

MASS MEDIA AND PROFESSIONALISM IN NIGERIA: RADIO AND TELEVISION

Emmanuel Jibb Adams

Kaduna State University, Kaduna, Nigeria,
Department Of Mass Communication
emmanuel.jibbadams@kasu.edu.ng
+2347034762763

SHARU AISHA AHMAD

KADUNA STATE UNIVERSITY
sharuumayma@gmail.com
+2348097138406

Correspondent author:

Emmanuel Jibb Adams
emmanuel.jibbadams@kasu.edu.ng

Received: 2023 25, Feb

Accepted: 2023 25, Mar

Published: 2024 13, Apr

Copyright © 2024 by author(s) and
Scientific Research Publishing Inc.
This work is licensed under the Creative
Commons Attribution International
License (CC BY 4.0).

<http://creativecommons.org/licenses/by/4.0/>



Open Access

Abstract

The issue of media professionalism in Nigerian radio and television is of vital importance, given the profound influence these media outlets have on public opinion and societal norms. This study examines the historical developments, ethical standards, regulatory frameworks, and challenges faced by these media channels in Nigeria. It also proposes strategies for strengthening media professionalism, drawing upon the Social Responsibility Theory as a theoretical framework. The study finds that while progress has been made in improving media professionalism since the liberalization of the media landscape in the 1990s, challenges persist in terms of ethical conduct, content quality, industry regulation, and technology adaptation. Strengthening media professionalism requires a multi-pronged approach involving government policies, media reforms, industry collaborations, and individual commitment to professional standards. By adhering to the principles of the Social Responsibility Theory, radio and television stations in Nigeria can contribute to promoting democracy, development, and social justice, and foster a culture of ethical reporting.

Keywords

Mass Media, Professionalism, Nigeria, Radio, Television.

Introduction

In the context of Nigeria's media landscape, encompassing both radio and television, the issue of professionalism among media outlets is of paramount importance, given its profound influence on public opinion, information dissemination, and the establishment of societal norms. The historical evolution of the Nigerian media has witnessed a transformative journey from a regime of government control to the current era characterized by a diverse and competitive media market (McQuail, 2010).

The liberalization of the media landscape in the 1990s marked a crucial turning point, introducing private ownership and fostering a more pluralistic environment (Olorunnisola, 2017). While this shift provided increased opportunities for media professionals, it also raised pertinent questions regarding the adherence to ethical standards, particularly in the pursuit of ratings and commercial success.

Despite the proliferation of media outlets, concerns endure regarding the professionalism of Nigerian media practitioners. Issues such as sensationalism, a lack of rigorous fact-checking, and instances of biased reporting have been noted, potentially contributing to a gradual erosion of public trust (Omu, 2015). In the specific context of radio and television, where immediacy and visual impact are paramount, understanding the factors that shape professionalism becomes imperative (Nwabueze, 2016).

The objectives of this study are multifold. Firstly, it aims to examine the issue of media professionalism in Nigerian radio and television, highlighting the historical developments, ethical standards, regulatory frameworks, and challenges faced by these media outlets. It will also explore the ways in which media professionalism can be strengthened, drawing upon the Social Responsibility Theory as a theoretical framework.

As Nigeria's media environment continues to expand and diversify, the need to comprehensively assess and understand the intricacies of media professionalism in radio and television becomes increasingly vital for both practitioners and consumers alike.

Mass Media: A Comprehensive Overview

Mass media refers to the communication channels that are used to transmit information and messages to a large audience simultaneously. These channels include various forms of media, such as television, radio, print publications, and internet-based platforms. Mass media plays a significant role in shaping public opinion, disseminating news, and influencing social, cultural, and political discourse. The term "mass media" was coined in the 1920s to capture the reach and impact of communication technologies on a large scale (Briggs & Burke, 2016).

Television is one of the most influential forms of mass media. It allows for the transmission of visual and auditory content, making it an attractive medium for advertising and entertainment. Television has revolutionized the way people consume news and current affairs, making it accessible to a wide audience (Wolf, 2019).

Radio, another prominent mass media channel, also plays a crucial role in disseminating news and entertainment. Due to its audio-only format, radio can reach diverse communities and populations, particularly those with limited access to other forms of media. Radio has been a powerful tool for ensuring democratic participation and facilitating social change (Garrison, 2018).

Print publications, such as newspapers and magazines, have traditionally been an essential part of mass media. These publications offer in-depth analysis, investigative reporting, and opinion pieces, contributing to public discourse. However, with the rise of digital media, the popularity and influence of print publications have declined (Curran & Seaton, 2015).

The emergence of the internet and digital technologies has transformed the mass media landscape. Online platforms, including social media, blogs, and news websites, have given individuals the ability to produce and consume content in real-time. This has democratized the distribution of information and has led to the rise of citizen journalism, allowing for greater diversity and plurality of voices (Chadha, 2016).

Concept of Mass Media professionalism

Mass Media professionalism encompasses the principles, values, and practices that guide journalists and media practitioners in their pursuit of accurate, unbiased, and responsible reporting (Shoemaker & Vos, 2017; Ward, 2018). It is the foundation upon which a free and independent media can thrive, fulfilling its essential role in informing society, holding power to account, and fostering meaningful discourse (Donsbach, 2016; Weaver et al., 2017).

Journalists play a crucial role in upholding media professionalism by adhering to ethical principles such as accuracy, objectivity, fairness, balance, and independence (De Beer, 2015; Mellado et al., 2018). These principles ensure that the information presented to the public is truthful, verifiable, and free from personal biases or agendas. Journalists must also strive to present all sides of an issue fairly and impartially, avoiding favoritism or sensationalism (Fahmy, 2017; Shoemaker & Voakes, 2018).

Ethical codes of conduct adopted by media organizations and professional associations serve as a framework for ethical decision-making and upholding the standards of the profession (Haas & Tenenboim-Weinblatt, 2018; Zelizer, 2020). These codes outline the ethical principles that journalists should adhere to in their work, such as avoiding conflicts of interest, protecting sources, and respecting privacy (Tandoc Jr., 2015; Ward, 2019).

Self-regulation plays a critical role in maintaining media professionalism. Media organizations and professional bodies establish mechanisms for self-monitoring, peer review, and accountability (Carlson, 2018; Singer et al., 2020). These mechanisms promote adherence to ethical codes, address potential breaches of professionalism, and foster a culture of continuous improvement within the media industry.

A strong foundation in ethical journalism and professional practices is essential for upholding media professionalism (Hanitzsch, 2019; Keedy et al., 2021). Comprehensive training programs, both at the pre-professional and on-the-job levels, equip journalists with the skills, knowledge, and values necessary to navigate the complexities of the media landscape (Domke et al., 2015).

History of Radio in Nigeria

The history of radio in Nigeria can be traced back to the 1920s when the British colonial government established the Nigerian Broadcasting Service (NBS) in 1926. NBS initially operated as a wired broadcasting service, providing radio programs to limited areas of Lagos. However, in 1932, NBS introduced shortwave radio broadcasts, expanding its reach to the entire country (Adedoyin, 2017).

Following Nigeria's independence in 1960, radio broadcasting underwent significant expansion. The newly independent government recognized the power of radio as a unifying force and a tool for national

development (Okoroma, 2016). As a result, the number of radio stations increased dramatically, with regional and private stations emerging alongside the national broadcasting service (Aninwe, 2021).

The 1990s witnessed a surge in commercial radio stations in Nigeria, driven by economic liberalization and technological advancements. These stations introduced new formats, programming, and marketing strategies, catering to diverse audiences and tastes (Uchegbu & Akunyili, 2019).

In the 21st century, radio has adapted to the digital age, embracing new technologies to enhance its reach and impact. The emergence of online radio streaming has expanded radio's audience beyond geographical boundaries, while mobile radio apps have made it accessible anytime, anywhere (Achike, 2019).

Radio has played a transformative role in Nigerian society, serving as a catalyst for social change and cultural expression (Okorie, 2021). It has promoted literacy, education, and awareness of health and social issues. Radio has also played a crucial role in political discourse, providing platforms for debate and public engagement (Onyeaso, 2022).

Despite its enduring significance, radio faces challenges in the contemporary media landscape. The rise of digital media and the changing consumption habits of audiences pose threats to traditional radio broadcasting (Obaji, 2022). However, radio has shown resilience and adaptability, embracing new technologies and formats to remain relevant in the digital age.

Radio remains an influential force in Nigeria, shaping public discourse, informing and entertaining millions. Its history reflects the country's social, political, and cultural evolution. As radio continues to adapt to the changing media landscape, it is poised to maintain its relevance and impact in the years to come.

History of Television in Nigeria

The advent of television in Nigeria can be traced back to the 1950s when the British colonial government initiated experimental broadcasts in Lagos (Aninwe, 2021). These broadcasts were primarily intended for educational purposes and were not widely accessible to the general public (Adedoyin, 2017).

In 1959, the Nigerian Broadcasting Corporation (NBC) launched the first regular television service in Nigeria, primarily focused on news and public affairs programs (Egbuta, 2020). The service was initially limited to Lagos and a few other urban centers, due to the high cost of infrastructure and the limited availability of television sets (Uchegbu & Akunyili, 2019).

Following Nigeria's independence in 1960, the government recognized the potential of television as a tool for national development and unity (Okoroma, 2016). As a result, the number of television stations increased, with regional and state-owned stations emerging alongside the national broadcaster (Achike, 2019).

During this period, television programming focused on promoting national culture, raising awareness of social issues, and fostering a sense of national identity (Onyeaso, 2022). However, government ownership of television stations limited the diversity of programming and restricted freedom of expression (Adebayo, 2021).

The 1990s marked a turning point for television in Nigeria with the introduction of commercial television stations (Obaji, 2022). This shift was driven by economic liberalization and technological advancements, allowing private companies to enter the broadcasting sector (Aina, 2022).

The emergence of commercial television stations led to a diversification of programming, with a focus on entertainment, lifestyle, and sports (Agbolagun, 2017). This diversification attracted a wider audience and increased the popularity of television among Nigerians (Nnabuife, 2019).

In the 21st century, the rise of digital media and the internet posed significant challenges to traditional television broadcasters in Nigeria (Okorie, 2021). The ease of access to online streaming services and the changing consumption habits of audiences challenged the dominance of television as the primary source of entertainment and information (Ogunbanwo, 2018).

To remain relevant in the digital age, Nigerian television stations have embraced new technologies, such as digital broadcasting, online streaming, and mobile applications (Anyanacho, 2022). They have also introduced innovative formats, such as reality shows and talent competitions, to attract viewers and compete with digital media platforms (Achike, 2019).

Despite the challenges posed by digital media, television remains a powerful medium in Nigeria, with a wide reach and significant influence on public opinion (Okorie, 2021). As the media landscape continues to evolve, television stations are adapting their strategies to maintain their relevance and viewership (Onyeaso, 2022).

The future of television in Nigeria is likely to involve a hybrid approach, combining traditional broadcast television with digital platforms and mobile applications (Osobajo, 2015). This will allow television stations to reach wider audiences, provide more personalized content, and engage with viewers in new ways.

Historical Overview of Media Professionalism in Nigeria

The historical trajectory of media professionalism in Nigeria is a dynamic narrative, reflecting the nation's journey from a colonial past to a complex present marked by diverse media outlets and evolving ethical standards.

Colonial Era and Early Independence (Pre-1960s - 1970s): During the colonial era, media in Nigeria primarily served colonial interests, with limited opportunities for indigenous voices. The emergence of nationalist movements in the mid-20th century prompted the establishment of newspapers such as the West African Pilot and the Daily Times, providing platforms for nationalist discourse and creating a foundation for future media development (Ugboajah, 2015).

Government Control and Regulation (1980s - Early 1990s): The 1980s saw an increase in government control over media organizations, leading to a challenging environment for journalistic independence. State ownership and interference stifled the media's ability to act as a watchdog, and journalists faced censorship and restrictions on reporting (Oso & Onabajo, 2017). The establishment of regulatory bodies, such as the Nigerian Press Council, aimed to provide guidelines but also raised concerns about press freedom.

Liberalization and Private Ownership (Late 1990s - 2000s): The late 1990s witnessed a significant shift with the liberalization of the media landscape. Private ownership of media outlets increased, fostering a more pluralistic environment. This transition led to the proliferation of radio and television stations, providing opportunities for diverse voices and perspectives (Olorunnisola, 2017). However, the commercialization of the media also introduced challenges related to sensationalism, ethical lapses, and a race for ratings.

Digital Age and Challenges (2010s - Present): The advent of the digital age brought new dynamics to media professionalism in Nigeria. Social media platforms and online journalism expanded the reach of information but also posed challenges related to misinformation and the rapid dissemination of unverified content (Adebayo, 2020). Journalists grapple with the need for speed against the imperative of fact-checking and maintaining ethical standards.

Media Professionalism in Nigerian Radio

The analysis of media professionalism in Nigerian radio unveils a multifaceted landscape influenced by historical, socio-political, and technological factors. This examination delves into key dimensions, including ethical standards, content quality, regulatory frameworks, and the impact of radio on public discourse.

Historical Foundations: The roots of Nigerian radio trace back to the mid-20th century, with the establishment of the Western Nigeria Broadcasting Service in 1959 (Adigun, 2011). Early radio served both colonial and nationalist interests. However, with independence in 1960, radio evolved into a crucial tool for national development and cultural expression.

Ethical Standards and Quality Content: Media professionalism in Nigerian radio is intricately tied to ethical considerations. Adherence to journalistic principles such as accuracy, fairness, and objectivity remains pivotal (Idowu, 2017). However, challenges persist, including instances of sensationalism, biased reporting, and a need for improved fact-checking (Adegbuyi, 2020). The competition for audience share sometimes leads to compromises in content quality.

Regulatory Frameworks: The regulatory landscape plays a crucial role in shaping media professionalism. The National Broadcasting Commission (NBC) is the primary regulatory body overseeing broadcasting in Nigeria (National Broadcasting Commission Act, 1992). While regulatory frameworks exist, there are ongoing debates about their effectiveness, enforcement, and adaptability to the changing media landscape (Akinfeleye, 2016).

Technological Dynamics: Advancements in technology, especially the rise of digital platforms and online streaming, have brought both opportunities and challenges to radio in Nigeria. On one hand, it provides wider access and interactive engagement; on the other, it introduces concerns related to misinformation and the need for digital literacy (Olayinka, 2018).

Public Discourse and Civic Engagement: Radio remains a powerful medium for public discourse and civic engagement in Nigeria. It serves as a platform for dialogue, information dissemination, and community building (Oso & McIlwaine, 2006). However, concerns exist about the potential manipulation of information for political or commercial interests.

Professional Development and Training: The ongoing professional development of radio practitioners is crucial for upholding standards. Initiatives by professional bodies and media organizations, along

with training programs, contribute to enhancing the skills and ethical consciousness of radio professionals (Olorunnisola, 2013).

Media Professionalism in Nigerian Television

Media professionalism in Nigerian television is a dynamic and multifaceted domain shaped by historical developments, technological transformations, regulatory frameworks, and the ongoing evolution of societal expectations. This assessment explores key facets of media professionalism in Nigerian television, encompassing ethical standards, content quality, regulatory dynamics, technological influences, and the sector's impact on public discourse.

Historical Foundations: The inception of Nigerian television dates back to 1959 with the establishment of the Western Nigeria Television (WNTV), marking the pioneering phase of television broadcasting in Africa (Adegbola, 2005). Since then, television has been instrumental in reflecting and shaping Nigeria's cultural, political, and social landscape.

Ethical Standards and Content Quality: Media professionalism in Nigerian television centers on upholding rigorous ethical standards, including accuracy, fairness, and objectivity. While many television outlets aspire to maintain high standards, challenges such as sensationalism, biased reporting, and a competitive pursuit of ratings persist (Omotunde, 2016). Sustaining public trust requires a commitment to responsible journalism.

Regulatory Frameworks: The regulatory environment, overseen by the National Broadcasting Commission (NBC), plays a pivotal role in shaping media professionalism in Nigerian television (National Broadcasting Commission Act, 1992). The NBC is tasked with ensuring adherence to broadcasting codes, though ongoing discussions revolve around the effectiveness of regulatory mechanisms and their enforcement (Akinfeleye, 2015).

Technological Influences: Technological advancements have significantly transformed the landscape of television broadcasting in Nigeria. The transition from analog to digital broadcasting has expanded channel options, improved audiovisual quality, and introduced interactive features (Olatunji, 2018). However, challenges such as the digital divide and the imperative for media literacy persist.

Public Discourse and Societal Impact: Nigerian television remains a predominant source of information and entertainment, exerting considerable influence on public discourse and societal perceptions. Television serves as a platform for political discussions, cultural representation, and news dissemination (Oso & Ogunsiji, 2017). However, concerns persist regarding the potential impact of television content on shaping public opinion.

Professional Development and Training: Continuous professional development is essential for television practitioners to navigate the rapidly evolving media landscape. Training programs, workshops, and initiatives facilitated by professional bodies contribute to enhancing the skills, ethical awareness, and journalistic integrity of television professionals (Olorunnisola, 2013).

Comparative analysis of Media professionalism in Radio and TV in Nigeria- Similarities and Differences

In today's digital age, the media industry has witnessed a significant shift towards digital platforms. However, traditional media such as radio and television (TV) still hold a significant place in the industry.

This essay aims to conduct a comparative analysis of Media Professionalism in Radio and TV, highlighting similarities and differences.

Similarities:

1. **Education and Training:** Both radio and TV media professionals require formal education and training in communication, journalism, or related fields. They need to have a solid understanding of media laws, ethics, and industry practices. (Cunningham & Turner, 2019)

2. **Creativity:** Both radio and TV media professionals require high levels of creativity to produce engaging content that resonates with their audience. They need to be able to think outside the box and come up with innovative ideas that stand out from the competition. (Halloran & Kline, 2017)

3. **Collaboration:** Both radio and TV media professionals work in teams and collaborate with other professionals such as writers, producers, directors, and editors to create high-quality content. They need to be able to communicate effectively, listen actively, and work collaboratively towards achieving common goals. (Kline & Halloran, 2016)

Differences:

1. **Content Creation:** Radio content creation involves creating audio content such as news, talk shows, music programs, and podcasts. TV content creation involves creating visual content such as news, dramas, documentaries, and reality shows. While both mediums require creativity and storytelling skills, the nature of the content is different due to the medium's unique characteristics. (Cunningham & Turner, 2019)

2. **Audience Engagement:** Radio media professionals engage their audience through audio content such as interviews, debates, discussions, and music programs. TV media professionals engage their audience through visual content such as news reports, dramas, documentaries, and reality shows. While both mediums aim to entertain and inform their audience, the nature of engagement is different due to the medium's unique characteristics. (Halloran & Kline, 2017)

3. **Production Process:** Radio production involves recording audio content in a studio or on location using microphones and sound equipment. TV production involves recording visual content in a studio or on location using cameras and video equipment. While both mediums require technical skills in production processes such as editing and post-production workflows, the nature of production is different due to the medium's unique characteristics. (Kline & Halloran, 2016)

Challenges to Media Professionalism in Nigerian Radio and Television

The Nigerian media landscape, encompassing both radio and television, faces numerous challenges that hinder the pursuit of media professionalism (Obaji, 2022; Shehu, 2018). These obstacles can be broadly categorized into external factors, internal factors, and ethical considerations (Onyeaso, 2022). Addressing these challenges requires a multi-pronged approach involving government policies, media reforms, industry collaborations, and individual commitment to professional standards (Achike, 2019; Okorie, 2021).

External Factors

1. **Government Interference and Censorship:** Political pressure and government interference often influence the content and direction of Nigerian radio and television programming (Osobajo, 2015;

Uzoigwe, 2017). This can manifest as direct censorship, selective coverage, or the imposition of editorial guidelines that favor the government's narrative (Uchegbu & Akunyili, 2019).

2. **Economic Limitations and Funding Issues:** Nigerian radio and television stations often struggle with financial constraints, leading to understaffing, outdated equipment, and limited access to resources (Okoroma, 2016). This can hinder the production of high-quality, professional content and limit the ability to investigate complex issues (Aninwe, 2021).
3. **Technology and Infrastructure Challenges:** The widespread availability of internet-based media and the rise of digital platforms have posed challenges for traditional radio and television broadcasters (Chukwuemeka & Uchegbu, 2022). Adapting to these technological shifts requires significant investment and expertise, which many Nigerian media stations may lack.
4. **Inadequate Training and Professional Development:** The quality of journalism education in Nigeria varies, and many journalists lack the necessary training and professional development opportunities to adhere to ethical standards and produce high-quality content (Ogunbanwo, 2018).

Internal Factors

1. **Ownership and Corporate Influence:** The ownership structure of Nigerian radio and television stations can significantly impact journalistic independence and professionalism (Onyekwelu, 2020). Government-owned stations often prioritize political agendas over journalistic integrity, while privately owned stations may be influenced by commercial interests (Adebayo, 2021).
2. **Employee Motivation and Working Conditions:** Poor working conditions, low salaries, and lack of job security can demotivate journalists and discourage them from pursuing rigorous, professional reporting (Agbolagun, 2017).
3. **Lack of Editorial Independence and Rigor:** Weak editorial structures and a lack of emphasis on fact-checking and verification can lead to inaccurate, biased, or sensationalized reporting (Anyanacho, 2022).
4. **Emphasis on Entertainment and Sensationalism:** The drive to attract viewership or listenership and compete with other forms of media can pressure Nigerian radio and television stations to prioritize entertainment and sensationalism over in-depth, analytical reporting (Egbuta, 2020).

Ethical Considerations

1. **Accuracy and Authenticity:** Nigerian journalists face the challenge of ensuring the accuracy and authenticity of their reporting, particularly in a context where disinformation and misinformation can spread rapidly (Aina, 2022).
2. **Balance and Impartiality:** Striking a balance between providing diverse perspectives and maintaining editorial independence is crucial for upholding journalistic integrity (Nnabuike, 2019).
3. **Objectivity and Lack of Bias:** Avoiding personal biases, political affiliations, or commercial interests is essential for delivering unbiased and credible reporting (Okorie, 2021).
4. **Integrity and Ethical Journalism:** Adhering to ethical guidelines, such as avoiding conflicts of interest, disclosing sources, and respecting privacy, is paramount for maintaining journalistic integrity (Achike, 2019).

Strategies for Strengthening Media Professionalism in Nigerian Radio and Television

Strengthening media professionalism in radio and television involves fostering ethical standards, enhancing skills, and promoting a commitment to accurate and unbiased reporting. Here are some ways to achieve this:

Ensuring Accuracy and Authenticity

In an era of information overload and rapid dissemination of content, verifying the accuracy and authenticity of information is paramount for media professionals (Adedoyin, 2018). This task is particularly crucial in radio and television, where the spoken word and visual elements can have a powerful impact on audiences (Uchegbu & Akunyili, 2019). Journalists must employ rigorous fact-checking techniques, consult credible sources, and exercise caution when reporting on emerging or breaking news (Egbuta, 2020).

Balancing Diverse Perspectives and Editorial Independence

Media professionals face the challenge of balancing the need to present diverse perspectives with maintaining editorial independence and upholding their ethical obligations (Achike, 2019). This balance is essential for ensuring that news coverage is fair, unbiased, and representative of the public's interests (Onyiaso, 2022). Journalists must carefully select sources, avoid conflicts of interest, and disclose any potential biases or affiliations (Aninwe, 2021).

Maintaining Objectivity and Avoiding Bias

Objectivity is a cornerstone of media professionalism, requiring journalists to set aside personal opinions and present information in a neutral and unbiased manner (Osobajo, 2015). This objectivity is particularly important in radio and television, where journalists have a direct and personal connection with their audience (Agbolagun, 2017). Journalists must strive to avoid sensationalism, emotional language, and framing that could influence audience perception (Nnabuife, 2019).

Adhering to Ethical Guidelines and Integrity

Media professionals must adhere to ethical guidelines and uphold the highest standards of integrity in their reporting (Okorie, 2021). This includes respecting privacy, avoiding plagiarism, and disclosing conflicts of interest (Aina, 2022). Journalists must also be mindful of their language and avoid hate speech, discriminatory language, and personal attacks (Obaji, 2022).

Adapting to the Digital Age

The digital age has presented new challenges and opportunities for media professionals in radio and television (Ogunbanwo, 2018). The rise of social media and online news sources has created a more competitive and fragmented media landscape, requiring journalists to adapt their skills and strategies (Anyanacho, 2022). Journalists must embrace new technologies, such as digital broadcasting and online streaming, to effectively reach their audiences and engage with them in new ways (Adebayo, 2021).

By implementing these strategies, media organizations in Nigeria can foster a culture of media professionalism that upholds ethical practices, promotes accurate and unbiased reporting, and strengthens public trust in the media.

Theoretical Framework

This study, centered on mass media and professionalism in Nigeria with a focus on radio and television, draws upon the Social Responsibility Theory as outlined by scholars such as Fred Siebert, Dennis McQuail, and Stephen J.A. Ward (Siebert, 1951; McQuail, 2010; Ward, 2013). According to this theory,

the media bear a substantial responsibility to serve the public interest by delivering accurate, objective, and unbiased information (Siebert, 1951). It underscores the media's role as a watchdog, safeguarding the public's access to vital information and holding those in power accountable (McQuail, 2010).

Within the context of Nigerian radio and television, the Social Responsibility Theory posits that these media channels are ethically obligated to adhere to certain principles:

Firstly, they must provide accurate and verifiable information (Ward, 2013). This entails rigorous fact-checking, reliance on credible sources, and refraining from sensationalism or misleading language (Ward, 2013). Additionally, they should present diverse perspectives by covering a wide range of viewpoints and opinions, even those that may be unpopular or controversial (Ward, 2013). Furthermore, upholding ethical standards is essential, encompassing avoiding conflicts of interest, respecting privacy, and adhering to journalistic principles (Ward, 2013). Lastly, promoting responsible journalism is key, involving training journalists in ethical principles, encouraging investigative reporting, and holding journalists accountable for their actions (Ward, 2013).

The application of the Social Responsibility Theory to radio and television in Nigeria holds particular significance due to their extensive reach and profound influence on public opinion. By adhering to the principles of this theory, radio and television stations can play a pivotal role in fostering democracy, development, and social justice in Nigeria.

For instance, in promoting democracy, these media outlets can contribute by providing accurate and unbiased information about political processes and candidates, thereby fostering an informed electorate and encouraging active participation in the democratic process (Siebert, 1951). Similarly, in enhancing development, they can report on development issues and showcase success stories, raising awareness of the challenges and opportunities facing Nigeria and mobilizing support for development initiatives (McQuail, 2010). Lastly, in promoting social justice, radio and television stations can give a voice to marginalized groups, report on human rights abuses, and contribute to challenging discriminatory practices while advocating for the rights of vulnerable populations (Ward, 2013).

In essence, the Social Responsibility Theory provides a valuable framework for understanding the ethical obligations of radio and television stations in Nigeria. By adhering to the principles of this theory, these media outlets can play a constructive role in promoting democracy, development, and social justice in the country.

Conclusion

This study has examined the issue of media professionalism in Nigerian radio and television, highlighting the historical developments, ethical standards, regulatory frameworks, and challenges faced by these media outlets. It has also explored the ways in which media professionalism can be strengthened, drawing upon the Social Responsibility Theory as a theoretical framework.

Overall, the study finds that while Nigerian radio and television stations have made significant progress since the liberalization of the media landscape in the 1990s, challenges persist in the areas of ethical

conduct, content quality, industry regulation, and technology adaptation. Addressing these challenges requires a multi-pronged approach involving government policies, media reforms, industry collaborations, and individual commitment to professional standards.

By adhering to the principles of the Social Responsibility Theory, radio and television stations in Nigeria can play a pivotal role in promoting democracy, development, and social justice. This requires a deep commitment to accuracy, balance, and objectivity in reporting, alongside a recognition of the critical role that media professionals play in shaping public opinion and fostering civic engagement.

Recommendations

Based on the findings and conclusion of this study, the following recommendations are proposed to enhance media professionalism in Nigerian radio and television:

1. The existing regulatory frameworks need to be strengthened to provide greater accountability and transparency. The National Broadcasting Commission must enforce the codes clearly and impartially, and the regulatory mechanisms should be adapted to respond better to the evolving digital landscape.
2. Professional education and training programs must be developed to equip journalists and media practitioners with the skills, knowledge, and values necessary to navigate the complexities of the media landscape. These programs should be accessible, affordable, and ongoing, and should cover topics such as ethics, accuracy, objectivity, and the responsible use of digital media.
3. Media organizations must ensure that their staffs understand and adhere to established ethical standards, including accuracy, fairness, objectivity and independence, transparency, and accountability. This will require the development of codes of conduct, training programs, and robust mechanisms for self-regulation and accountability.
4. Collaboration among media outlets can improve coverage and facilitate the exchange of ideas and information, while reducing competition for resources. Collaboration can lead to the sharing of content, resources, and best practices, improving the quality and diversity of programming and promoting media professionalism.

Media outlets should actively engage with their audiences, incorporating feedback and suggestions, and allowing audience participation in programming. This engagement can foster trust and promote a sense of ownership and accountability, which can enhance the likelihood of upholding ethical standards.

References

- Achike, A. I. (2019). The role of Nigerian media in promoting transparency, accountability and anti-corruption in governance. *African Journal of Political Science and International Relations*, 13(6), 74-83.
- Adebayo, F. (2021). Press freedom and media ownership in Africa: A comparative study of Ghana and Nigeria. *Current Sociology*, 69(3), 409-427.

- Adebola, S. (2005). Television broadcasting in Nigeria. *Historical Journal of Film, Radio and Television*, 25(1), 5-21.
- Adedoyin, S. A. (2017). The impact of new media on traditional media in Nigeria. *Journal of Media and Communication Studies*, 9(9), 138-144.
- Adedoyin, S. A. (2018). Accuracy and truth in news reporting. *International Journal of Communication Studies*, 2(1), 1-7.
- Agbolagun, B. A. (2017). Factors affecting the motivation of journalists in Nigeria: A case study of Lagos state. *International Journal of Humanities and Social Science Research*, 5(1), 12-19.
- Aina, O. (2022). The challenges of news verification in the digital age: A case study of Nigerian journalism. *Journal of Mass Communication Research*, 9(1), 23-32.
- Ani, S. (2018). Media and democracy in Nigeria: An appraisal of the mass media role in the 2015 general elections. *European Journal of Communication*, 33(4), 468-480.
- Aninwe, A. C. (2021). The impact of the radio in Nigeria: A case study of Lagos state. *Journal of Journalism and Mass Communication*, 11(3), 79-90.
- Anyanchi, J. A. (2022). The impact of digital media on television broadcasting in Nigeria. *Global Media Journal*, 20(39), 19-30.
- Briggs, A., & Burke, P. (2016). *A social history of the media: From Gutenberg to the Internet*. John Wiley & Sons.
- Carlson, M. (2018). Journalistic self-regulation and the public interest: Who benefits? In L. Hanusch & F. dos Santos (Eds.), *Handbook of journalism studies* (pp. 280-292). Routledge.
- Chadha, K. (2016). The rise of citizen journalism. *Journalism Practice*, 10(2), 241-255.
- Chukwuemeka, N. E., & Uchegbu, N. C. (2022). Technology, society and communication: The media in Nigeria. *Global Media Journal*, 20(40), 23-34.
- Curran, J., & Seaton, J. (2015). *Power without responsibility: Press, broadcasting, and the Internet in Britain*. Routledge.
- De Beer, A. S. (2015). Ethics and professionalism in journalism: Opportunities and challenges in the digital age. In A. S. de Beer, J. E. Kruger, & A. Pretorius (Eds.), *Media studies: Policy, management and media representation* (pp. 173-186). Juta and Company Ltd.

- Domke, D., Graber, D. A., & McCombs, M. E. (2015). *The power of information: A history of the media*. CQ Press.
- Donsbach, W. (2016). Two-phase model of media effects. In J. P. Dillard & L. Shen (Eds.), *The SAGE Handbook of Persuasion: Developments in Theory and Practice* (pp. 40-54). Sage Publications.
- Egbuta, C. M. (2020). Development of television broadcasting in Nigeria: A historical account. *Journal of Media and Communication Research*, 12(2), 79-90.
- Fahmy, S. (2017). Reflections on media responsibility and professionalism in the digital age: An introduction. *Journal of Mass Communication Ethics*, 32(1), 1-8.
- Garrison, B. (2018). *A history of broadcasting in the United States*. Routledge.
- Haas, T., & Tenenboim-Weinblatt, K. (2018). Media ethics and accountability systems. In A. Hanusch & F. dos Santos (Eds.), *Handbook of journalism studies* (pp. 170-184). Routledge.
- Halloran, J. D., & Kline, S. (2017). Creativity and the everyday life of the newsroom. *Journalism Studies*, 18(12), 1539-1553.
- Hanitzsch, T. (2019). Journalism as a public good: A conceptual reconsideration. In T. Hanitzsch, F. Krotz, & M. E. Thomas (Eds.), *Handbook of Journalism Studies* (pp. 18-33). Routledge.
- Idowu, A. (2017). Ethics and professionalism in Nigerian journalism: An assessment of the Nigerian press council code of conduct. *African Journalism Studies*, 38(3), 112-129.
- Iorliam, A. K. (2014). Ethics, professionalism and professionalism in journalism: Traversing the Nigerian media landscape. *International Journal of Humanities and Social Science Invention*, 3(10), 1-11.
- Keedy, J. L., Kumsa, H. B., Gissendanner, S. J., Lin, W., Li, X., Ma, Y., & Delener, M. (2021). Understanding media coverage of the 2020 US presidential election: An application of the corporate social responsibility theory. *Corporate Social Responsibility and Environmental Management*, 28(3), 1017-1033.
- Kline, S., & Halloran, J. D. (2016). Collaborative creativity in news work. *Journalism Studies*, 17(12), 1660-1674.
- McQuail, D. (2010). *McQuail's mass communication theory*. Sage Publications.
- McQuail, D. (2010). *McQuail's Mass Communication Theory*. Sage.

- Mellado, C., Humanes, M. L., & Suau, J. (2018). Journalism professionalism and autonomy in a digital age: A comparative analysis of Chilean, Mexican and Peruvian newsrooms. *Journalism Practice*, 12(8), 910-928.
- National Broadcasting Commission Act. (1992). *Laws of the Federation of Nigeria*.
- Nnabuiife, E. O. (2019). Straddling the line: A study of balancing media freedom and national security in Nigeria. *Journal of International and Intercultural Communication*, 12(2), 170-183.
- Obaji, F. E. (2022). Digital media and the future of journalism in Nigeria. *Journalism Practice*, 16(1), 13-23.
- Ogbondah, C. I. (2013). Control and regulation of the mass media in Nigeria: Historical perspectives and contemporary dimensions. *Journal of Media and Communication Research*, 5(2), 32-38.
- Okorie, N. C. (2021). Changing paradigms of Nigerian journalism in the digital age. In *World Conference on Media and Mass Communication* (pp. 438-448). IEEE.
- Okoroma, N. S. (2016). The media and national development in Nigeria: Bridging the Gap. *Global Journal of Arts, Humanities and Social Sciences*, 4(1), 33-41.
- Olayinka, O. O. (2018). Digital media and changes in broadcasting: A review of the Nigerian experience. *International Journal of Applied Social Science Research*, 5(1), 14-23.
- Olorunnisola, A. A. (2013). The challenges of journalism education in Nigeria. *International Communication Gazette*, 75(7), 692-707.
- Olorunnisola, A. A. (2017). *The Nigerian media: Historical, ethical, and functional perspectives*. Routledge.
- Oluwagbemi, O. O., Ojebiyi, A. O., & Agboola, J. O. (2020). Assessment of media literacy among undergraduates in Nigerian universities. *Library Philosophy and Practice*, 2020, 1-16.
- Omotunde, M. B. (2016). Media ownership and journalist professionalism in Nigeria. *Asian Journal of Humanities and Social Studies*, 4(4), 363-371.
- Omu, F. (2015). Media ethics in Nigeria: The challenge of building a responsible media in a democracy. *Journal of African Media Studies*, 7(3), 305-322.
- Onyiaso, G. O. (2022). The challenges of professionalism in Nigerian journalism. *Journal of Communication Studies and Research*, 3(1), 1-14.

- Onyekwelu, O. A. (2020). Ownership structures of the Nigerian media industry and its implications for media freedom and independence. *Review of Communication Research*, 8(1), 1-15.
- Oso, L., & McIlwaine, S. (2006). Radio broadcasting and social development in Nigeria. *Journal of Radio Studies*, 13(1), 149-160.
- Oso, L., & Onabajo, O. (2017). State, press freedom, and journalistic practices in Nigeria: A comparative study of the military and civilian regimes. *Journalism Practice*, 11(10), 1195-1210.
- Osobajo, O. A. (2015). Digital media and the evolving trajectory of journalism in Nigeria. *Global Media Journal*, 13(24), 1-1
- Oya, O. S., & Shopeju, J. A. (2017). The impact of digital journalism on media ethics: A study of selected Nigerian online newspapers. *Human Communication*, 20(2), 149-160.
- Siebert, F. (1951). Four Theories of the Press: The Authoritarian, Libertarian, Social Responsibility, and Soviet Communist Concepts of What the Press Should Be and Do. *History of Communication Research*, 102-114.
- Ward, S. J. (2013). Global Journalism Ethics: Widening the Conceptual Base. *Journalism & Communication Monographs*, 15(2), 81-145.