of what most observers and participants saw as the fairest and most open election ever held in Nigeria in 1993, the media went to the city agitating to cancel and revalidate the polls. That specific media bias seems to align with a majority Nigerian bias. Ngoa (2006) cited by Okwuchukwu (2014) claims that the agenda-setting principle of mass communication seems to have expressed itself in unanimity among the media in Nigeria, with the agenda to remove from office the then military dictator, Gen. Ibrahim Babangida, who nullified the common will of the Nigerians by annulling Mr. Abiola's election as President.

Nigerian group would by annulment of Mr. Abiola's election as President. Agenda-setting as a theory of mass communication has become very sophisticated and (McCombs & Shaw, 1972) has also finetuned their hypothesis by postulating a "need for orientation" as a key factor in people's ability to shape their thought in the mass media; Yet McQuail (1987) insists that, despite recent theory research, there is insufficient evidence to demonstrate a causal connection between the public's order of priorities and the media's order of importance in matters. He also notes that doubts about the agenda-setting as a theory stem not only from strict methodological demands but also from theoretical ambiguity, and as such the agenda-setting theory remains within the context of a plausible but unproven idea. As a result, the agenda-setting theory continues to develop and expand both in focus and dimension. The latest development focuses on a new level that McCombs and his associates referred to as the "Second Level of Agenda Setting." The "second-level agenda-setting" model sees the agenda as an abstract concept and that many other things other than issues could be items on the list. Severing & Tankard (2001) confirmed that the opening of a second-level agenda-setting concept has expanded the theory to include even more effective attributes or attitudes. Lang & Lang (1983) also suggested that agenda setting as a concept expanded into the concept of "agenda building"; a collective process in which the media, public and the government influence each other in determining what issues to be considered important.

2.3.2 Gate Keeping Theory

The word ' gate-keeping' has been commonly used as a metaphor for defining the mechanism by which choices are made in media work, in particular decisions on whether or not to enable a specific news

channel to pass through the ' gate'. McQueen (2005) said that the Gate-keeping theory deals with the processes and factors that influence the decisions of media organization to select or reject potential newsworthy items for public dissemination. The theory postulates that media organizations and key media professionals act as gateways to the flood of information coming from the wider society. These gates are opened to allow certain types of information to be processed and published; or they are closed to deny other types of information the opportunity for processing and publication. Tejumaiye (2000) enumerates the deciding factors that open or close these gates. Those considerations include: o, information industry structure, qualitative disparities in key communication staff positions, customer characteristics, media nature and information source characteristics. Tejumaiye, further expatiates that the Gate-keeping interactions of these factors may be represented thus: sources select information items that they present to communication professionals who themselves carry out their own selection, guided by criteria derived from the rules of their organization, the demands of the industry, the nature of their professional duties, the information value or content of the items and the limitations of the media. Communication professionals ' choices are introduced to the public, who, in turn, choose the events they will attend and those they will pass on to others.

In the light of this analysis, media outlets are a deciding factor in the type of information obtained and disseminated, or media culture. Therefore, the power to accept or reject information that will improve or damage the social culture, the business or country's media obligations and operation is in the media organization's ambit.

2.4 Empirical Review

In a study titled “Programming Content of Nigerian Broadcast Media: Towards Indigenizing Paradigm” Obono and Madu (2018) discovered that private television stations have more programmes than the government owned television stations. The study analyzed Nigerian Television Authority (NTA), African Independent Television (AIT), Silverbird Television (STV) based on the style and ownership between July 2008 and March 2009. It also analyzes programming patterns for the stations based on ownership and focus. The 17point content categorization reveals the interest areas of stations and their inclination level to specific areas.

Nguevese (2014), in her study “Influence of Ownership in Radio News Coverage (A study of Federal Radio Corporation of Nigeria, Enugu) revealed that, radio news coverage is highly influenced by the owner’s (government) and the news that is covered is owner’s interest oriented instead of public interest oriented. She employed the survey method by making use of questionnaires to gather data from selected

broadcasting stations for a period of two weeks. The data was analyzed using the simple percentage method and chi-square.

In a study carried out in 2016 by Abdul, focusing on “Audience Perception of Radio Broadcasting as a Tool for Creating Awareness on Girl-Child Education in Kaduna State: A study of KSMC radio” it was revealed that majority of respondents do not see the selected radio broadcast programme as sufficient on its own to bring about increased awareness on issues concerning the girl child, her education and development. The researcher used survey method to arrive at her conclusion. Meanwhile, Ogunkunle and ojobuyi opined that there are more of non-sponsored programmes than sponsored programmes in the stations’ programme schedules. This was revealed in their 2019 work titled “Private Radio Stations Fare Better: Audience Perception of Adherence to Social Responsibilities by Public and Private Radio Stations in Oyo State, Nigeria”.

According to Sylvia and Victoria (2014), who studied “Effect of Private and Government owned broadcast media on Nigerian Public Opinion”, private broadcast media positively influenced public opinion and as well encouraged the expression of divergent views. This research was carried out by sending out One hundred questionnaires to collect data for the research.

It was revealed in Okwuchukwu (2014) that different levels of government in Nigeria which comprises of state and federal governments, serving and retired high level public and private officials, politicians, as well as influential businessmen and women, own most of the media organizations in Nigeria. He further revealed that these groups of people (the ruling elite) are the core “news makers” whose views and opinions populate most of the views, news, opinions and information disseminated in the media in Nigeria. The findings further showed that the current media ownership pattern and the level of media control in Nigeria actually hinder the media from independently setting society’s agenda.

CHAPTER THREE

METHODOLOGY

3.1 INTRODUCTION

This chapter outlines the method and procedure used in conducting the study under the following subheadings:

3.2 Study Area

3.3 Research Design

3.3.1 Content analysis

3.3.2 Framing analysis

3.4 Population of the Study

3.5 Sample Size and Sampling Procedure

3.6 Instrument of the Study

3.6.1 Validity of the Instruments

3.6.2 Reliability of the Instrument

3.7 Procedure for Data Collection

3.8 Procedure for Data Analysis

3.2 Study Area

Lagos is the largest city and former capital of Nigeria and the largest megacity on the African continent in terms of population " Approx. 21m (2016 est), It is also the 4th largest economy in Africa. Lagos means "lakes" in Portuguese, the language of the first European immigrants known to visit the settlement, then already inhabited by the Awori and Bini. From the first contacts with the region until the early 20th century, another Portuguese name for the city that was interchangeably used was Onim, finally abandoned in favor of Lagos. Another theory is that Lagos was named after the city of the same name in Portugal which at the time was a major maritime hub for seafaring activity on the Atlantic Ocean. Although Lagos translates to "lakes" in Portuguese, it also means "Lagoon", or a salt water body of water connected to the ocean by channels which flow depending on the tide. In the state of Rio de Janeiro, for instance, the Portuguese named the "Região dos Lagos" (Lakes Region) an area with lagoons very much similar to the Lagos Lagoon.

From the crowning of Ado as its first Oba, Lagos (then called Eko) served as a major center for slavetrade, from which then Oba of Benin Ado and all of his successors for over four centuries supported - until 1841, when Oba Akitoye ascended to the throne of Lagos and attempted to ban slave-trading.

Eko was the land area now known as Lagos Island where the king's palace was built. The palace is called IgaIdunganran, meaning palace built on the pepper farm. Oba Ado and the warriors from Benin, as well as some of the indigenous people who sought safety, settled in the southern part of Eko, called Isale Eko. "Isale" literally means "bottom", but must have been used to indicate downtown (as in Downtown Lagos). Lagos maintained its status as capital when Nigeria obtained its independence from Britain in 1960. Lagos was therefore the capital city of Nigeria from 1914 until 1991, when it was replaced as Federal Capital Territory by planned city of Abuja, built specifically for such purpose.

3.3 Research Design

According to Ngechu (2001), a research design is a plan showing how problems under investigation are solved. A mixed methodology of quantitative content analysis and qualitative framing analysis is employed in this research. Content analysis has generally been identified as a preferred method when trying to analyse media content, be it news stories in print media over a specified time period, or electronic (audio-telecast) media programmes.

3.3.1 Content Analysis

In this study, the content analysis was used to answer research question one, three and four regarding the length of news, the measure of coverage and the sources since quantitative content analysis are suitable for useful mapping, categorizing and counting data. According to Lacey and Luff (2001), "quantitative data can be valuable when it is quantitatively classified and statistically evaluated." This allows researchers to use statistics or graphs for more comparative analyses, to conveniently summarize empirical data.

Neuendorf (2002) however described "quantitative content analysis" in its book as a broader brush to have a general overview for the research but usually it is less detailed and less in-depth. Robertson and Levin (2010) also contend in media landscape that "purely quantitative methods struggle to obtain analysis on the importance and meaning of media text. A qualitative framing analysis is intended to be used to resolve this problem.

3.3.2 Framing analysis

To answer research question two and four regarding the issues reported and manners in which it was reported, framing analysis is added for this research. Framing, one of the qualitative media content analysis techniques, seeks to detect the message frame and to specify a deeper connection in the coverage by interpreting the message as a whole. In this study, the framing analysis is done from an academic point of view but interpreted from a normal audience point of view. Inspired by Fairhurst and Sarr (1996)

framing analysis, focus on keywords and narratives, etc. The framing analysis included the analysis of adjectives that include indications of attitude (positive and negative), metaphors used, narrator point of view, contextual factors such as the position and credibility of the spokesmen or sources etc. Macnamara (2005). More specifically, the frame analysis in this research was carried out on the basis of new research by Semetko and Valkenburg (2000).

3.4 Population of the study

Population are all the items or people under consideration for the study. The target population for this research are the Eko FM (Public Radio Station) and Top FM (Private Radio Station) in Ikeja, Lagos State. This is because they were in a better position to provide the information needed for the study area. The population also comprised of a total number of bulletins that was transmitted from each station between August 2019 to December 2019.

3.5 Sample Size and Sampling Procedure

Sampling is the process of selecting a subset of cases in order to draw conclusions about the entire set Orodho (2004). Wiersma (1995) described a sample as a small population of the target population selected systematically for the study. Sampling is important because one can learn something about a large group by studying a few of its members thus saving time and money.

The collection of samples is accompanied by the three measures suggested by Newbold et al. (2002). First, the type and genre of media was selected; then, the study period is to be focused on a period of four months from August 2019 to December 2019; finally, the unit of analysis was determined to be the general news update reported by both stations. In practice, Top FM and Eko FM weekly news broadcasts were selected to serve as observational study materials for comparative analysis of news coverage patterns between these two media. To determine the sample size for this study, the researcher adapted the recommendation of 10 to 30% of the universe which is seen as representative and can be generalized to the population (Mugenda&Mugenda, 2003). The researcher used the higher limit of 30% of the population. The transcript of the programmes on were sampled and coded by the researcher.

3.6 Instrument for Data Collection

The research instrument for this research is coding sheet. A coding guide will be provided at the beginning of the analysis part to be able to guide the thought process of audience and other researchers. The programmes were grouped under sub-categorizes. Each category of the classified programming segment is

clearly defined, to appraise about what specific content is isolated, examined, and recorded, including the limitations of definition.

3.6.1 Data Coding and Intercoder Reliability

According to Neuendorf (2002), it is important to create coding categories before data coding to encourage objectivity and reduce the level of research distortions. The researcher also conducted a literature review and read the article texts to support code for key variables before starting coding. It is important to note that the coding categories adopted in the analysis are by no means exhaustive and have been established in relation to the research questions and objectives. A total of nine content categories were identified and generated to code for variables that were used to describe the data gathered and also answer each research questions. Two coders were involved in the coding process to determine the coding reliability. While the coding instruction was adopted, small portions of the stories sampled were coded. The coders had to look at the stories and allocate values to the respective frames. The reliability of the intercoder was calculated by means of the HostiIntercoder reliability formula.

$$R = \frac{2M}{N1+N2}^{2M}$$

$N1+N2$

Where:

R = Inter coder reliability

M = Number of coding decisions agreed upon by the coders

N1 & N2 = Number of coding decisions by each coder

The inter-coder reliability was: $R = \frac{2(20)}{25+25} = 0.80$

The inter-coder reliability is 0.80 and this is considered good and acceptable

3.6.2 Validity of the Instrument

Validity is defined as the degree or capacity of a tool or instrument to measure what is supposed measure. Content validity means that the scale content is wide enough to encompass the entire spectrum of subjects. The codebook and code sheet used as the instrument for data collection have been validated to provide

appropriate evidence for decision-making. The instruments used in this analysis were carefully reviewed and validated by the supervisor.

3.6.3 Reliability of the Instruments

The instrument used to collect data shows the comparative analysis of patterns of news coverage between public and private radio stations in Lagos State. Case study of Eko FM and Top FM. The value of the intercoder reliability was calculated to check the reliability of the instrument. The value of the intercoder reliability was 0.80 which indicated that the instrument is reliable and can be used anytime by other researchers to test for the differences.

3.7 Procedure for Administration of Instruments

The researcher sought a research permit from the Department of Mass Communication, College of Humanities and Social Sciences, Ibafo in Ogun State. The researcher then wrote letters to the heads of the radio stations to be allowed to carry out the study in their selected radio stations. The researcher then visited the selected radio stations, created rapport with the respondents, explained the purpose of the study and then start the regular visit. The respondents were assured about the confidentiality of their identities.

3.8 Data analysis Procedure

Kombo & Tromp (2006) defined data analysis as the interpretation of collected raw data into useful information. The researcher of this study first checked on the data collected for completeness. The data was then be categorized and coded for easy processing. All the data were entered into coding sheet and analysed using content analysis because it helps in summarizing responses into groups, reducing the number of different responses to make comparisons easier. In qualitative research, coding is a way of indexing or categorizing the text in order to establish a framework of thematic ideas about it (Gibbs, 2007). Prior to statistical analysis, data cleaning and handling of missing values was performed and typing errors corrected.

Coding sheet were used to compute the data into tables to get the comparative analysis of patterns of news coverage between public and private radio stations in Lagos State.

Quantitative data was analysed using descriptive statistics. In this study, frequency distribution tables, simple percentage and charts were used to compute the data into tables. The researcher employed the use of statistical package for social science (SPSS v 25.0) for all forms of statistical analysis.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND DISCUSSION OF FINDINGS

4.1 Introduction

The main objective of this study is to comparatively investigate the pattern of news coverage between selected public and private radio stations in Lagos state. A quantitative content analysis was adopted to analyze data collected from Eko 89.7 FM and Top Radio 90.9 FM. The unit of analysis were the texts/contents of each news item reported by Eko 89.7 FM and Top Radio 90.9 FM from August to December, 2019. Based on the research questions, the study categorized contents based on the length of the news, issues reported, coverage of news, source of news, manner/ tone of coverage issues. The first section of analysis involved the presentation of codebook used for this analysis and the result of intercoder reliability so that the instrument could easily be adopted by other researchers. Description news items using frequency counts and simple percentages were also presented. The second section of this chapter presented the results of the content categories in tables and graph in attempts to answer the formulated research questions.

Figure 4.1: Bar Chart of the Study Sample

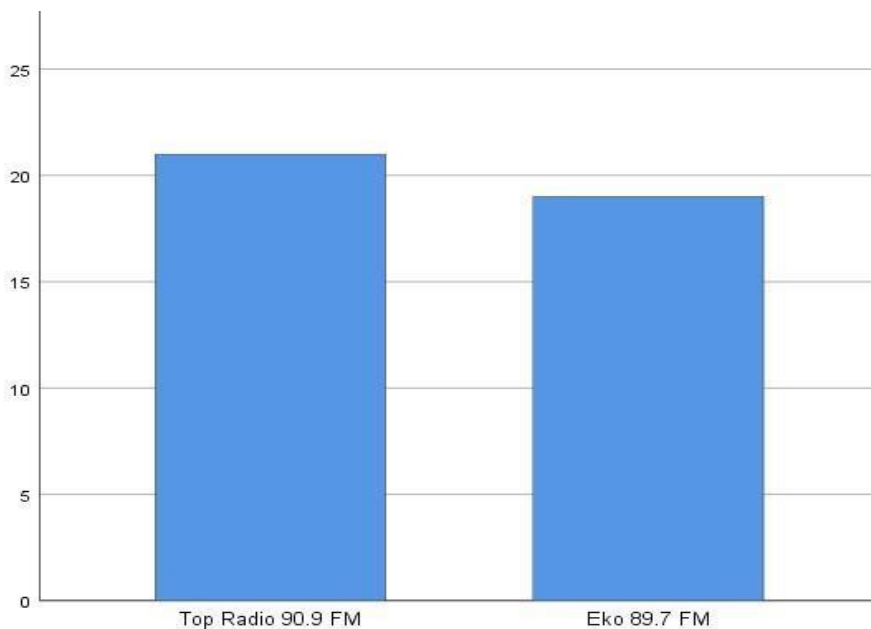


Table 4.1: Distribution of Study Sample

Radio Station	Frequency	Percentage	Valid Percent
Top Radio FM	21	52.5	52.5
Eko 89.7 FM	19	47.5	47.5
Total	40	100.0	100.0

Source: Field Study, 2020

The above results illustrated the frequency and percentage of the study sample obtained from the two radio stations. Out of the 40 major news bulletins sampled in this study, collected from the two radio stations, 21 news representing 52.5% of the total news were reported by Top Radio FM while 19 news representing 47.5% were reported by Eko 89.7 FM.

Figure 4.2: Bar Chart of Types of News Coverage

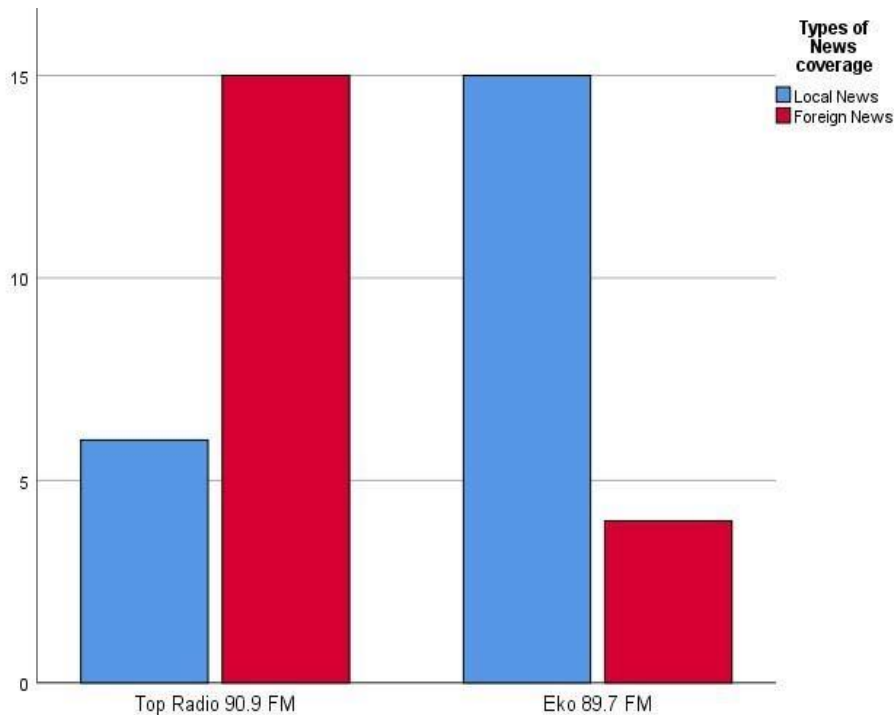


Table 4.2: Distribution of Types of News Coverage

Radio Station	Local News	Foreign News	Total
Top Radio 90.9 FM	6	15	21
Eko 89.7 FM	15	4	19

Source: Field Study, 2020

The above result showed the frequency of the type of news coverage in relation with the media, both the private and public radio stations. Result showed that 15 news reported by Top Radio 90.9 FM were foreign news while the rest of the news (6) from Top Radio 90.9 FM were local news. Likewise, 15 local news and 4 foreign news were reported on Eko 89.7 FM. With respect to that, Top Radio 90.9 FM news had a wider coverage than the Eko 89.7 FM since it reported more news, many of which included foreign news.

4.2 Analyses of Research Questions

Research Objective 1: To compare the length of major news bulletins of Eko 89.7 FM and Top Radio FM, Lagos.

Research Question 1: What is the length of major news bulletins of Eko 89.7 FM and Top Radio 90.9 FM, Lagos?

RQ1 sought to measure the length of the major news items in the news bulletins of Eko 89.7 FM and Top Radio FM. To this end, the headline status and the length of major news reported by Eko 89.7 FM and Top Radio 90.9 FM will show the level of prominence attached to news report by each media organization.

Figure 4.3: Bar Chart of Headline Status of New Stories

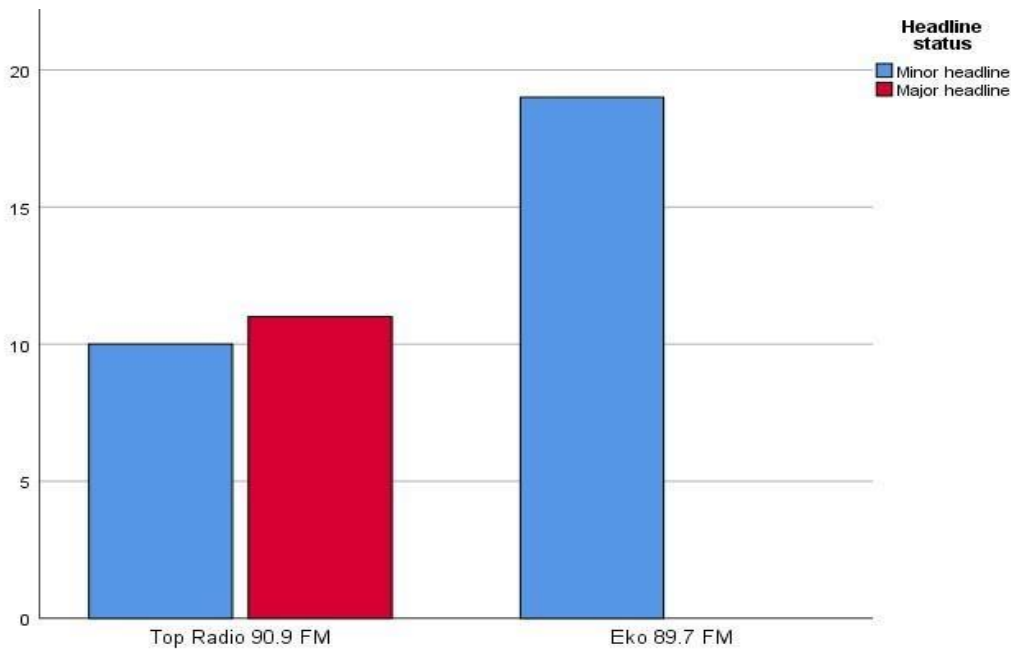


Table 4.3: Distribution of Headline Status of News Stories

Radio Station	Minor headline	Major headline	Total
Top Radio 90.9 FM	10	11	21
Eko 89.7 FM	19	0	19

Source: Field Study, 2020

The table above showed that 10 (47.62%) of the news stories reported on Top Radio 90.9 FM were minor headlines while 11 representing 52.38% were major headline. Meanwhile, all the news reported by Eko 89.7 FM were labeled as minor headlines because it is found only in the body of the bulletin. It was observed that Top Radio 90.9 FM, a private radio attached a high level of prominence in reporting news than Eko 89.7 FM since most of the radio story makes the news highlight. Let us confirm the level of prominence by looking at the difference in the length of each story.

Figure 4.4: Bar Chart of Length of News Stories

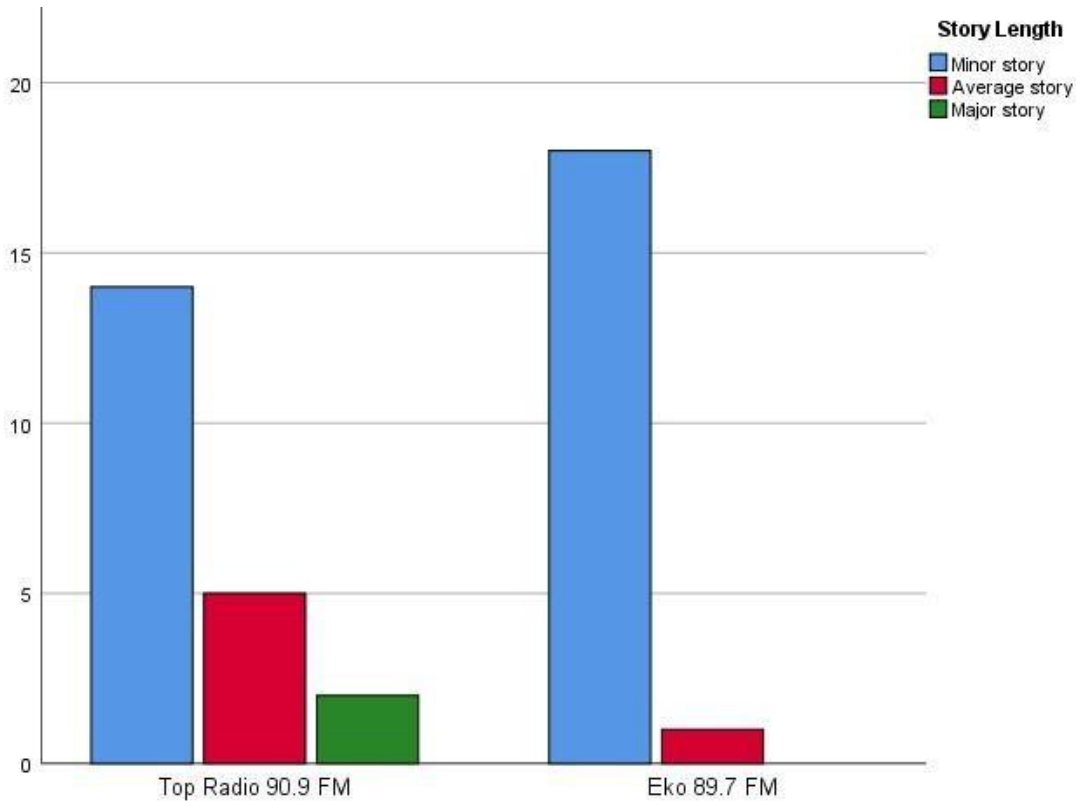


Table 4.4: Distribution of Length of News Stories

Length of Story	Top Radio 90.9 FM	% of total story length on Top Radio 90.9 FM	Eko 89.7 FM	% of total story length on Eko 89.7 FM
Minor story	14	66.7	18	94.7
Average story	5	23.8	1	5.3
Major story	2	9.5	0	0.0
Total	21	100	19	100

On the basis of story length, we categorized each news story as either minor story, average story or major story (see code guide above for more information). The result showed that 66.7% of the issues reported on Top Radio 90.9 FM were minor story, 23.8% were average story while 9.5% were major story. Likewise, 95.7% of the issues reported on Eko 89.7 FM which is a public radio station were minor story while the

remaining 5.3% were average story. A deep dive into this analysis also showed that Top Radio 90.9 FM reported most of the politics report as average news story while Eko 89.7 FM despite having a high number of political reports, reported all this issue and story about the government as minor story. Obviously, private radio stations attached more prominence to the issue surrounding the government (politics report). Generally, It was observed that Top Radio 90.9 FM attached high level of prominence to their report (especially political report and event report) the public radio station, Eko 89.7 FM.

Research objective 2: To compare the issues that is reported on Eko 89.7 FM and Top Radio 90.9 FM, Lagos.

Research Question 2: What are the issues reported on Eko 89.7 FM and Top Radio 90.9 FM, Lagos?

RQ2 measured various type of issues reported on the two media between the period August and December, 2019. Table 4.6-4.7 revealed the relationship frequency and percentage of different story reported by each media. The table below presents the frequency or percentage of the type of the story reported and the focus or frame of the story.

Figure 4.5: Bar Chart of issues reported in News Stories

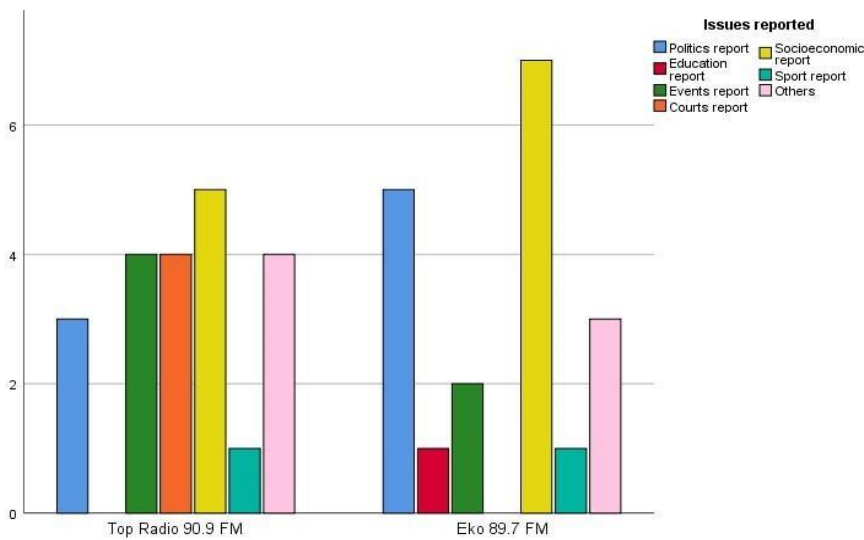


Table 4.5: Distribution of issues reported in News Stories

Issues reported	Top Radio 90.9 FM	% of total type Topstory/issue on Ra 90.9 FM	Eko 89.7 FM	% of total typonstory/issue 89.7 FM	Ek o
Politics report	3	14.4	5	26.3	
Education report	0	0.0	1	5.3	
Events report	4	19.0	2	10.5	
Courts report	4	19.0	0	0.0	
Socioeconomic report	5	23.8	7	36.8	
Sport report	1	4.8	1	5.3	
Other(s)	4	19.0	3	15.8	
Total	21	100	19	100	

The table above shows the different type of issues reported by both the private and public radio stations. It was our aim to know the pattern in which both radio stations reported their news and what type of issues do they report. For Top Radio 90.9 FM, the result indicated that 14.4% of the report were political report, Top Radio 90.9 FM recorded high number of socio economic reports, 19.0% news were Events report, courts report and other reports. Majority of the news reported however, were socioeconomic report. The private radio stations focused more on socio-economic reports and less on politics, sports and education report based on sampled data. Meanwhile, Eko 89.7 FM reported 26.3% of politics, 5.3% education report, 10.5% events report, 36.8% socio-economic report, 5.3% of sport reports and 15.8% others. Similarly, majority of the issue reported by the government owned radio stations were socio-economic issues meanwhile, they reported politics less as well.

Figure 4.6: Bar Chart on Focus of News Stories

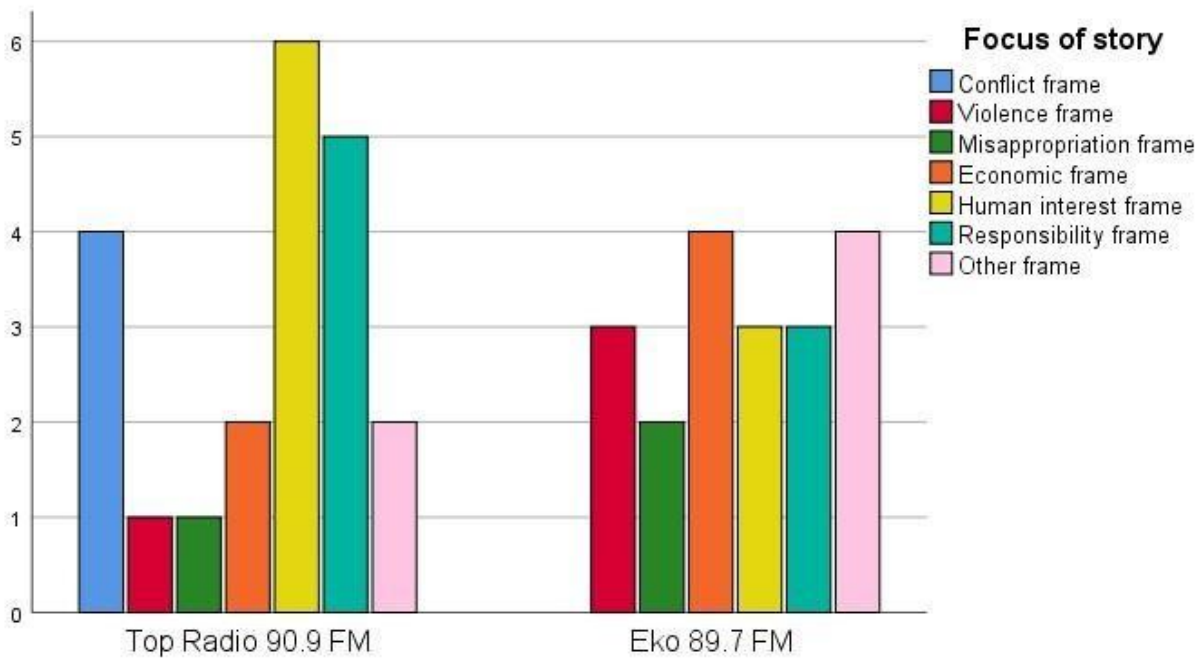


Table 4.6: Distribution of Focus of News Stories

Frame	Top Radio 90.9 FM	% of total focus of story on Top Radio 90.9 FM	Eko 89.7 FM	% of total focus of story on Eko 89.7 FM
Conflict Frame	4	19.0	0	0.0
Violence frame	1	4.8	3	15.8
Misappropriation Frame	1	4.8	2	10.6
Economic Frame	2	9.5	4	21.0
Human interest Frame	6	28.6	3	15.8
Responsibility Frame	5	23.8	3	15.8
Other Frame(s)	2	9.5	4	21.0
Total	21	100	19	100

Similar way to answer the above research question is to identify the “focus or frame of the issues or story” reported on these radio stations. Results showed that for Top Radio 90.9 FM, 19.0% of issues reported focused on conflict, 4.8% talked about violence and misappropriation, 9.5% had economic frame, 28.6% which forms most news story employed human interest, this means the news presented some news more with personal and empathic feelings meanwhile, 23.8% and 9.5% of issues were reported within responsibility frame and other frames respectively. Meanwhile, For Eko 89.7 FM, 15.8% reported violence, 10.6% reported misappropriation, 21.0% focused on issues within economic frame, 15.8% focused on human interest while 15.8% also focused on responsibility. It was clear that Top Radio 90.9 FM were more interested and focused their story within human interest and responsibility frame meanwhile government owned, Eko 89.7 FM focused their issues reported within economic frame and similarly on other frames too.

Research objective 3: To comparatively examine the agencies/institutions that enjoys more coverage on Eko 89.7 FM and Top Radio 90.9 FM, Lagos.

Research Question 3: What agencies/institutions enjoy more coverage on Eko 89.7 FM and Top Radio 90.9 FM, Lagos.

Table 4.7: Distribution of Media Coverage

Radio station	Frequency	Percentage	Valid percent
Top Radio 90.9 FM	21	52.5	52.5
Eko 89.7 FM	19	47.5	47.5
Total	40	100.0	100.0

The above results illustrated the frequency and percentage of the media coverage. Out of the 40 sampled news collected from the two radio stations, 21 news representing 52.5% of the total news were reported by Top Radio 90.9 FM while 19 news representing 47.5% were reported by Eko 89.7 FM. By referring the results above, Top Radio 90.9 FM had major headlines, shared major stories and also reported a lot of foreign news than the Eko 89.7 FM. Hence, Top Radio 90.9 FM enjoyed more media coverage than government owned stations, Eko 89.7 FM.

Research objective 4: To comparatively identify the sources of news of Eko 89.7 FM and Top Radio 90.9 FM, Lagos.

Research Question 4: What are the sources of news of Eko 89.7 FM and Top Radio 90.9 FM, Lagos?

Sources of news are very important. It shows the level of transparency and lucidity that may be attached to this news. Whether these issues are reported based on fact or opinion or comments. It also contributed to the level of prominence and perceived value or importance that will be attached by the audience of these stations. In this section, we identified a number of news sources and measured their distribution between the two stations. The researcher also measured the depth of the news source. Figure 4.7: Bar Chart of Sources of News Stories

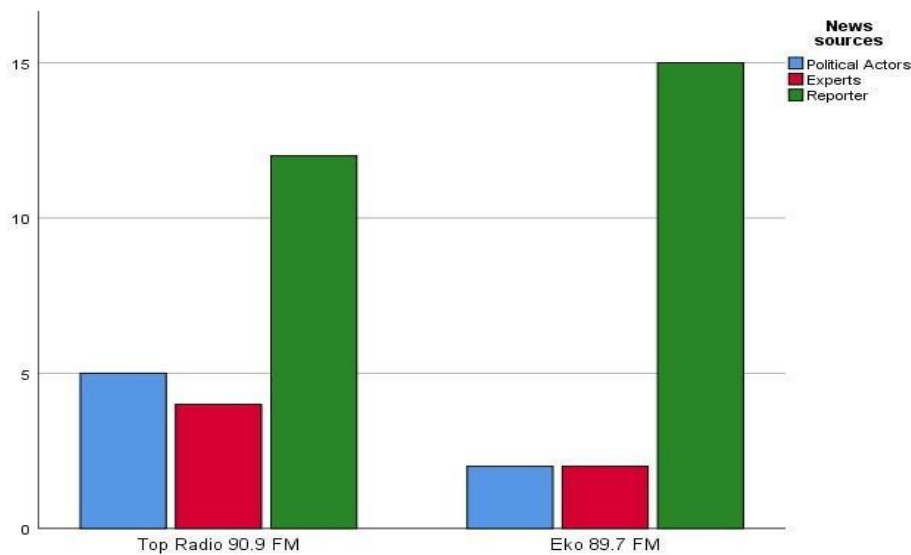


Table 4.8: Distribution of Sources of News Stories

	Top Radio 90.9 FM	% of total source on Top Radio 90.9 FM	Eko 89.7 FM	% of total source on Eko 89.7 FM
Political Actors	5	23.8	2	0.5
Individuals	12	57.1	15	79.0
Experts	4	19.0	2	10.5
Other(s)	0	0.0	0	0.0
Total	21	100	19	100

The table above illustrated the various news source. The source of the reports is a significant indicator of the importance of the news. According to Cissel (2012), the source of the story and the perceived importance by audiences are strongly associated. The results for Top Radio 90.9 FM showed that 23.8% of the source were political actors, 19.0% new sources were experts, 57.1% of the issues' source were individuals meanwhile for Eko 89.7 FM, 10.5% were political actors, 10.5% were experts and 79.0% were individuals. It is therefore concluded that political actors and individuals were the top sources for both radio stations. For example, Politicians served as a source for many political and economic issues that were reported by the news, it was observed that political actors were quoted on several occasions while reporting the news. Likewise, individuals, celebrities or elites are also quoted in other news where they serve as a source. Economic reports, socioeconomic reports and sport were authored by experts and hence they serve as the sources too

Figure 4.8: Bar Chart of Depth of News Sources

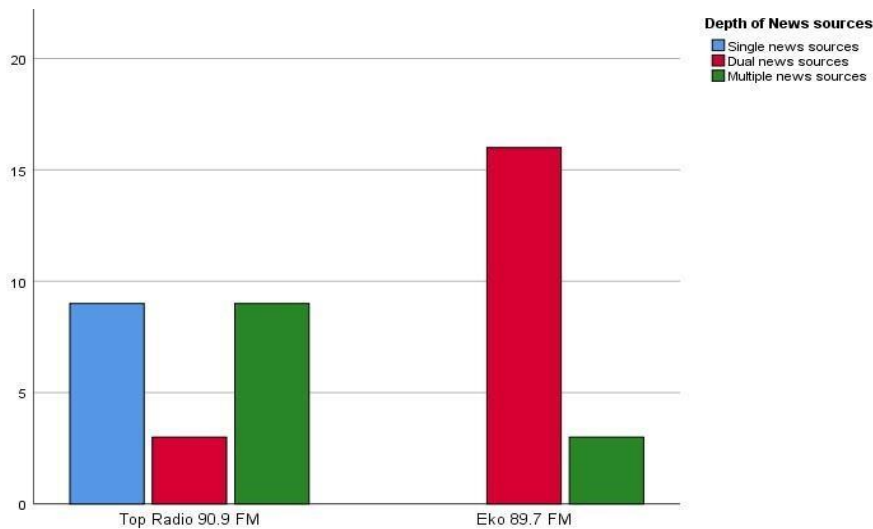


Table 4.9: Distribution of Depth of News Sources

Radio station	Single news source	Dual news source	Multiple news sources	Total
Top Radio 90.9 FM	9	3	9	21
Eko 89.7 FM	0	16	3	19

Furthermore, we analyzed the depth of news sources, in some situation, news usually contains more than one source, it is therefore important to measure the depth of sources of a news. The result showed that 9 news had single sources, 3 news had dual news sources while 9 news also contained multiple news sources

for Top Radio 90.9 FM. Whereas 16 news had dual news sources while 3 news had multiple news sources. Although, this may be not the case all the time but often times, it is found that news that had multiple sources are much reliable since each source would have confirmed the authenticity of the story. Hence, Majority of the news reported by Top Radio 90.9 FM have multiple sources and can be considered as a much more reliable news, meanwhile, Eko 89.7 FM also have a high number of dual sources than Top Radio 90.9 FM.

Objective 5: To comparatively evaluate the manner of coverage issues and institutions reported on Eko 89.7 FM and Top Radio 90.9 FM, Lagos.

Research Question 5: What manners are issues and institutions reported on Eko 89.7 FM and Top Radio 90.9 FM, Lagos?

This question aimed to measure the various manners in which issues are reported by the radio stations under study. The table below provide evidence to answer this research question.

Figure 4.9: Bar Chart of manner of coverage of News Stories

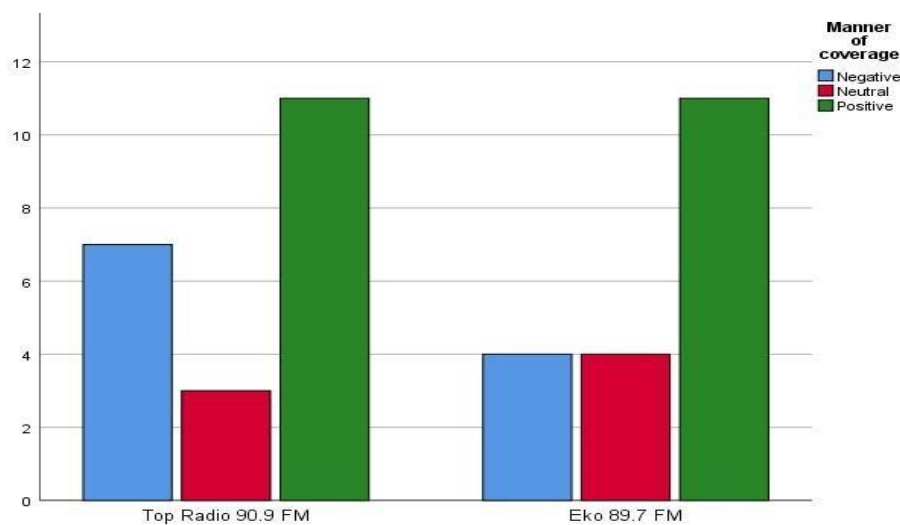


Table 4.10: Distribution of manner of coverage of News Stories

Radio Station	Negative	Neutral	Positive	Total
Top Radio 90.9 FM	7	3	11	21
Eko 89.7 FM	4	4	11	19

The result above shows the manner of news coverage between that Eko 89.7 FM and Top Radio 90.9 FM. Majority of the coverage on Top Radio 90.9 FM were positive (52.4%) while the remaining were neutral

(14.3%) or negative (33.3%). 33.3% of the news from Top Radio 90.9 FM show negative manner in reporting issues, while few issues reported news from both sides to give a neutral stance. Coverage on Eko 89.7 FM hold positive manner in reporting the news (58%), 21% were neutral while 21% of the news were reported in Negative manner. It was also observed that, issues involving conflict, violence, misappropriation of public funds etc were often reported in a negative manner.

4.3 Discussion of Findings

In this section, the findings from the content analysis of the topic “Comparative Analysis of the patterns of news coverage between Eko 89.7 FM and Top Radio 90.9 FM radio station in Lagos State” would be discussed.

The general objective of this research is to investigate the pattern of news coverage between public (Eko 89.7 FM) and private (Top Radio 90.9 FM) radio stations. Specific objectives include, comparison of length of major news bulletin between Eko 89.7 FM and Top Radio 90.9 FM, comparing of the issues that is reported on Eko 89.7 FM and Top Radio 90.9 FM, Lagos, comparatively examining the agencies/institutions that enjoys more coverage on Eko 89.7 FM and

Top Radio 90.9 FM, Lagos, identifying the sources of news of Eko 89.7 FM and Top Radio 90.9 FM, Lagos, comparatively evaluate the manner of coverage issues and institutions reported on Eko 89.7 FM and Top Radio 90.9 FM, Lagos The research makes use of a content analysis and framing analysis in order to analyze the textual data both quantitatively and qualitatively. The findings from the study are discussed as follows.

Firstly, we concluded in general that although Eko 89.7 FM and Top Radio 90.9 FM consume almost the same amount of reporting time, their reporting focus and perspective are significantly different. **The first objective aimed to measure the length of major news bulletins between the** Eko 89.7 FM and Top Radio. The research investigated the length of major news bulletins of Eko 89.7 FM and Top Radio 90.9 FM, Lagos. It was found that the length of the story of Top Radio 90.9 FM is longer when compared to Eko 89.7 FM. The result showed that 66.7% of the issues reported on Top Radio 90.9 FM were minor story, 23.8% were average story while 9.5% were major story, meanwhile 95.7% of the issues reported on Eko 89.7 FM which is a public radio station were minor story while the only 5.3% were average story. The length of the story on Top Radio 90.9 FM was longer and we concluded that this will influence the level of prominence and the perceived importance of their news by the audience. According to Cissel (2012), there is a substantial relationship between the length of a news report and its perceived importance. Evidence

also show that the allotment of time and article length can influence the readers' and viewers' perceptions regarding the importance of an event. This finding goes in line with (Patel, 2017) who stated that a longer post addresses the topic with a level of depth that is simply impossible with a shorter post. Hence, Top Radio 90.9 FM have longer story and hence experience high perception from readers which will in turn positively influence its media coverage. Following objective two which compared the issues that is reported on Eko 89.7 FM and Top Radio 90.9 FM, Lagos. Concerning the issues reported on Eko 89.6 FM and Top Radio 90.9 FM between the period of August and December, Findings show that both stations focused more on socioeconomic reports, however, aside socio-economic reports, Eko 89.6 FM tend to report more political issues than Top Radio 90.9 FM while on the other side Top Radio 90.9 FM focused more on events report, courts report and other reports.

The third objective comparatively examined the agencies/institutions that enjoys more coverage on Eko 89.7 FM and Top Radio 90.9 FM, Lagos with respect to the level of coverage by the radio stations, Top Radio 90.9 FM reported foreign news more than Eko 89.7 FM, hence, we can conclude from this that Top Radio 90.9 FM enjoy a wide range of coverage. This finding agrees with Ojebiyi&Oluwasina (2019) research, where they found that private radio stations have more coverage than public radio stations as they are perceived to be more socially responsible and report more credible and entertaining program compared to the public stations.

To comparatively identify the sources of news of Eko 89.7 FM and Top Radio 90.9 FM, Lagos.

Findings also show that political actors and individuals are the major sources of news for both Eko 89.7 FM and Top Radio 90.9 FM. The political actors, individuals and experts are seen quoted on several occasions of the news on Top Radio 90.9 FM. The 5 top sources of news among Eko 89.7 FM and Top Radio 90.9 FM are Political actors, Individuals and experts. Eko 89.7 FM had more individuals as source than Top Radio 90.9 FM, meanwhile Top Radio 90.9 FM had more political actors and Experts as source. Eko 89.7 FM is heavily dependent on one single source which is individuals for their news while Top Radio 90.9 FM has considerable proportion spread across three sources of news, political actors, individuals and experts.

The manner of news coverage on Eko 89.7 FM and Top Radio 90.9 FM also differs. The rate at which they present news in a heavily positive showing concerns and empathy to the subject of the news is high on both stations. However, there is difference in the level at which they report news in a negative manner. Top Radio 90.9 FM reported news with negative tone than Eko 89.7 FM. This is as a result of the frame which the news is initially placed, however, it was observed that issues involving conflict, violence,

misappropriation of public funds etc were often reported in a negative manner, with expressions that symbolizes those feelings by Top Radio 90.9 FM. This finding is in line with

Jacob's survey research which contained questions on media use. Jacob et al. (2014) found that there is preference for public media as they are associated with lower level of sentiment when compared to private media.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter consist of the summary of the findings, conclusions as well as recommendations for the study. The general objective of this study was to comparatively investigate the pattern of news coverage between selected public (Eko 89.7 FM) and private (Top Radio 90.9 FM) radio stations in Lagos state

5.2 Summary

Mass media are instruments of communication that relay information closely and far away. The mass media include TV, radio, newspapers, magazines and billboards. The basic feature, called monitoring, requires the compilation and reporting of news. News values are features of a journalistic event that journalists use to easily analyze and classify a concept or event. Moemeka (2016) says news is a reliable and impartial account of the important facts that are of concern to the public regarding a timely event. The media's role in news collection can be built on the principle of news marketing, which ethnically links the distribution of information through news marketing.

Media ownership is the paternity or ownership of the media. Raufa (2003) says that as a result of partial or full sponsorship of the medium paternity may arise. Ownership by government means that the network is supported only by the state. Individuals create, fund and operate a media company in private ownership. Private ownership has the advantage of granting the media the freedom to challenge, rather than governmental ownership, the ills found in society. There are different forms of private ownership, including chain ownership, cross-media ownership; conglomerate

Radio strengths include that you can listen to it at any time, reach vast numbers of people, inform, educate, entertain and persuade them. It is a reality that radio alone reigned or became the key player in the first three decades of broadcasting from the early 20s. The communication potentials are quite high, but the actual results may be very limited, Ghaffar Hussain writes. Hussain writes that the power of radio has always been its portability. It is as important and strong as it was in the early years. This research explores the news coverage patterns between public and private radio stations in Lagos. State influence and media regulation have shown political purposes when perceived by the government in power. Transmitted news has shown outright propaganda in many ways to serve the needs of the day's government. This is mostly true for broadcast media owned by the Government. Many broadcast media outfits collapse in operations and lose their grip on the audience. Often the Government loses professionalism in terms of cohesiveness

in designating people in broadcasting organizations for positions of authority. Among other items, the government can compel media to submit: higher taxes on recalcitrant media, and penalties against rebellious media. The research therefore aims to compare the length of major news bulletins, the issues reported, the agencies/institutions, identify the sources of news and also evaluate the manner of coverage issues reported on Eko 89.7 FM and Top Radio

90.9 FM.

A mixed methodology of quantitative content analysis and qualitative framing analysis is employed in this research to comparatively analyze the pattern of news coverage between Eko 89.7 FM and Top Radio 90.9 FM. The research compared the length of major news bulletins of Eko 89.6 FM and Top Radio 90.9 FM, It compared the issues that is reported on Eko 89.6 FM and Top Radio 90.9 FM, It comparatively examined the agencies/institutions that enjoy more coverage on both radio stations, It also identify the sources of news of these radio stations and lastly, It comparatively evaluated the manner of coverage issues reported on Eko 89.6 FM and Top Radio 90.9 FM. The total number of the study sample obtained was 40 major news bulletins. The distribution of the study sample showed that 53.5% (21) news stories were reported on Eko 89.6 FM while 47.5% (19) were reported on Top Radio 90.9 FM. In addition, Top Radio 90.9 FM reported more foreign news while Eko 89.6 FM often reported local news, hence, Top Radio 90.9 FM enjoys more media coverage than government owned stations, Eko 89.7 FM.

The result for the length of major news bulletins of Eko 89.6 FM and Top Radio 90.9 FM indicated that majority of the news stories reported on the both radio stations were minor story, however, Top Radio 90.9 FM reported more average and major stories than Eko 89.6 FM.

Comparing the issues reported on Eko 89.6 FM and Top Radio 90.9 FM between the period of August and December, it was identified that both stations report were centered on socio-economic reports, however, Eko 89.6 FM tend to report more political issues than Top Radio 90.9 FM while on the other side Top Radio 90.9 FM focused more on events report, courts report and other reports.

With respect to the source of new stories reported on Eko 89.6 FM and Top Radio 90.9 FM, the results showed the source of new stories which is highest and most common for both Eko 89.6 FM and Top Radio 90.9 FM was individual source. Other news sources included political actors and experts as source which is most common on Top Radio 90.9 FM.

The research also measured the manner of coverage of issues reported on Eko 89.6 FM and Top Radio

90.9 FM and the findings show that the relative percentage of news reported in a positive manner on Eko 89.6 FM and Top Radio 90.9 FM were 57.9% and 52.4% respectively. Eko 89.6 FM reported more news stories in a positive manner as compared to Top Radio 90.9 FM.

5.3 Conclusion

The study concludes based on the findings from the analysis that, there is a clear difference in the pattern of news coverage between Eko 89.6 FM and Top Radio 90.9 FM despite their similarities in their reporting time, standard reporting practice, type of issues reported and reporting focus. The research concluded that Top Radio 90.9 FM enjoys more media coverage because it is evident in this research that they reported more foreign news, Top Radio 90.9 FM attached high level of prominence to their reports and audience have perceived importance on their news stories since they reported more average and major stories than Eko 89.6 FM, Both Eko 89.6 FM and Top Radio 90.9 FM depended on individual sources for their reported news stories, lastly, the research concluded that

Eko 89.6 FM reported more news stories in a positive manner when compared to Top Radio 90.9 FM.

5.4 Recommendations

Based on the results, the following recommendations have been made.

1. The radio media should refrain from being biased in their coverage so that their stories become prominent.
2. All broadcast media in particular radio stations, should have strict guidelines to cover major stories, to support their media outlets and to ensure the integrity of their news sources by testing multiple news sources.
3. The radio stations must increase their performance by informing the nation properly and correctly. All knowledge should be adapted to strengthen the positive frames of news stories.

5.5 Contribution to knowledge

This research helps contribute to knowledge by providing evidence and fact which are useful to organisations, policy makers and other researchers. The findings from this research inform the organisation about their performance by showing the strength and weaknesses of their practice. It also serves as source of reference for other scholars and inform them about the mixed methodology of content and framing analysis which is a better method employed to analyse this kind of research. It also provides information for policy makers to set strict guidelines such as in covering major stories and in ensuring the integrity of news sources.

5.6 Limitation of the study

Although mixed methods of quantitative content analysis and qualitative framing analysis were used to better evaluate the content of the media, the approach to content analysis was insufficient, and serve as a limitation. Also, due to the pandemic, it was difficult to collect data because of the restrictions placed on movement. Likewise, financial constraint and time constraint serve as a limitation as this research was combined with other academic works.

5.7 Suggestion for further research

Further research to generate a balanced result can be done adopting multiple method consisting of content analyses, framing analysis and focus groups or surveys to obtain the responses of managers and staffs in the radio stations in order to better understand the process and pattern of news coverage that is peculiar to that radio stations and could not be derived in the media reportage. This will provide a more accurate and balanced interpretations.

Expand research in broader terms: comparison of more local and global media. The news trend across many media can be better understood with more research findings.

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APPENDIX

Name: Aluko Faith Date:	
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Coding Guide for Comparative Analysis of the patterns of news coverage between public and private radio station in Lagos State:	A Study of Eko 89.7 FM and Top Radio 90.9 FM (August - December, 2019)
Coding Category Item	# of times
Content Category 1: Media coverage (This is the type of the media)	-Eko 89.7 FM - Top Radio 90.9 FM
Content Category 2: Type of News coverage (This is the type of News)	-Foreign News -Local News
Content Category 3: Story Headline Status (The status of headline of the story about issues reported is assigned an identification number)	-Minor headline on the page (less than 3 columns) -Average headline on the page (between 3 columns and 5) -Major headline on the page (across all the columns)
Content Category 4: Story Length (The length of the story about issues reported is assigned an identification number)	-Minor story (minor piece on a page) -Average story (major study on a page) -Major story (major story running to other pages)

<p>Content Category 5: News Sources</p> <p>(The source for each report is assigned an identification number)</p>	<ul style="list-style-type: none"> -Political Actors -Individuals - Experts - Others
<p>Content Category 6: Depth of News Sources (The depth of reportage of the story is assigned an identification number)</p>	<ul style="list-style-type: none"> -Single news source -Dual news sources (two sources) -Multiple news sources(three or more sources)
<p>Content Category 7: Issues reported</p> <p>(The type of issues reported is assigned an identification number)</p>	<ul style="list-style-type: none"> -Politics report -Education report -Events report - Courts report - Socioeconomic report - Sport report - Other(s)
<p>Content Category 8: Focus of the Story</p> <p>(The incident focus or frame of the story is assigned an identification number)</p>	<ul style="list-style-type: none"> - Conflict Frame - Violence frame - Misappropriation Frame - Economic Frame - Human Interest Frame - Responsibility Frame - Other Frame(s)

<p>Content Category 9: Manner/Tone of issues coverage</p> <p>(The tone is the stance of the media and the manner in which they report issues)</p>	<p>-Positive</p> <p>-Negative</p> <p>-Neutral</p>
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