EDITORIAL POLICY AND JOURNALIST'S PROFESSIONAL DUTIES: A STUDY OF FRCN ABUJA NETWORK CENTRE

BY

Abdul-hameed WODI, B.A (KEFFI) 2014

DEPARTMENT OF MASS COMMUNICATION
AHMADU BELLO UNIVERSITY,
ZARIA, NIGERIA

SEPTEMBER, 2017

EDITORIAL POLICY AND JOURNALIST'S PROFESSIONAL DUTIES: A STUDY OF FRCN ABUJA NETWORK CENTRE

BY

Abdul-hameed WODI

P14SSMM8004

A DISSERTATION SUBMITTED TO THE SCHOOL OF POSTGRADUATE STUDIES, AHMADU BELLO UNIVERSITY, ZARIA

IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF MASTER OF SCIENCE (M.Sc) DEGREE IN MASS COMMUNICATION

DEPARTMENT OF MASS COMMUNICATION
FACULTY OF SOCIAL SCIENCES
AHMADU BELLO UNIVERSITY,
ZARIA

SEPTEMBER, 2017

DECLARATION

I declare that the work in this Dissertation entitled "Editorial Policy and Journalists' Professional Duties: A study of FRCN Abuja Network Centre" has been carried out by me in the Department of Mass Communication. The information derived from the literature has been duly acknowledged in the text and a list of references provided. No part of this dissertation was previously presented for another degree or diploma at this or any other institution.

Abdul-Hameed WODI _____ _____

Signature *Date*

CERTIFICATION

This dissertation entitled "Editorial Policy and Journalists' Professional Duties: A study of FRCN Abuja Network Centre", by Abdul-Hameed WODI meets the regulations governing the award of the degree of Master of Science in Mass Communication of the Ahmadu Bello University, and is approved for its contribution to knowledge and literary presentation.

Chairman, Supervisory Committee	Signature	Date
Professor Suleiman Salau		
Member, Supervisory Committee	Signature	Date
Maryam Ibrahim, Ph.D		
Head of Department	Signature	Date
Mahmud M. Umar, Ph.D		
Dean, School of Postgraduate Studies	Signature	Date
Professor S.Z Abubakar		

DEDICATION

To my beloved parents, Alhaji Musa Wodi and Mallama Maryam Musa who toiled hard to put food on my table while the storm raged.

ACKNOWLEDGEMENTS

My profound gratitude goes to Almighty Allah for His infinite mercies, guidance and wisdom throughout my stay in the school.

I am eternally grateful to my first supervisor, Professor Suleiman Salau who took me as his child worthy of parental guidance. He took time out of his tight schedule to read my work, made valuable corrections that strengthened the research focus and ensured my graduation become timely and successful. Sir, I say JazakhalahuKhaira.

I wish to appreciate my second supervisor, Dr Maryam Ibrahim who mentored my research ability, my moral life as she taught me 'it cost nothing to be humble and hardworking in life'. She laid a 'deep mark' in my life that I wouldn't forget as she read and made insightful corrections on my research even during her maternity leave. Ma, may Allah reward you manifold.

I also want to appreciate the Head of Department, Dr Mahmud M. Umar and every other lecturer in the department who taught me and improved my research work in seminars. To my respondents and interviewees at Radio Nigeria Abuja, I appreciate your assistance for providing me the necessary information to make this study a success.

To my beloved father, Alhaji Musa Wodi who made sure I'm not deterred by any factor during my stay in school. He encouraged me to be resilient, persevere, to be faithful and determined to succeed in life. Also, my beloved mother, Mallama Maryam Musa who toiled hard to give me every support I needed irrespective of the economic situation. Mummy and daddy, words are not enough to quantify the amount of gratitude I owe you. You are the best parents every child could ever wish to have. I love you.

I also appreciate my uncles, brothers, sisters, cousins and friends for their assistance and concern during my stay in school. May Allah bless you in plethora.

Also, to all authors whose works have been cited in this study, I say a big thank you.

TABLE OF CONTENTS

Title page……i

Declaration……..ii

Certification……iii

Dedication……..iv

Acknowledgments……v

List of table…….x

Abstract……..xi

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study……1-5

1.2 Statement of the Problem……...5-6

1.3 Objectives of the Study……..7

1.4 Research Questions…….....7

1.5 Significance of the Study……8-9

1.6 Scope of the Study……9

1.7 Limitations of the Study……...10

1.8 Operational Definition of Terms……..10

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction……..……11

2.2 Ethics as a moral Concept.…….11-13

2.2.1 The Journalist and Ethics of Journalism…….…….....14-15

2.2.2 The Essence of Ethics in Journalism……...15-16

2.2.3 Code of Ethics of the Nigerian Journalists……17-20

2.2.4 Ethical Problems in Journalism: An Appraisal of Nigerian Situation……20-22

2.3 Media Ownership…….....22

2.3.1 Implications of Government Ownership of the Media: The Nigerian Situation……..24-26

2.3.2 Ownership and Objectivity of the Media……26-27

2.4 Why Media Outfits have Editorial Policy: The Factors…….27-28

2.4.1 Ownership Influence on Editorial Policy……28-31

2.4.2 Implications of Ownership Influence on Editorial Policy……31

2.4.3 Conflict of Interest……...31-32

2.4.4 Pressure……..…32

2.4.5 Sycophancy……..32-33

2.4.6 Brown Envelope (Bribery)……..34-35

2.4.7 Moonlighting……....35

2.5 Enforcement and Monitoring of Editorial Policy: The Challenges……35-36

2.6 Journalists' Compliance to Editorial Policy: An Appraisal……..37

2.7 Impact of Editorial Policy on Journalistic Activities……..38-39

2.8 Review of Related Studies on Editorial Policy and Objectivity of the Media……...40-45

2.9 Theoretical Framework……45

2.9.1 The Gatekeeping Theory-Background and Assumptions……46-48

2.9.2 Critique of Gatekeeping Theory……..49-50

2.9.3 The Marxian Political Economy Theory- Background and Assumptions…….50-52

CHAPTER THREE: METHODOLOGY

3.1 Introduction……..53

3.2 Research Design……..…...53-54

3.3 Research Population……54

3.4 Census Size…….……54-55

3.5Instrument of Data Collection …….……...55-56

3.6 Method of Data Collection……56-57

3.7 Validity of Research Instrument…….……57

3.8 Reliability of Research Instrument…….…….57

3.9 Method of Data Analysis and Presentation…….……58

CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS

4.1 Introduction……..58

4.2 Qualitative Data Presentation...…….……..……58-60

4.3 Quantitative Data Presentation……60-70

4.4 Discussion of Findings..……70-82

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction…….83

5.2 Summary of the Study……83-85

5.3 Conclusion……...85

5.4 Contribution to Knowledge……86

5.5
Recommendations……86

5.6 Areas of Suggestion for Further Studies……86

REFERENCES……91-93

LIST OF TABLES

Table 1: Age Distribution of Respondents……..55

Table 2: Sex of Respondents…….55

Table 3: Marital Status of Respondents……56

Table 4: Qualification of Respondents…….56

Table 5: Designation of Respondents……57

Table 6: Respondents Awareness to FRCN Editorial Policies of serving government interest and upholding professional standard of fairness and balance……56

Table 7: Respondents Description of the Policies…….58

Table 8: How Respondents adheres to the editorial Policy of serving government interest…59

Table 9: How the Editorial Policy of serving government interest affects the policy of ensuring fairness, balance and factuality in reportage…….62

Table 10: The Editorial Policy serving government interest makes the Policy of ensuring fairness, balance and factuality in reportage difficult…….62

Table 11: The Editorial Policy of serving government interest makes journalist's work difficult……63

Table 12: Government officials do interfere with Editorial Board decisions…….64

Table 13: How Editorial Board decisions are taken……65

Table 14: Who should make Editorial Policy…….. 65

ABSTRACT

This study examined how conflicting editorial policy is managed by journalists in Radio Nigeria Network Centre, Abuja. It argues that, conflicting editorial policy put journalists in a difficult state where he/she struggles to satisfy two opposing principles. The study aims at finding out how journalists in the station manage the editorial policy of serving government interest by explaining new government policies and intentions and the policy of ensuring fairness, balance and factuality in reportage which is contained in item 2.6 (iv) and 2.3 (i) of the station's operational guideline. The Gatekeeping theory of the media was employed and survey was used as research method. Census of all (96) journalists in the station was done. Data were collected using questionnaire and key informant interview. Findings revealed that, journalists in the station managed conflicting editorial policy through neutrality in reportage that is, desisting from injecting their personal views in their reportage but sticking to what their employers want. It was equally found that 52.7 per cent of the respondents out of the sample population hold that the editorial policy of serving government interest negatively affects the professional ethics of balance in news reportage as journalists are constrained by ownership interest. The study also revealed that 54.9 per cent respondents agree that government sometimes interfere with editorial decisions of journalists in Radio Nigeria, Abuja. Based on the findings, it was recommended that editorial policy should be devoid of conflicting provisions; and public broadcast outfits should take public interest as a watch word. Also, should be media autonomy in Government owned media in Nigeria in order for broadcast stations to independently generate revenues, pay staff and give journalists a free hand to carry out their duties.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND TO THE STUDY

Every media organization,irrespective of the type and pattern of ownership has an editorial policy which defines the mission and vision of such organization. It spells out the philosophy on which media outfits operate. It also spells out to journalists, what to cover, how to cover it, and how to present it. It also serves as a barometer to measure performance of journalists in a station.Owums (2007, 2008) and Asemah(2011) agree that, every station has a principle that is described as a written or unwritten statement that guide performance of managers, editors, reporters, presenters, and programmers within such a station. It stipulates the acceptable norms of performance which each worker in the station must observe in order to comply with the rules and codes established by the station. It contains the mission statement as an avenue for attaining the purpose of the station. It also contains the house style that determines how programmes are to be produced for the station.

Awolowo (2009) note that, every media outfit has its own operational guidelines and laid down rules and position or stand on some issues, which professional communicators in such organization (the gate-keepers) must adhere to. Some of which according to her include; Policy on Language/Diction-this media policy emphasizes how a media organization chooses words in communicating to the public. The language or choice of words are often determined by location and primary audience of the newspaper, magazine, radio or television station, advert agency or film production outfit. The management of media outfit may choose to present their news items or production using simple, understandable, or everyday English (e.g. for semi-literate people). Example of such media outfits include: The Punch, Daily Sun, MITV, Galaxy. On the other

hand, a news media outfit may decide to use high sounding vocabularies and grammar in presenting their news e.g. The Guardian, Channels Television, Ray power etc (for highly literate audience). This policy also involves the language they will be using. Some radio stations broadcast in pidgin e.g. Wazobia FM, while some in Yoruba and English e.g. Radio Lagos, NTA Channel 10 while some may use either Igbo or Hausa. There are also soft-sell newspapers and magazines published in Yoruba e.g. Alaroye. The editors or presenters of these media outfits ensure that the words used don't go beyond the confinement and definition of the organization's in-house style on diction and language (Awolowo, 2009).

Policy on Recruitment- Awolowo (2009) explains that, media houses have policy on the criteria of employment of new staff, that is, who to employ and who not to employ. Apart from educational qualification and experience, some news media outfits don't employ somebody that is not a member of a recognized media professional institution like the Nigeria Union of Journalists (NUJ), Advertising Practitioners Council of Nigeria (APCON), Nigeria Institute of Public Relations (NIPR), while some may decide to employ those that have been to Nigeria Institute of Journalism (NIJ). After employing an individual, the policy of the media house may require that person to be re-trained about in-house policy of reporting, writing and presenting news in the media organization.

Policy on News Coverage and Reportage- (McQuail, 2007) identifies personality, personal contacts of reporters, location, proximity, timeliness and exclusivity, as some of the factors in news selection. Okioya and Adedowole (2011) note that, various news media houses have their own area of interests when covering a particular news event or interview. For instance, a reporter from Daily Sun may look for human angle or bizarre side of a news story for reportage

while others in Daily Trust newspaper or other newspapers may not. This policy therefore defines which story to cover and which not to cover, which to give prominence and which not.

Policy on Editorial Philosophy- Awolowo (2009) further explains that, this policy has to do with the overall professional standpoint or standards through which news media houses perform their operations. It could be regarded as the mission or vision statement of the media house. She further points out that, the editorial philosophy or culture of a media house goes a long way to determine the content of their reportage.

In Nigeria like every other country of the world, there are government and privately-owned media stations whose manpower supply is sourced from the industry itself and from the universities, polytechnics and monotechnics that offer courses in communication studies, (Akinfeleye cited in Momoh, 2010). Each of these radio, television, newspaper and magazine outfits has an editorial philosophy or policy defined by its owner in line with what the station is set out to achieve and also to regulate activities and measure performance of journalists. Christopher and Onwuka (2013) notes that through editorial policy, owners of media outfits determine to journalists what to select and how to present it. For instance Ojo, (2003) say, the fuel subsidy removal crisis in 2012 received diverse reaction by media outfits in the North, East, West and Southern part of Nigeria. Noting that, the religion, political, regional and ethnic interest of its owners through its editorial policy never gave chance for responsible reporting. He further notes that, ownership determines a media organ's outlook. And that broadcast media controlled by respective governments largely serve the interest of party in government and also the private media serve the interest of its owner. This is in agreement with the dictum that, "he who pays the piper, dictates the tune". However, the reason for editorial policy, according to Oluagbade (2003) is to ensure that journalists conform to recognized standard. Uwom and Aloa (2013) add that, the

reason behind editorial policy is to use the media to achieve accelerated growth and transformation of the society, in different spheres and at different levels of national life. The implication of this, according to Akpede (2011) is the destruction of editorial independence, which states that news must be the product of a professional journalist. Nkem and Agbo (2010) note that, an editor, reporter, or presenter is expected to resign or be fired if he/she is no longer disposed to such editorial policy of his organization and not to bend it. No wonder, Ayo Ogunlade in the 1960s resigned his appointment as Director, News for refusing to air a report from one of the States House in Western Nigeria (Akpede, 2011).

In regard to the foregoing, the Federal Radio Corporation of Nigeria (FRCN) which functions as Nigeria's publicly funded radio broadcasting organization with 25 stations located throughout the country and together with Voice of Nigeria and Zonal station in the 6 geopolitical zones broadcasting on Short Wave is not an exception to this. It has an editorial policy which provides sufficient details of policies and style of the organization as well as obligations of its workers and associates. Among which is item 2.6 (iv) which reads thus; it is the responsibility of Radio Nigeria to explain to the public new government policies, the intention for the policy, the implications of the policy as well as the expected roles of the public and also item 2.3 (i) which provides that, Radio Nigeria shall always ensure that all reports, comments and programmes are fair, balanced and factual.

It is pertinent therefore to note that, some of this laid down editorial policy in Radio Nigeria Abuja Network Centre may not augurwell with journalists because of the conflicting values of being subordinate to government by explaining to the public new government policies, the intention for the policy, the implications of the policy as well as the expected roles of the public and at the same time the policy of ensuring fairness, balance and factuality in news reportage. On

this note, Butler (2009) corroborates this stance that, journalists are confronted with two or more conflicting values to uphold in discharge of their journalistic functions. He notes that, among the most common conflict of values faced by journalists are;

1. Truth versus Loyalty
2. Individual versus Community
3. Short term versus Long term
4. Justice versus Mercy

This work therefore focused onto item 2.6 (iv) and item 2.3 (i) as indicated above hence the policies indicate a conflict of values to be upheld by journalists in Radio Nigeria, that is, the policy of serving government interest by explaining its policies to the people and what is expected of them and the policy of ensuring fairness, balance and factuality. As such, this study assessed how journalists in the station managed this aspect of FRCN-Abuja editorial policy in the discharge of their functions and to know how the editorial principle of serving government interest affected the professional tenet of objectivity and also how government influence on editorial policy impede on editorial independence of Radio Nigeria, Abuja Network Centre.

1.2 STATEMENT OF THE PROBLEM

The media in Africa are mostly characterized by issues of corruption, conflict of editorial policies, biases, moonlighting, sycophancy and influence of editorial policy. In journalism, editorial policy which serves as guiding principle to journalistic activities confronts journalists with multiple values to uphold, some of which conflict with one another leaving journalists in a confused state of servicing two or more conflicting editorial principles. In this regard, Buttler (2009) say that, editorial policy presents to journalists conflicting values to uphold in the discharge

of journalistic functions among which is mentioned above. In this regard, Christopher and Onwuka (2013) lament that; this situation tears apart a journalist who must find a way of impressing both.

From the foregoing,the FRCN-Abuja Network Centre has an editorial policy which includes item 2.6 (iv) and item 2.3 (i) as indicated above. In this regard, the two policies conflict each other hence item 2.6 (iv) bestow on the station the responsibility of serving government interest by explaining its policies and intentions to the public thereby making the station a subordinate and mouth piece of government; and item 2.3 (i) which implore journalists to uphold the professional ethics of fairness, balance and factuality in their reportage. It is therefore a thing of worry on how journalists cope with serving the interest of their owner and at the same time meeting up to the professional standard of balance. Also, research findings by Nwamah (2009) reveal that, media outfits make policies to guide journalistic functions and a study by Adeyemi (2013) show that activities of journalists are guided by his in-house policy. With this, it is evident that there is limitation in study on whether the various in-house policies of media outfits demand journalists to satisfy only the owner's interest or meeting up to professional ethics or both. This is what this study investigated using FRCN Network Centre, Abuja as a case study. Therefore, the study examined how journalists managed conflicting editorial policy and also how the editorial policy of serving government interest affects the professional ethic of balance in selection and rejection of news worthy events by journalists and if government ownership of Radio Nigeria interfere with the editorial decision of journalists in the station.

1.3 OBJECTIVES OF THE STUDY

This research assessed how journalists manage conflict of editorial values in the discharge of journalistic functions. To achieve this, the specific objectives are:

1. To examine the strategies which journalists in FRCN Abuja employ in adhering to the editorial policy of serving government interest and the policy of being fair, balance and factual in reportage.
2. To determine whether FRCN-Abuja editorial policy of serving government interest affects the professional ethics of balance in news selection by journalists.
3. To determine whether government ownership of Radio Nigeria Abuja affects the editorial decisions of journalists.

1.4 RESEARCH QUESTIONS

The study analyzed the following questions;

1. What are the strategies which FRCN Abuja journalists apply in adhering to the editorial policy of serving government interest and the policy of being fair, balance and factual in reportage?
2. In what ways do the policy of serving government interest affect the professional ethics of balance in news selection by journalists?
3. In what ways government ownership of Radio Nigeria Abuja affect the editorial decisions of journalists?

1.5 SIGNIFICANCE OF THE STUDY

Editorial policies, as written or unwritten statements, that guide performance of managers, editors, reporters, presenters, programmers within a station which have immense influence to journalistic functions. It stipulates the acceptable norms of performance which each worker in the station must observe in order to comply with the rules and codes established by the station. It contains the mission statement as an avenue for attaining the purpose of the station. It also contains the house style that determines how programmes are to be produced for the station. But Buttler (2009) points out that, editorial policy confronts journalists with two or more conflicting editorial principles to uphold in the discharge of their duties among which include; 1) Truth versus Loyalty 2) Individual versus Community 3) Short term versus Long term and 4) Justice versus Mercy. For this reason therefore, a study of this nature will be of immense importance because it will unravel the strategies which journalists employ in adhering to conflicting editorial principles and its implication on professional tenet of objectivity in journalism.

Also, as the literature show, editorial policy of media houses presents journalists with two or more conflicting values to uphold, this study adds to knowledge on how journalists cope with such conflicting values and the challenges attached in abiding by the editorial value of serving ownership interest in the discharge of journalistic functions.

The findings and recommendations of this study would be found useful to media organizations as it will make them understand the hazards of their laid down principles as faced by their employees. The study would also serve as a mirror to practicing journalists to see clearly where they need to make adjustments so as to carry out their social responsibility functions better without compromise

The study further contributes to the existing literature on this topic as it would give researchers opportunity to read and make reference to when discussing issues concerningconflict of editorial values in journalism. Also the study points out positive direction for a vibrant and professionally efficient press, which will translate to a very high image for the media with unequivocal positive economic implications.

The study willalso help prepare ethical minds amongst students of Mass Communication and journalism in order to reduce unprofessional conducts in journalism practice. Again, the study will propel further research on how constraints on journalistic practice could be reduced to the barest minimum or better still be eliminated where possible.

1.6 SCOPE OF THE STUDY

This study critically examined policies in Nigeria media industry with the editorial policy of FRCN Network Centre Abuja. Although the document contains many policies, this work focuses on item 2.6 (iv) which provides thus; "it is the responsibility of Radio Nigeria to explain to the public new government policies, the intention for the policy, the implications of the policy as well as the expected roles of the public" and also item 2.3 (i) which provides that, "Radio Nigeria shall always ensure that all reports, comments and programmes are fair, balanced and factual". The reason is to investigate the strategies used by journalists in FRCN Abuja in dealing with conflicting editorial values in the discharge of their duties and to know if conflicting editorial principles affects the professional tenet of objectivity.

1.7 LIMITATIONS OF THE STUDY

The concentration of this study on government owned broadcast media form an impediment to why the result cannot be generalized across all forms of media and ownership type (the state, higher institutions and religious organizations owned media outfits). Also, the study was unable to establish whether journalists in FRCN Abuja had access to the operational guideline of the station.

1.8 DEFINITION OF KEY TERMS

The following key terms;

(1) Conflict of interest- This is a clash of personal values with professional callings or demands.

(2) In-house policy- In relation to this study, this means the editorial policy of a media outfit which can be written or unwritten principles defined by media owners and these differs from one media organization to the other.

(3) Journalistic activity-As regards to this study, this term means, news reportage, news editing, and presentation.

(4) Media ownership-This refers to an individual, group of people or government that set up a newspaper, magazine, radio or television station for a purpose and oversee its activities and demands.

(5) Professionalism-This is a behavior and good attitude towards ones work. In regard to this study this, involves (i) Fairness (ii) Balance (iii) Refusal of bribery (iv) Refusal of gifts (v) Non-Partisanship and (vi) editorial independence

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter looks at works done by media practitioners and communication scholars on media ethics, media ownership, implications of government ownership of the media, ownership and objectivity of the media, why media organizations have editorial policy, ownership influence on editorial policy, implication of ownership influence on editorial policy, the challenges in enforcing and monitory editorial policy, journalists compliance to editorial policy, impact of editorial policy on journalistic activities, and related empirical works on editorial policy and objectivity in the media.

2.2 Ethics as a Moral Concept

The term "ethics" is coined from the Greek word "ethikos" meaning the discipline dealing with what is good and bad, and with moral duty and obligation (Merill, 1975). Ethics however is an integral part of human existence primarily concerned with an individual's duty to self and duty to others (Egbon, 2007). It is a branch of philosophy that deals with what is morally good or bad, right or wrong, desirability or undesirability, approval or disapproval, or acceptability or the unacceptability of our actions and deeds (Nwabueze 2009, Ekeanyanwu and Obianigwe 2012). Ethics can also be seen as a branch of philosophy that deals with the principles of good or bad conduct in a society or organization using the societal or organizational norms and conventions as the basis for evaluating human conduct as either acceptable or unacceptable.

Similarly, Akpede (2011) say, ethics can be explained as the criteria by which decisions about rights or wrongs are made. It involves individual, organizational and societal values that are morally acceptable and are used as the basis of human behavior. Merill (1975) say, "ethics is a normative science of conduct which lays down principles, norms, and codes that serve as guide to moral behavior". Omole (2000) note that, ethics is the shared normative values which any society holds dear, and are used to judge the behavior or performance of any member of that society. On the same vein, Thiroux (1980) say,

> When we speak of people as moral or ethical, we usually mean that they are good people and when we speak of them as immoral or unethical, we mean that, they are bad people. When we refer to certain human actions as moral, ethical, immoral or unethical, we mean they are right or wrong (pg.40).

Contributing on the foregoing Wimmer and Dominick (2010:65) say, "ethics involves distinguishing right from wrong and proper from improper". It is however worthy of note that, "ethics is voluntary by nature (Okunna, 2003). A voluntary action is an action that an individual chooses to take rather than one that he or she is forced to take (Akpede, 2011). On this note, Merill (1975) state that ethics is self-legislation personally determined and personally enforced. This means, ethics is a personal thing for people including journalists.

However, Wimmer and Dominick (2010) note that, there are three ethical theories espoused by moral philosophers in determining what is right and proper. These, according to them are; the "balancing or teleological theories", "rule-based or Deontological theories" and relativistic ethical theories. Snider (1967) said,the word 'deontological' comes from the Greek word *deon*, which means 'duty'. He explained that,deontological (duty-based) ethics are concerned with what people do, not with the consequences of their actions. The BBC (2014) contend that, duty-based

ethics teaches that some acts are right or wrong because of the sorts of things they are, and people have a duty to act accordingly, regardless of the good or bad consequences that may be produced". This means that, people have a duty to do the right thing, even if it produces a bad result. So, for example, the philosopher Immanuel Kant thought that, it would be wrong to tell a lie in order to save a friend from a murderer.

The teleological or balancing theory according to Wimmer and Dominick (2010:66) hold that, "the good that may come from an action is weighed against or balanced against the possible harm". They further note that, in this school of thought, an individual acts in a way that maximizes good and minimizes harm. Egbon (2007:65) explain that, "the teleological theories argue that, it is the result or consequences of actions that determine the rightness or wrongness of an action. This therefore means that, in determining the rightness or wrongness of an individual's action in this school of thought depends on the outcomes of his behavior.

However, Okunna (2003:12) avers that, "the two theories namely: Teleology and Deontology are regarded as opposite of each other". Noting that, the teleological theory maintains that, it is the results or consequences of actions that determine the rightness or wrongness of such actions, the deontological theory in ethics on the other hand is based on the philosophy that judging an action as morally right or wrong should not depend on the consequences of the action.

The relativism approach argues that, there is no absolute right or wrong way to behave instead ethical decisions are determined by the culture within which an individual is working (Wimmer and Dominick, 2010).

2.2.1 The Journalist and Ethics of Journalism

Journalism like every other profession has a code of conduct that governs activities of journalists. This is so because the profession possesses potential power to influence not only an individual but the society he lives. And this influence can be for political, socio-cultural and economic good or to the detriment of the nation. According to Egbon (2007), the media is viewed as a distinct profession of great social importance, exercising special powers that require special regulation and checks. However, Olalejikan (2014:4) points out that, the class ofethics that governs mass media practice is called media ethics. According to him, "media ethicsis the subdivision of applied ethics dealing with the specific ethical principles and standards of media, includingbroadcast media, film, theatre, the arts, print media and the Internet". Also, the BBC (2014:10) point out that, "media ethics mainlyrevolves around truthfulness, accuracy, fairness, objectivity and editorial independence. Othertopics covered by journalism ethics according to the BBC include news manipulation, truth and values, truth and fantasy, truth andpublic interest, privacy, taste and conflict with the law. According to Thayer (1980),

> the media, we must realize is not something separate from the social and cultural context of their users. They can finally be understood only as an aspect of the larger human context of which they are part. This state of affairs appears to come up with an obvious probing question: what standard should the journalists adhere to in the practice of their profession to satisfy the yearnings of their consumers? Who is the responsible journalist? What are his ideals and characteristics? (pg.35).

In reaction to the foregoing, Merill (1975) say, "a responsible journalist is the person who tempers his practice with reason, sensitivity and commitment; the journalist who synthesizes "freedom", "rationality" and "duty". Butler (2009:1) added that, "Journalists who adhere to

professional standards, who strive to produce accurate reporting in an ethical manner, certainly gain professional satisfaction. They also earn credibility with their readers and viewers, and areputation for reliability for their news organizations".

2.2.2 The Essence of Ethics in Journalism

According to Merill (1975), freedom, rationality, and commitment form the philosophical basis for journalistic ethics. He further point out that, ethics serve as a reliable and helpful guide to right actions, noting that, any philosophy that does not admit rationality to the field of ethics would, undoubtedly, be cooperating with anarchistic or autocratic forces which would end to regulate man's affairs or would inject chaos into them. On this note, Ikpomma and Musa (2011:69) say, "media practitioner must possess a high sense of judgment to enable him arrive at a decision that will not only put him or his organization at stake but what will throw the entire society into a chaotic situation". This assertion shows that, ethics in media practice is aimed at equipting media practitioners to be morally upright in their professional practice.

According to Okoye (2011:263), "the purpose of journalism ethics is to stipulate rules, guidelines, norms and principles that would guide the journalist in making moral decisions". Merill and Lowenstein (1979) agree to this that,

> a concern for ethics is indispensable in the practice of journalism because it instills in the journalist a continuing sensitivity to his every action, to his every decision; it integrates or blends with his total search for truth and gives him greater awareness of himself, of others and of the consequences of interpersonal relations (pg.69).

Similarly, McBride (1980:243) submits that, the purpose of journalism ethics are tied down to the following cardinal proponents:

(i) To protect the consumer-readers, listeners, viewers or the public in general

(ii) To protect and inspire the working journalist, broadcaster or others directly concerned with the gathering, writing, processing and presenting news and opinions

(iii) To guide editors and others who take full legal responsibility for what is published and broadcast

(iv) To define the responsibilities of proprietors, shareholders, and the governments who are in a position of absolute control over any particular form of mass media communications activity; and finally;

(v) To deal with issues of advertisers and others who buy into the services of the media.

On a general note, Wright (2009:257) avers that, a system of ethics incorporates four fundamental principles as thus;

(i) Building trust and cooperation among individuals in the society

(ii) Serving as a moral gatekeeper in appraising the society of the relative importance of certain moral values

(iii) Acting as a moral arbitrator in resolving conflicting claims based on individual self-interest; and

(iv) Clarifying for society the competing values and principles inherent in emerging and novel dilemmas

2.2.3 Code of Ethics of the Nigeria Journalists

Journalism in Nigeria like every where in the world has a code of ethics approved by the Nigerian Press Organization on March 20th, 1998 which according to Momoh (2010) provide answers to what journalism is, what the public expects the journalist to do, the obligation of the journalist, the areas which constitute the main beats of the profession, the general rules that guide the collation and dissemination of information, the relationship that should exist between the journalist and his contacts or sources of information, and what to do with feedback. The code according to Momoh (2010:39) "has a preamble and 14 different aspects of media practice dealing with the following;

1. Editorial Independence

   Decisions concerning the content of news should be the responsibility of a professional journalist.

2. Accuracy and Fairness

   i. The public has a right to know. Factual, accurate, balanced and fair reporting is the ultimate objective of good journalism and the basis of earning public trust and confidence.

   ii. A journalist should refrain from publishing inaccurate and misleading information. Where such information has been inadvertently published, prompt correction should be made. A journalist must hold the right of reply as a cardinal rule of practice.

   iii. In the course of his duties a journalist should strive to separate facts from privacy.

3. PRIVACY

As a general rule, a journalist should respect the privacy of individuals and their families unless it affects public interest

i. Information on the private life of an individual or his family should only be published if it impinges on public interest.

ii. Publishing of such information about an individual as mentioned above should be deemed justifiable only if it is directed at:

a) Exposing crime or serious misdemeanor;

b) Exposing anti-social conduct;

c) Protecting public health, morality and safety;

d) Preventing the public from being misled by some statement or action of the individual concerned.

4. PRIVILEGE/NON-DISCLOSURE

i. A journalist should observe the universally accepted principle of confidentiality and should not disclose the source of information obtained in confidence.

ii. A journalist should not breach an agreement with a source of information obtained as "off-the-record" or as "background information".

5. DECENCY

i. A journalist should dress and comport himself in a manner that conforms with public taste

ii. A journalist should refrain from using offensive, abusive or vulgar language.

iii. A journalist should not present lurid details, either in words or picture, of violence, sexual acts, abhorrent or horrid scenes.

iv. In cases involving personal grief or shock, enquiries should be carried out and approaches made with sympathy and discretion.

v. Unless it is in furtherance of the public's right to know, a journalist should generally avoid identifying relatives or friends of persons convicted or accused.

6. DISCRIMINATION

A journalist should refrain from making pejorative reference to a person's ethnic group, religion, sex, or to any physical or mental illness or handicap.

7. REWARD AND GRATIFICATION

i. A journalist should neither solicit nor accept bribe, gratification or patronage to suppress or publish information.

ii. To demand payment for the publication of news is inimical to the notion of news as a fair, accurate, unbiased and factual report of an event.

8. VIOLENCE

Journalists shall not present or report acts of violence, armed robberies, terrorists activities or vulgar display of wealth in a manner that glorifies such acts in the eyes of the public.

9. CHILDREN AND MINORS

A journalist should not identify, either by name or picture, or interview children under the age of 16 who are involved in cases concerning sexual offences, crimes and rituals or witchcraft either as victims, witnesses or defendants.

10. ACCESS TO INFORMATION

i. A journalist should strive to employ open and honest means in the gathering of information. Exceptional methods may be employed only when the public interest is at stake.

11. PUBLIC INTEREST

A journalist should strive to enhance national unity and public good.

12. SOCIAL RESPONSIBILITY

A journalist should promote universal principles of human rights, democracy, justice, equity, peace and international understanding.

13. PLAGIARISM

A journalist should not copy, wholesale or in part, other people's work without attribution and/or consent.

14. COPY RIGHT

i. Where a journalist reproduces a work, be it in print, broadcast, art work or design, proper acknowledgement should be accorded the author.

ii. A journalist should abide by all rules of copy right, established by national international laws and conventions

15. PRESS FREEDOM AND RESPONSIBILITY

A journalist should strive at all times to enhance press freedom and responsibility.

2.2.4Ethical Problem in Journalism: An Appraisal of Nigeria Situation

Ethical journalism practice in Nigeria is bedeviled by what Gideon Sjoberg observed as "the system of loyalty or the system of maintenance" (Okoye, 2011). What this means is, a situation where a practicing journalist is faced with satisfying the interest of his boss and professional callings or demands. For example, a media outfit through its laid down policies as

defined by the owner must always report a particular political party in good light against the others. This idea is against the tenets of journalism practice which calls for balance and objectivity in news reportage. So, a journalist will be left in a situation of satisfying two pillars. The implication of this is, failing to dance to the tune of the owner can have a journalist fired and failing to uphold onto the professional ethics of balance can cost a media outfit patronage. A situation of this kind saw Ayo Ogunlade in one of the government owned media outfits in the Western part of Nigeria resigning his appointment as Director, News for refusing to air a report from the State's House (Akpede, 2011).

Another obstacle to ethical journalism according to Okunna (2003) is the environment in which the journalist operates. In Nigeria, the scholar opined that, the ethical misdemeanor in Nigeria journalism is a product of the catalogue of societal problems which includes corruption. On this note, Akpede (2011) say,

> the environment is full of corruption that it can even be smelled in the air. Corruption is found both in the public and private sectors. Corruption tends to be the starting points from where all other vices emanate. Vices such as poverty, greed, avarice, squander mania, nepotism and fraud have their roots from corruption" (pg.44).

In a similar vein, Momoh (2002) holds that,

> how can we as media practitioners operate in a polity where everyone breaks the rules, where the journalists are poorly paid or not paid at all; where record keeping is so defective that people can pay their way out of crimes; where the officials who are supposed to give information horde it; where there is total loyalty to the family and the ethnic group and ritual protection for their misdeeds; where those who should serve enslave the people through robbing the treasury (pg.30).

Also, Ikpomma and Musa (2011) point out that, another ethical problem in Nigeria journalism is nepotism. They explained that, Nigerian journalist often treat some sections of the

society as sacred cows, while some others are not sparred in criticism. This is seen according to them in the way and manner the Nigeria media put pressure on the activities of the National Assembly under the leadership of SalisuBuhari, Patricia Eteh and Ekwerem for alleged involvement in forgery and perjury. They hold that, the same press has now failed to mount similar crusade against a state governor in the middle belt for similar charges.

In another vein, Egbon (2007) holds that, ethical problem in Nigeria journalism arise from the way media houses treat their journalist. He captures it that;

> the real problems comes from the way they treat journalists. Not only that the pay is poor, some of these journalists are owed the meager allowance up to six months. Some do not even have a fixed amount to be paid at the end of the month. They are hired and sent out to different locations in the country to file stories to their head office. Sometimes the stipend they receive depends on the number or usability of the stories which usually carry bylines in the newspapers. In order to manage and survive, some journalists operating under such circumstance coin non-existent stories and forward same to their editors for publication (pg.65).

The foregoing is a breach to item 2 of the NPO code of conduct which deals with accuracy and fairness in reporting.

2.3 Media Ownership

In Nigeria, there are four main types of media ownership namely, Government ownership, private or Corporate ownership, Chain ownership and Conglomerate (Raufa and Goke, 2003). In the case of government ownership,the Scholars explained that, a media house is established controlled and financed by either a state or federal government.The funding of a government owned media could be through direct funding, loans and overdrafts from banks. An example of this is the Federal Radio Corporation of Nigeria (FRCN) and the Nasarawa Broadcasting

Corporation (NBS) owned by Federal Government of Nigeria and the Nasarawa State Government respectively.

Private Ownership could be cross media, chain or corporate ownership. In this case, the owner or body concerned has a larger share in the funding or is fully owned by the person or the body concerned. For the electronic media, the National Broadcasting Commission has since been set up under an Act No. 38 of 1992 to give licenses to private individuals to own the electronic media. For the Chain Ownership,newspaper houses or radio and television stations are owned by one person. In order words, a particular person or group of persons possess a particular type of media like radio stations owned by one person or group.

The Cross Media Ownershipsuggests the possession of a combination of several media. The inference here is that, both broadcast and print media are owned by an individual or group at the same time. A best description of this pattern of ownership would be for an organization to own newspapers and television at the same time or newspaper and radio at the same time or the combination of the three. Brilla Communication which has a sports paper and a Radio Station may be a good example (Raufa and Goke, 2003).

The Conglomerate- this is a situation whereby an owner of a media organization runs other types of business. The media so owned will try to cover issues affecting other business branches of the business of the owner. Another type of media ownership as identified by Raufa and Goke (2003) is Joint Ownership.This according to them means when a government and an individual jointly own a media house. In this situation, there is an equal partnership between the government and an individual. The two parties finance the medium. In addition to the types of media ownership is

the Party Ownership**.** Here, the ownership of a media is vested on a political party. The party funds and controls a media outfit

2.3.1 Implications of Government Ownership of the Media: The Nigeria Situation

A German economist/philosopher, Karl Marx, stated in his *German Ideology*, as cited by Murdock and Golding (1977:15) that, "The class that has the means of material production has control at the same time over the means of mental production so that, thereby, generally speaking the ideas of those who lack the means of mental production are subject to it". In the same vein, McQuail (2005:79) hold that, "whoever owns and controls the media can choose, or set limit to what is to be done". Djankov, *et al* (2002) adds that, even though ownership may not be a significant determining factor of media content, it plays a substantial role in content. They further point out that, government monopoly of the media for instance, would distort and manipulate information that would entrench the government in power more, preclude voters and consumers from making informed decisions, and ultimately undermine both "democracy and markets".

The World Development Report (2003) explains that, ownership determines independence. Noting that, ownership is a central factor of independence because it is the owners who control information flow and thus influence economic, political and social outcomes. In line with the Nigerian media,Ogbiti (2006) re-enforces this position when she asserts that:

> the implication of government-owned newspapers are that governments fund, appoint board of directors, general managers and editors; thus they call the tune, as a result, each government-owned newspaper owes its allegiance to the ruling class and not to the tax payers whose money is the source of funding for the newspaper (pg.6).

Also, it is worthy of note that, government owned media depends solely on the government that owns them to provide support funds in addition to any other generated by the organization. And the implication of this according to Chinedu (2009) is that, it makes the media subject to government manipulation. No wonder, government media houses like NTA and FRCN according to Udeajah (2004) are merely information houses for government activities and policies where news focus was to have government favorably mentioned. He further explained that, journalists are made to give the activities of their government owner more prominence at the expense of other important issues. When they fail to do so, regardless of their role or importance to the media organization, the reporters risk being sacked or demoted unless they are lucky.

In regard to the above, Uche (1989) states that

> The influence of the government is seen in the unflinching support government media organizations give to the government of the day. Government officials do not hesitate to remove anyone in charge who fails to offer unquestionable support (pg.12).

Similarly, Nwachukwu (2008) puts it this way that:

> An erring official risks being sacked with 'immediate effect' or face other punishments for such 'heinous' acts. For instance, within one year of the elected civilian government assuming office in 1990, no less than ten chief executive officers of state owned broadcasting stations were sacked. Those who kept their jobs got the message - toe the line (pg.9).

There is no doubt that as a result of the above mentioned unfortunate incidences, journalists in government owned media always slant the news to favor whoever is in power and they are also conspicuously silent about official corruption (Chinedu, 2009). In this regard, journalists according to Ogbiti (2006) in government-owned media no matter how talented and resourceful they are, regret ever working there. He further noted that, apart from being confronted with the

problem of "he who pays the piper calls the tune", they groan under poor remuneration and lately plagued with enormous challenges of government self-sustenance policy.

2.3.2 Ownership and Objectivity of the Media

Objectivity in the collation and presentation of news is the hallmark of journalism practice. In news reporting and production, Dominick (2011) say, objectivity means that, the journalists tries to transmit the news untainted by conscious bias without personal comment or coloration. Corroborating this, Hassan (2013:183) said, "the belief in objectivity is a faith in fact". It means that, journalists should have something like a neutral point of view, not taking a stand on any issue on which there is some disagreement. Instead, journalists are simply to report what both sides of an issue told them.

However, Ayodele (1988:1) notes that, "it must be recognized that, since the dawn of media history, there have been two opposing currents of thought concerning media objectivity-on whether objectivity is good or bad and whether it is even possible". The scholar argues that, objectivity is a myth and a mere abstraction and is unattainable in journalism practice, noting that, what is impossible, what is non-existent, need not be attempted because such attempts inevitably would prove unnecessary, unrealistic as well as futile. And from this premise, subjectivity in news reporting is the only sensibly and attainable position for the journalists.

In the second school of thought, absolute objectivity in news reporting might not be possible but can be achieved as a target. The journalists, even in the face of opposing realities need not to shy away from his prejudices, pre-conceptions, feelings and ambitions. He need to act as an automaton, unthinking, unfeeling, unemotional; "saying it as it is", with facts and figures without analysisor interpretation. He must align to what Severin and Tankard explained as "verifiable

statements". This involves, excluding inferences, judgment and slanty reporting (Ayodele, 1988). Against this backdrop therefore, the NPO 1998 code of ethics for Nigeria journalists provides for accuracy and fairness which explains that the public has a right to know and that factual, accurate, balanced and fair reporting is the ultimate objective of good journalism. Similarly, McQuail (2005:200)highlights three features of objective journalism. One is that, "itadopts a position of neutrality towards the object of reporting," Secondly, "there is a lack of partisanship, whichhe explains as not taking sides in matters of dispute or showing bias". Thirdly, "objectivity requires strict attachmentto accuracy and truth".

In contrast, ownership interest either public or private has hijacked the tenets of objectivity in the Nigeria media industry. On this note, Udeajah (2004) say, journalists are made to give the activities of their government owners more prominence at the expense of other important issues. This according to him has placed on the journalists especially those in the public media the stigma of "government propagandists. Also, Azegbemi (2006:11) said, "low credibility in the government owned media is as a result of government interference in editorial content, inadequate funding as well as poor and inadequate trained personnel".

2.4 Why Media Outfits have editorial policy-The Factors

According to Ikpomma and Musa (2011), media organizations formulate editorial policy in order to protect journalists from going astray as well as to protect the public from harm that may be caused by the activities of either ill-informed or overzealous reporters. Zlatev (2011) added reasons for editorial policy that, it provides a platform for the media institutions to determine the benchmark of job specifications for journalists and at the same time imposes self scrutiny obligations on individual journalists. Dallaire (2007) further points out that, since mass media can influence actions, change the course of events and even destroy, hence one good journalist

on the ground is worth a battalion of troops, there is a dire need for an editorial policy that can discourage the abuse of freedom and guarantee the application of sound judgment in information gathering, analysis, and dissemination. These policies help in facilitating, fairness and balance in news reportage, assists journalists to apply the principles of the general good for all. It enables journalists to be more careful and upright in handling their functions. It steers journalists awayfrom invasion of privacy and violation of people's rights. It also serves asa standard to measure performance.

Another reason why media organizations have editorial policy is that, in most cases, news media proprietors establish media outfits principally to propagate their image in the society. As such, it is expedient for them to formulate an editorial policy that would serve and prevent their interest. Egbon (2007) say, these days, many of the news proprietors establish their outfits to propagate themselves and boost their egos in accordance with what they intend to reap from the unsuspecting public. Raufu and Goke (2003) point out that, the reason could also be to achieve political or economic goals. They noted that, in Nigeria many newspapers are owned by politicians, and the editorial policy of such newspapers are censored by the owners to suit their political interest. For instance, The Nation Newspaper, and The Sun Newspaper owned by Bola Ahmed Tinubu and UrjiUzorKalu respectively will always publish political stories that suits their political interest

2.4.1 Ownership Influence on Editorial Policy

The extent to which journalists can be in charge of what they publish has been declining particularly due to media ownership (Christopher and Onwuka, 2013). A newsroom survey by McManus (1997) shows that, there is a strong declination of journalistic autonomy and editors

may not ultimately be in charge of news stories and emphasis. The study noted that, journalists are no longer individually responsible for their actions, noting that, many news stories are influenced outside the news room although news stories do not bear the names of media owners but they are obviously the major determinants of news bulletin via editorial policy. In the same vein, the International Centre for Journalists, ICJ, (2009) found that, the owner of a media organization may never have set foot in a newsroom but his/her influence is at the top even in absentia.

In the case of Nigeria, Olayiwola (1991) said, media owners especially the politicians amongst them determine the plank on which political news stories are reported. He maintains that:

> The fact of ownership is not only the key which determines how the mass media are used for molding the citizen's perception of political reality in the country, but it is also a more precise means of understanding and investigating the role of the press in political stability or instability, national integration or disintegration (pg.44).

On the side of government ownership of the media, Chinedu (2009) said, there is virtually no state government in Nigeria that does not own a television or radio station and even newspaper publishing houses. He noted that, in government owned print media, Journalists are made to give the activities of their government owner more prominence at the expense of other important issues through the laid down editorial policy. When they fail to do so, regardless of their role or importance to the media organization, the reporters risk being sacked or demoted unless they are lucky. The issue is not different in the broadcast media which according to

Udeajah (2004)

> Everything points to the fact that ownership has had some significant effect on the operations of broadcast organizations in Nigeria. The policy of the

> person who pays the broadcaster's salary determines the operation of the media station (pg.300).

Also, Chinedu (2009) noted that ownership is a principal determinant of independence. What then determines independence? According to World Development Report (2003), Ownership is a central factor of independence because it is the owners who control information flow and thus influence economic, political and social outcomes.

Chinedu (2009) however laments that, the overdependence of government media on government subvention makes these media subject to manipulation by their owners. Siebert, Peterson and Schramm (1963) noted that, the mass media should have the capacity of maintaining their financial self-sustainability so as to be free from government pressures of special interest. They add that, Government ownership of the media enables it to exert a psychological and financial control over the media.

The World Development Report (2003) is however of the view that, government control of the media could distort and manipulate information in the incumbent government's favor. In total agreement to this, Nwosu (1990) say that, most media in Nigeria are owned by government and so end up many a times serving as mere mouthpieces for communicating various government's activities at various levels. This, she continued, does not make for balanced, extensive and fair communication. She concludes that, Government-owned media have always been accused of not living up to their expectations.

In view of the foregoing therefore, individuals/organizations with proven journalistic education and sound financial footing should be allowed to run the media. This is so because, a professional mind will put into consideration, journalistic norms of practice while formulating editorial policy for his/her media outfit. And government should desist from influence on

editorial decisions of its media houses. This will unequivocally reduce the rate of unprofessionalism arising from the media industry due to ownership influence on editorial decisions.

2.4.2 Implications of Ownership Influence on Editorial Policy

Journalism hazards as faced by journalists especially in government owned media outfits according to Ogbiti (2006)makes journalists no matter how talented and resourceful they are, regret ever working there. He notes that, apart from being confronted with the problem of "he who pays the piper calls the tune" they groan under poor remuneration and lately plagued with the enormous challenges of government self-sustenance policy. In this regard, ownership influence on editorial policy of a media outfit either in government owned or privately owned has resulted to non-professional acts among media practitioners. These according to Sharma and Trinity (2003) includes conflict of interest, pressure, higher level of manipulation of news, analysis and comment to suit the owners' financial and political interest, paid news, sycophancy, bribe taking, privacy and moonlighting.

2.4.3 Conflict of Interest

In journalism parlance this can be referred to as the clash of personal interest and professional callings or demands. Gondwe (2014:25) said, "Conflict of Interest can be defined as a situation in which an individual or organization is involved in multiple interests that could possibly corrupt the motivation for an act of another". These ideas can be exemplified when the owner of a media outfit is accused of misdemeanor in his place of work. The question now will be, will he the journalist who is an employee to the culprit report the story or will he kill the story?

However, Okioya and Adedowole (2011:5) contend that "conflict of interest spells out the conditions or relationship between the interest of the owner and matters which affect national interest, and again the people's right to know. Gondwe (2014) also revealed that, the tendency is common in the African media and amongjournalists. Adding that, practically, various business people who buy shares for business purposesown the media, and journalists work in an environment that struggles to satisfy both thebusiness owners and the audience. As such, the needs of the audience are in conflict withthe owner. This tears apart a journalist who has to find a way of impressing both.

2.4.4 Pressure

Abubakar (2009) explains this as any force or influence which causes journalists to feel strongly compelled to act in a manner desirable to the source of each force or influence. She noted that, the force can be internal or external. Internal pressure according to her emanates within an organization in which a journalist works. A journalist in a newspaper for instance could be pressurized by an editor to write an editorial which will be of good taste to the publisher. The external pressure on the other hand comes from the wider community or society. These ranges from advertisers, politicians or even friends and families of Journalists.

2.4.5 Sycophancy

According to Obaze&Fasahnu (2006:138), "sycophancy is a situation whereby a medium continues to praise government or individuals despite ills or incompetence in office". It has been defined by Okunna, (2003) as false praises of those in power. Locally and internationally, this

has been a source of concern to both practicing and budding journalists. The second principle in the international code of ethics quoted by Ojiakor and Umeogu (2012) has it that,

> the foremost task of the journalist is to serve the peoples'right to true and authenticinformation through an honestdedication to objective reality whereby facts arereportedconscientiously in their proper context, pointing out theiressential connection and without causing distortions,with the deployment of the creative capacity of the journalist so that the public is provided with adequate material to facilitate formation of an accurate and comprehensive picture of the world in which the origin, nature and essence of events, processes and state of affairs are understood as objectively as possible (pg.161).

Coming back to Nigeria, the NUJ knowing the relevance of Accuracy has it as one of its principles and it reads thus:

(1) The public has the right to know. Factual, accurate, balanced and fair reporting is the ultimate objective of good journalism and the basis of earning public trust and confidence.

(2) A journalist should refrain from publishing inaccurate and misleading information. When such information has been in advertently published, prompt correction should be made.

(3) In the course of his duties, a journalist should strive to separate facts from conjecture and comments. If the above is religiously followed, what the consumer gets will be nothing short of objective and factual reports. It further explained that, Objective reporting on the other hand is that report that is devoid of inferences, judgments and slanting.

According to Abubakar (2009), "a sycophant reporter is a journalist who flatters political leaders, wealthy citizens and owners of media houses who as employers have formidable power over journalist".

2.4.6 Brown Envelope (Bribery)

According to Adedowole and Okioya (2011), Brown Envelope in journalism vocabulary means bribing. They explained that, it is the act of bribing a reporter to either kill a story (prevent it from being published), blow a story out of proportion or influence a story. Brown Envelope practice has gained fame by acquiring various euphemistic names like ―bonus journalism (Frere, 2001), ― "oiling hands" (Kasoma, 2009:96), and ―"cocktail journalism" (Akinfeleye, 2007:188).

Similarly, Gondwe (2014) said, brown envelope journalism has attained ironic terms in local African vernacular which a Journalist would not be comfortable being associated with. The terms are *gatu*in Liberia (Berger, 2002:26), *soli* in Ghana (Diedong, 2006), *gombo*in Cameroon (Ndangam, 2006), *ndalamayamatako*in Zambia (Kasoma, 2009), a variety of terms in Nigeria: *keske*, *kua*, *gbalamu*, and *egunje*(Adio, 2001), and *mshiko*in Tanzania meaning sitting fee (Mfumbusa, 2008).

Akabogu (2005:28) on the other hand defines brown envelope as "the practice of offering or accepting gratifications in the form of gifts, drinks, food or money in order to influence the judgment of a journalist". Onyisi (1996) cited by Gondwe (2014) notes that, brown envelope is generally used to refer to the practice of offering and receiving gratuities in the form of gifts, drinks, food, sex or money in order to influence the judgment of a journalist. He further observes that it may be given to a journalist as an appreciation for an act or demanded by the journalist, stressing that the underlying motive is to influence the judgment of a journalist immediately or in the future. The brown envelope offer could be in cash or non-cash form. The non-cash form includes various gift items such as products, plots of land, contract awards or offsetting transportation or accommodation bills for journalists on assignment.

Kasoma (2009) however said, brown envelope compromises journalistic values like truthfulness and objectivity. Mwesige (2004:90) argued that, "editors and media managers condone the practice of corruption in African newsrooms". In exploring the rationalizations or arguments for and against the practice of the brown envelope syndrome, Onyisi (1996) cited by Gondwe (2014), identified four classes of people who view the practice from different perspectives: Idealists -who see brown envelope as a form of bribery and unethical practice in journalism and should not be accepted for any reason; Altruists/culturists- who argue that it is offered to be nice to journalists and in line with the hospitality nature of African culture; Realists- who believe that although the practice is morally wrong, a society is such that you need to do something to get your story published; and Opportunists- who have no firm conviction but simply believe that to accept or reject brown envelopes depends on the situation.

2.4.7 Moonlighting

According to Ababukar (2009), moonlighting is the act of holding two different jobs simultaneously and being paid for both. She explained that, this create room for conflict of interest and divided loyalty which constitute fertile ground for unethical behavior by journalists.Frohlich*et al* (2013),further clarifies that, the term 'moonlighting' means to perform any paid or unpaid additional secondary work outside one's regular/main occupational/professional activity.

2.5 Enforcement and Monitoring of Editorial Policy: The Challenges

Enforcing and monitoring provisions of various editorial policy in media houses are marred by some challenges. Buttressing this, Mare and Brand (2010) says, there are many challenges associated to monitoring individual reporter's conduct in the field. They note that, it is difficult to keep a hard line stance against editorial transgressions due to the peculiar challenges facing

African newsrooms such as lack of transportation, low advertizing revenue and massive labor turnover. They further stated that, Editors sometimes allow journalists to indulge in unethical behavior – such as accepting sponsored travel opportunities – because their publications do not have the resources to pay for travel. In other cases, editors simply rely on the integrity of journalists, with no active monitoring of behavior or policing of the editorial principles. Mare and Brand (2010) quotes an Editor with *Business Day*, South Africa, as saying;

> We operate on shoe-string budgets which makes it difficult for us to provide transport to our reporters for fieldwork. At times, weallow journalists to go for sponsored trips because without suchsupport, news gathering may grind to a halt. In the end,monitoring journalists in the field is difficult (pg.424).

In another vein, Mare and Brand further quotes an Editor with *Business Daily*, Kenya as saying; "It is difficult to monitor reporters because as an organization we don't have such intelligence gathering mechanisms. We have no capacity hence we rely on goodwill". Also, the scholars further points out that, editorial policy is not enough to determine what transpired in the field. They note that;

> There is no document that can address all the eventualities in the field. At the end of the day, editorial guidelines continuously evolve on a day-to-day basis, as journalists interact with editors. It's about instantaneous reactions to moral dilemmas in the field (pg.426).

The foregoing is an indication that, monitoring the conduct of reporters in the field in line with the provisions of their in-house policy seem to be difficult. As such, it is a wake-up call to journalism profession to device a means in this regard in order to reduce and possibly avert possible unprofessional conduct that may arise thereafter.

2.6 Journalists Compliance to Editorial Policy: An Appraisal

According to Egbon (2007), if one wants to give an appraisal of the performance of the Nigerian journalists whether they conform to the principles of their organizations or fail to conform, one has to take into consideration the general picture of what is obtained in the larger Nigerian society. In line with this, Akpede (2011) avers that, it should be noted that, all over the world, the mass media do not operate in isolation, they happen to be part and parcel of the environment they operate. That is to say that media organization's principles are not just concerned with the contents of news itself, but also with societal values, philosophies, interest and perspectives. He therefore holds that, it is not proper for one to look at the level of corruption, poverty and bad governance in Nigeria so as to appreciate journalists compliance to standard, but the environment within which the Nigerian journalist operates tends to pose a serious problem when one takes a deep look at the concept of compliance to standard in the nation's journalism. On this note, Momoh (2002) regret thus, how can we as media practitioners operate in a polity where everyone breaks the rules, where the journalists are poorly paid or not paid at all; where record keeping is so defective that people can pay their way out of crimes; where the officials who are supposed to give information horde it, where there is total loyalty to the family and the ethnic group and ritual protection for their misdeeds; where those who should serve enslave the people through robbing the treasury.

The foregoing indicates that, compliance to organizational standards in Nigeria journalism can be appreciated by understanding the clime of the Nigerian society.

2.7 Impact of Editorial Policy on Journalistic Activities

Editorial policy is an expressed principle and philosophy of a media organization which defines the aim and objectives of such a media organization and how activities should be conducted towards achieving defined goals. It spells out the rationale for the establishment of any medium and how it should operate. It reveals whether the media was established for profitability or for public service. Chinedu (2009) explain that, editorial policy may be general in a matter of desirable goals and principles or they may be specific and regulatory. He further holds that, editorial policy or house policy differs from one medium to the other, and that, what attracts a reporter in the electronic media may not attract those in the print media. Ndubuisi (2003:48), assert that "programmes (news and features) will never be appealing to the target audience if they lack the necessary coordinating and anchoring procedure". What this means is that, the house style or editorial policy makes programmes of the broadcasting service and newspaper page planning aesthetic and cohesive. Nyman-Metcalf et al (2003) point out that, editorial policy spell out how a station can remain profitable and viable by outlining the nature of working relationship between reporters, editors with advertisers, and the general public.

By virtue of the foregoing, Awolowo (2009) contend that, the editorial philosophy or culture of a media house goes a long way to determine the content of their reportage. This is because it encompasses diverse principles that guide journalists on what to report and what not to, and also how to present. No wonder, Lodamo (2008) said, the editorial policy of BBC pronounces that, an individual must not accept personal benefits as goods, discounts, services, cash, gratitude, or entertainment outside the moral scope of business hospitality, from organizations or people with whom they might have dealings with on the BBC's behalf. Also, Page two of Friday April 22nd,

2016 edition of *Daily Trust* newspaper had the paper's editorial policy with the title; NO THANK YOU. The policy provides thus;

(i) Media Trust Limited journalists have pledged to uphold the company's policy of not asking or taking a gift by whatever name, from those they encounter in the course of their work.

(ii) Please assist us by not seeking to influence our reporters and editors with your favors. Where they can, our journalists are expected to graciously decline a gift. When it is pressed on them, they are expected to declare it. The company will write a letter thanking the giver and donating the amount to charity.

Similarly, page two of the *Punch* newspaper edition of Sunday, March 13th, 2016 has the following as editorial policy. It provide thus;

(i) We are guided by the principles of factual, balanced and fair reporting and commentaries.

(ii) We believe that these principles and ethical conduct are the basis of public trust and confidence.

(iii) We believe that a system of self regulation, through a professional code of ethics under an independent body would best serve the interest of the profession and the society.

(iv) We subscribe to Ombudsman mechanism established by the Newspaper Proprietors' Association of Nigeria, supported by other stakeholders, to mediate complaints against the press on ethical conduct and recommend redress.

2.8 Review of Related Studies on Editorial Policy and Objectivity of the Media

Broadcast stations have editorial policy that is described as written or unwritten statements that guides performance of managers, editors, reporters, presenters, programmers in the station. They help in facilitating fairness and balance in news reportage, assists journalists to apply the principles of the general good for all. It also enables journalists to be more careful and upright in handling their functions (Christopher and Onwuka, 2013). On this note, a survey research conducted byAdeyemi (2013) revealed that, the activities of Nigerian Journalists are guided by the editorial policy of their organization as it shows that, 62.5 per cent of the respondent believed that, activities of the Nigerian journalists were guided by their organizational in-house policy, 16.9 per cent were undecided while 17.8 per cent disagreed. The study further showed that, there is credibility and reliability of news story in Nigeria media as 74.3 per cent respondent in the study were of the opinion that, news and information in Nigeria mass media was reliable, 11.9 per cent believed that, news and information in Nigeria mass media was not reliable, while 13.8 per cent were undecided. The study however did not investigate further to know the extent to which the principles are adhered to by journalists or not. The need for journalistic principles by media organizations is to assist journalists to make sound decisions and build credibility in their vital role of providing the public with the power to make important decisions, thus serving society in an ethically responsive and constructive manner. But, a study by Nwamah (2009) revealed that, Nigeria media policies do not give room for journalists to carry out their work effectively and that, organizational in-house policies reduce the moral standard of journalists.

Research works show that, editorial policy which serves as guiding principles to journalistic activities towards excellence are under threat by some vices which according to findings of a qualitative research study *titled* Reclaiming Media Credibility: Examining the Efficacy of Virtue

Ethics in the Zambian Media by Gondwe (2014) includes media ownership. Media ownership as found by the study is a leading challenge to editorial policy, noting that, in journalism parlance, "anything and everyone is owned". The study quoted a respondent as saying, "we are always working to impress our bosses…who am I outside my bosses?. The research further points out that, the ownership of the media is one critical factor that hinges on the ethical reporting of Journalists, noting that the question on "who owns the media is what controls the journalists' agenda. The study however fails to unravel the extent to which ownership affects the output of media organization. Also, a survey study by Dohnanyi (2003) *titled* the Impact of Media Concentration on Professional Journalism found that; media owners are very influential on the activities of their media outfit. 62.6 per cent participant who responded to the survey rate media owners as "very influential" on their activities while 37.8 per cent rate them as non-influential. The study further shows that, 59.1 per cent of the respondents denied that, the editorial policy of their organization is influenced by any form of loyalty to political ideologies or parties while 40.9 per cent of the respondents admit they follow political ideas formulated outside their editor's offices. Furthermore, the study found that, journalists working with daily newspapers cannot necessarily exercise their professional objectivity when it comes to reporting on either the political sphere or the business community.

The implication of ownership influence on editorial policy according to a newsroom survey by McManus (1997) shows that, there is a strong declination of journalistic autonomy, and editor may not be ultimately in charge of news stories and emphasis. The study revealed that, a journalist is no longer individually responsible for his/her actions. Noting that, many news stories are influenced outside the news room although news stories do not bear the names of media owners but they are obviously the major determinants of news bulletin via editorial policy.

In another vein, a Content Analysis study by Wang (2003) on Media Ownership and Objectivity found that, media ownership affects to a high degree the objectivity of news reportage. The study also found that, political news stories carry the political values of the owners as the studied newspapers endorsed political candidates which align with the political views of their owners. On the contrary, a survey study by Lucy (1991) found that, ownership did not have an effect on how news was allocated. similarly, a survey study by Olajide, Benjamin and Ogundeji (2012) found that, government influence on journalistic activities has no influence on non-professional practice by media men. The study shows that, 60 per cent of the respondents said government influence has nothing to do with non-professionalism while 40 per cent say it does.

Also a qualitative study *titled* Business journalism ethics in Africa: A comparative study of newsrooms in South Africa, Kenya and Zimbabweby Mare and Brand (2010) found that, there are challenges associated with enforcing and monitoring editorial policy irrespective of the type of ownership such as lack of transportation, low advertising revenue and massive labor turnover. The study quotes a South African Business Editor as saying;

> We operate on shoe-string budgets which makes it difficult for us to provide transport to our reporters for fieldwork. At times, weallow journalists to go for sponsored trips because without suchsupport, news gathering may grind to a halt. In the end,monitoring journalists in the field is difficult.

This shows that, poor or insufficient budget of media houses is an impediment for a media outfit to ensure that its journalists at all times conform to its in-house policy. The study however would have been more detailed if it had adopted the survey method to gather data in figures in this regard.

It is also worthy of note that, poor budgetary allocation to media houses by its owners be it government or private has left most journalists working without reward and such has yielded to unprofessional acts like brown envelope collection among African Journalists. On this note, a survey study by Kundum (2013) revealed that, Seventy-five per cent 75% of a baseline of 63 out of the entire 70 Respondents sampled in the study agreed that they accept gratification at different levels of performing their duties. The study further indicates that, 82% of male and 67% of female practitioners said they were always or sometimes offered gratifications and 90% of men accept the offers. The study though never investigated if offers affect the credibility of reporting. On why such bribes are collected, Mpagaze (2012) in a qualitative research *title* My Family Forces Me To Take Bribes. A Reflection of Economy of Affection among Tanzanian Journalists found that, editors encourage journalists to take bribes. The study quoted a reporter as saying,

> One day, I was assigned to cover a story on a UNDP project in Mwanza. The King from Norway was the guest of honour. My editor knew that such events pay for journalists. When I came back from the event, my news editor bluntly told me, 'I know you have been paid, now give me also.' Because i did not want conflict with the editor I gave him part of what I had been paid.

Also, the study revealed that, families influence journalists to take bribes. In an interview, the study quoted a reporter as saying;

> You come from a home where you don't have any money to feed your family, then you are offered bribes, can you reject it?" Another journalist observed: "because of the social problems that every human being faces, it is difficult to reject bribes but what matters is to consider objectivity in reporting.

Similarly, a survey study by Nwabueze (2010) found that, poor remuneration of journalists (poor salary) is the basic reason for acceptance of brown envelope. The study shows that, 43 per cent of the respondents agree that, poor remuneration is the basic reason for acceptance of brown envelope by journalists; 23 per cent indicated that poor remuneration is not the basic reason, while 34 per cent did not have a clear opinion of the issue. Though, the study couldn't adopt a qualitative method to investigate deeper on the issue at stake.

However, in the aspect of upholding the professional ethics of objectivity in reportage, a survey study by Udoh and Udomisor (2015) on Conflict Management and Objectivity of the Media, found that, media practitioners in Nigeria undermine the ethical principles of objectivity. They blow issues out of proportion thereby generating conflict in the society. The study also reveal that, Nigeria media sometimes play down, frame, or slant some facts to avoid escalation of conflict negating the principle of objectivity. In this regard, journalists should with all sense of responsibility to fairness report issues as they happened. They should desist from making judgment for the public rather the public should be allowed to have their take on issues as it affects them.

Also, in examining objectivity in online news reporting, Akpan*et al* (2012) in a survey study found that, 33.7% respondents agree that, online news stories are objective while 53.5% agree that, online news stories are not objective and 12.9% respondents were indifferent on the issue at stake. This study would have been more detailed if the researchers had also content analyzed the studied papers to see the reflection of respondents views in the news stories. But then, online news is worthy of being objective because of the level of its patronage and the power of the media to mobilize the public for or against an issue.

In regard to the foregoing findings, Kundum (2013) warned that, if the culture of taking bribery and imposition of personal interest through editorial policy by media owners is not corrected in good time, it might cause greater disaster for the profession in the future than estimated. Also, it is evident that studies have been conducted that, media organizations in Nigeria have a standard which is in relationship with the focus of this research but the researcher was unable to come across studies that examine such standards to see if journalists are faced with dealing with only the interest of the owner or dealing with owner's interest and professional demands. Against this backdrop therefore, there is a need to carry out a study of this nature in order to examine conflicting values faced by journalists due to the provisions of their organization's editorial policy, and the effect of such to the professional ethics of objectivity.

2.9 Theoretical framework

Theories can never be isolated from any empirical research. It is however a parameter for measuring the latitude and hypothesis testing in any phenomenon under study. Folarin (2005:6) note that, "theory and research are closely related through scientific method". He added that,"theory and research may be seen as two sides of the same coin; in an elucidatory way". Tejumaiye (2003:51) say, "every scientist assumes an approach or a particular orientation when dealing with a subject or issue, this approach determines the concepts, questions, perspective and also shapes the hypotheses which are tested and eventually the theory which is generated". In total agreement to this,Ohaja (2003:64) asserts that, "in every discipline, there is a body of theories that provides the explanation for observing phenomena in that field". Ohaja (2003) further explain that, as assumptions are made and tested in the field through research, those that are validated become generalizations upon which theories are based. This study therefore is anchored on the Gatekeeping Theory and the Marxian Political Economy Theory.

2.9.1. The Gatekeeping Theory- Background and Assumptions

The term "Gatekeeping" was first used by Kurt Lewin to describe a wife or mother as the person who decides which dinner foods end up on the family's dinner table (Lewin, 1947). According to Lewin, housewives are key gatekeepers who control what food enters the "channels" that ultimately bring it from the garden or supermarket into the household and ultimately onto the dining-room table. Each channel is walled into sections surrounded by gates – the decision-making points that determine whether the food will enterthe channel to start with, or move to the next section. And along the way, forces exertpressure to accept or reject food.

In 1950, a study by White seized upon Lewin's comments and turned it solidly towards journalism. The study which is on one Telegraph editor (Mr Gates) concluded that, as an editor, the telegraph editor selected and rejected certain stories based on the criteria of fit and appropriateness. According to White, the editor based his decisions on idiosyncratic and subjective perceptions. He note that, the telegraph editor 'passed' only those stories that he, as the representative of his culture, believed to be true.

However, Gieber (1956) developed and elaborated on White's methodology. While White based his analysis on data gathered from only one Telegraph editor, Gieber expanded the base of his investigation to include 16 daily newspaper Telegraph editors. The study found that, as gatekeepers, the editors considered their essential function to be providing the reader with top news of the day. News, however, according to the study was selected based on what would interest segments of their readers' audience.

Another study that borrowed from the pioneering effort of White was Paul Sniders (1967) 'Mr. Gate Revisited', which re-examined the operations of White's original, Mr. Gates. In the 1970s, McCombs and Shaw took a different direction when they looked at the effects of

gatekeepers' decisions. They found that audience learned how much importance to attach to a news item from the emphasis the media place on it. McCombs and Shaw pointed out that the Gatekeeping concept is related to the newer concept, agenda-setting (McCombs et al, 1976).

Gatekeeping studies have therefore shown that, all kinds of media and news agency personnel serve as 'gates' and in the various functions, can restrict or enhance the transmission of news stories based on idiosyncratic, sociological and contextual factors (Bass 1969).

However, Roberts (2005), say, Gatekeeping is the Vanilla ice cream of Mass Communication. Noting that, it may not be everyone's favorite, but nearly everyone can tolerate it. He adds that, while it may have an unremarkable flavor, it serves as a building block for other theory and methodological approaches. Lasorsa (2002) identifies a number of widely accepted mass communication theories and how they relate to diversity-related content. He says that, it is not a stretch to find a relationship between Gatekeeping and many of the theories. Among the theories that relates to Gatekeeping theory, according to Lasorsa (2002) include:

(1) Agenda-setting: The theory says media help decide the saliency of information based on what they choose to emphasize; Gatekeeping is the process by which the media decide what to emphasize and neglect.

(2) Framing:Larsora (2002) argues that this is a function of Gatekeeping, as "news gatherers" collect stories they believe will fit the frame of their specific news outlet and the "news processors" who decide what to accept from reporters and how to present a final product.

However, Bittner (2003) defines a gatekeeper as any person or formally organized group directly involved in relaying or transferring information from one individual to another. According to Folarin (2002), the concept Gatekeeping means, no individual can transmit all the messages it

receives in the course of the day's routine. Noting that, some individuals have to decide which information to transmit, which to defer, which to modify and which to delete entirely.

The central idea of Gatekeeping theory, according to Anaeto, Onabajo and Osifeso (2008:91) is that it "deals with the processes and the factors which influence decisions of media organizations to select or reject potential newsworthy items for publication". Asemah (2011) said, Gatekeeping entails the media men making decisions on what should be emphasized and what should be de-emphasized. And McQuail (2005: 512) hold that the core idea of the theory is that "the news media indicate to the public what the main issues of the day are and this is reflected in what the public perceives as the main issues.McGregor (1997) contend that, editorial gatekeepers choose what news to use and how to use them and these selection procedures inevitably result in the reflection of the gatekeepers' ideologies and organizational beliefs.

Also, Olalekan (2014) holds that the basic idea of Gatekeeping is that, there is some selectivity in how which items are selected to the audience. However, The assumptions of the theory, according to Anaeto et al (2008:91) are;

(1) Media organizations as well as key professionals act as gates to the flood of information coming in from the larger society.

(2) The gate can either be opened to let some kinds of information through the processing and publication; or shut to deny other kinds of information the opportunity for processing and publication.

(3) Gate sections are governed either by impartial rules or by gatekeepers, with the power to make decisions or to transfer, but that the power is independent on other channel regions and ranges of impartial rules.

2.9.2 Critique of Gatekeeping Theory

According to McGregor 1997, the Gatekeeping theory offers a weak analysis of the media industry. He asserts that, it fails to pay attention to the broad political, economic and social structures of the societies in which the media operate. In another vein, Shoemaker and Vos (2007) say, the gate keeping theory reduces the news production processes only to the internal dynamics between editors and journalists. In doing so, they conclude that, the Gatekeeping theory falls short of exploring the impact of dynamics and constraints that gatekeepers are faced with, e.g. time frames, influences of advertisers, owners and audiences. In contributing to the foregoing, Roberts (2005) say, Gatekeeping theory is weakened by the fact that, it is fundamentally descriptive theory, with a normative bent that offers little if any predictive power. And Asemah (2011) conclude that, editors and other gatekeepers change the priority of news causing influence in society like racism and religion bigotry.

Regardless of these shortcomings, Adepoju (1999) say, Gatekeeping theory ensures information standardization as regards organizational policy; audience needs and preferences; personal disposition of the communication professional; characteristics of the information sources; nature of the media and professional ethics. According to Asemah (2011), the Gatekeeping theory allows communication planning and conformity of news to established standard. He notes that,the theory allows the practice of the principle of news worthiness. And Roberts (2005) add that, gate keeping theory offers an insight into how powers bestowed to gate keepers may contribute to certain voices and agendas being privileged over others.

The relevance of Gatekeeping theory to this study is hinged on the strength of the theory as held by Adepoju (1999) and Asemah (2011) that, the theory allows conformity of information to established standard i.e., conformity to organizational policy; audience needs and preferences;

personal disposition of the communication professional; characteristics of the information sources; nature of the media and professional ethics. And hence this study investigate how journalists manage conflict of editorial principles in Radio Nigeria Abuja, the theory helps to explain why journalists in Radio Nigeria Network Centre, Abuja select or reject some newsworthy items to meet up with editorial policy of serving government interest by explaining new government policy and intention and to meet up with the policy of ensuring fairness balance and report. also the theory helped in explaining how editorial policy of serving government interest make journalists to downplay reports that negate the interest of the government which is inimical to the professional ethics of objectivity and balance. The theory also helps to explain how government officials influence editorial decisions of Radio Nigeria via top management of the station.

2.9.3 The Marxian Political Economy Theory-Background and Assumptions

The history of modern political economy theory is traced back to the works of Adam Smith, Thomas Maltus and Dave Ricardo. In the 18th and 19th Century, they outlined a model which centered on the developments of economic markets and the free trade. The model was based upon a labour theory of value which suggested that, the value of the goods and commodities produced is directly related to the amount of labour which goes into making products (Sytaffel, 2013 cited by Mohammed, 2016). In the mid-19th Century, the works of Smith and Ricardo was later taken up by Karl Marx in the year 1818. Fourthy nine years later, Marx published an article titled, Capital: Critique of Political Economy; which functioned as a critique of the emergent political economy of capitalism during the industrial revolution. According to Marx, the way people produce the necessities of life-conditions the kind of politics and ideology society can have.

He captures it thus;

> "The totality of these relations of production constitutes the economic structure of society, the real foundation, on which arises a legal and political superstructure and to which correspond to definite forms of social consciousness. The mode of production of material life conditions the general process of social, political and intellectual life".

Narrowing down to the media, Hamelink (1994) cited in Boyd-Barrett (2004) states that, there are four key trends in the world of political economy of communication: Digitization, consolidation, deregulation, and globalization. In addition, he sees the processes as interrelated. Deregulation here means the upgrade of analogue language of computer communication to all communication, which facilitates technological integration, consolidation processes which enhance the drive to larger conglomerates in order to sustain their power and their rate of growth through acquisition and market penetration (Nasir, 2017). Also, Jimoh (2015) adds that, the political economy theory argues that, "the political and economic interests of the owner of the media set the context for media content and the uses to which it is put into". Citing Murdock and Golding (1997), Jimoh (2015) further notes that;

> The class which has the means of material production has control at the same time over the means of mental production so that, thereby generally speaking, the ideas of those who lack the means of mental production are subject to it....In so far therefore, as they rule as a class and determine the extent and compass of an epoch, it is self-evident that they... among other things regulate the production and distribution of the ideas of their age: thus their ideas are the ruling ideas of the epoch.

In another vein, Andrea and David (2013) posit that, the theory focused on the relationship between commodities prices, supply and demand or power but about people and the social relationships between them, about the owners of wealth and how they use it to exploit others

about is produced and how. Contributing to foregoing, McQuail (2010) notes that the political economy theory is a socially critical approach that focuses primarily on the relation between the economic structure and dynamics of media industries and ideological content of media. By this, the media is part of the economic system with a close link to political system. However, Mbah (2006), outlined the following as the main focal points of the Political Economy theory. Thus;

1. There exist an antagonistic struggle between the two classes in the society i.e the class of the 'haves' and 'have not'. The class of the have try to maintain the status quo (existing order) while the class of the value not will someday try to overthrow the prevailing situation.
2. Economic control and logic is determinant
3. Mass media ownership is concentrated in the hands of a few
4. Powerful interest controls the media
5. Media content and audiences are commodities
6. Public interest in communication is subordinated to private interests

The justification of the political economy theory to this study is, it gives further explanation on why the Federal Government of Nigeria influenced the content of Radio Nigeria.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter presents the research design, population of the study, research instruments, validity and reliability of the research instruments and method of data analysis. This study examined how journalists in Radio Nigeria Network Centre Abuja manages the station's editorial policy of serving government interest by explaining new government policies and intentions and the policy of upholding the professional ethics of fairness, balance and factuality in news reportage. As such, quantitative and qualitative data were generated which thereby addressed the objectives of this study.

3.2 Research Method

The study assessed how conflict of editorial values is managed by journalists in the discharge of their journalistic functions, the study adopted cross sectional descriptive design and the Survey research method (under descriptive research) to gather data that provided answers to the questions of the study. The reason is, descriptive research helped the researcher to gather much data in describing how conflicting editorial policy is managed by journalist in FRCN Network Centre Abuja.

The survey research, which is a research method under descriptive design according to Ohaja (2003),is a study of the characteristics of a sample through questioning that enablesa researcher to make generalization concerning his population of interest. He notes that it is usually employed in studies of attitudinal and behavioral trends with the researcher seeking to uncover their demographic underpinnings. The reason for survey in this study was that, whenever the major source of primary data for a study is the views of members of the public or

any group, a survey research method is better called for (Chinedu, 2009). This method enabled the researcher to describe how journalists in Radio Nigeria Network Centre,Abuja managed conflicting editorial values.

3.3 Population of the Study

In research, population refers to all members of any well defined class of people, events or subjects. Asemah, *et al* (2012) sees it as the group on which you want generalization to be made. In this regard, the survey population for this study comprised of only journalists (reporters, editors, and presenters) in Radio Nigeria Network Centre, Abuja and the population for interview was four (2 reporters and 2 editors).This selection is so because, the reporters enabled the researcher to probe deeper on what is attainable in the field as regards the objectives of this study and editors also provided information on their experience in the news room as regards this study. The FRCN Network Centre Abuja however, is a station with 96 personnel comprising reporters, editors and presenters (FRCN Broadcast Industry Book, 2016).

3.4 Census Size

A census is a study of every one or everything in a population. A census size is known as a complete enumeration, which means a complete count (Australian Bureau of Statistics, 2016). Thus, the entire journalists in Radio Nigeria Network Centre, Abuja which is 96 staff were studied. The reason for this is informed by the view of Asemah*et al* (2012), who assert that; census is attractive for small populations (200 or less). They further state that, census eliminates sampling error and provides data on all individuals in the population. In another vein, Wimmer and Dominick (2011) hold that, the size of the sample required for a study depends on at least one or more of the following seven factors; (1) project type (2) project purpose (3) project complexity (4) amount of error (5) time constraints (6) financial constraints (7) previous research

in the area. They conclude that, sample quality is always more important in sample selection than mere size.

3.5 Instrument of Data Collection

In gathering data, structured and unstructured questionnaire (close-ended and open-ended questionnaire), and interview schedule (Key Informant Interview) were administered and conducted respectively in the study. The close ended items are set of questions with a choice of possible answers. The respondent selected answers from the list of answers provided by the researcher. The reason for this is because, it simplify analysis and cuts details which in most cases, provide the only rational basis for data interpretation (Asemah*et al* 2012). The open-ended items however, do not give respondents choice of answers. Respondents responded to questions based on their idea of the question asked. The reason for this is that it gives respondents an opportunity to provide in-depth responses and it also allows for answers that the researcher did not foresee (Chinedu, 2009).

Also, the questionnaire was categorized into two sections.

SECTION A: Consist of bio-data variables of age, sex, marital status, educational qualification and designation of respondents.

SECTION B: Consist of questions that seek respondents' opinion on each of the research questions posed earlier.

Also, four likert-scale questions and three open-ended questions were contained in the questionnaire.

On the other hand, the interview is a face-to-face conversation between a researcher and a respondent. According to Berger (2000), an interview can be described as a conversation between a researcher; someone who wishes to gain information about a subject matter and an

informant; someone who presumably has an information about a subject a matter. The purpose of interview, according to Patton (1990:196), "is to find out what is in and on someone else's mind". He further contend that, "We interview people to find out from them those things we can't observe".

There were four compelling reasons for using interview as part of the source of primary data for this study. Firstly, interview is appropriate when studying people's understanding of the world they live (Kvale, 1996). Secondly, ''the purpose of interview is to find out what is in and on someone else's mind. We interview people to find out from them those things we can't observe'' (Patton, 1987:196). Thirdly, interview result in thick descriptions of the subject being studied that enable readers to make decisions about transferability of study results (Merriam, 2002). Finally, interviews allow for triangulation of information obtained from other source and thus, increase the credibility of study findings (Merriam, 2002).

3.6 Method of Data Collection

The method of data collection for this study is a mixed method as questionnaire and interview were administered and conducted respectively by the researcher as source of primary data while Text books, journals and newspapers served as source of secondary data. The Key Informant interview was conducted. The reason is, it enabled the researcher speak with experienced reporters and editors on the objectives of this study. Also, the open and close-ended questionnaires were administered by the researcher himself. However, the on-spot technique of administering questionnaire was adopted in this study.

3.7 Validity of Research Instrument

Validity is defined as the authentic nature of the measuring instrument in being capable of eliciting information, applicable to the study (Owums, 2012). To achieve this objective, the

research instrument was validated by the research supervisors who ensured that the instruments were well focused. In addition, the research supervisors ensured that the items contained in the instrument are coherent, sequential, comprehensive and therefore capable of testing what the study is set out to test.

3.8 Reliability of Research Instrument

Reliability assures the researcher of the competence of the measuring instrument in any replicative study, similar to the one for which the instrument was designed (Owums, 2012). Pretest reliability was used to establish the reliability of the questionnaire. The pretest is an approach in determining reliability (Owums, 2012). In the pretest approach, the researcher produces few copies of the questionnaire and administers it at different time to a selected group similar to the population of the study. The essence is to help understand if questions asked in the questionnaire are capable of assisting the researcher to correct any ambiguity that may hinder responses from the sample to be used in the actual study (Owums, 2012). In this study therefore, the pretest was carried by the researcher himself and the *Cronbach alpha* was used to calculate correlation coefficient between scores that was generated.

3.9 Method of Data Analysis and Presentation

The method of data presentation and analysis for quantitative data was based on simple descriptive method of data analysis using the support of Statistical Package for Social Sciences (SPSS) and was presented in tabular form. Qualitative data was however thematically analyzed and presented in narrative.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter presents, interprets, analyses the gathered data and discusses findings of the study. Ninety six copies of questionnaire were administered and ninety one copies were returned giving a response rate of 94.8 per cent. On-spot technique was employed to administer copies of the questionnaire and that may be the reason why four copies of questionnaire were not returned.

The study also adopted the Key Informant Interview using the face-to-face technique in probing deeper on raised questions that addressed research question one and further elaborates responses from questionnaire that addressed research questions two and three. To this end, four journalists comprising two editors and two reporters were interviewed. The interview was conducted on 25th and 26th October, 2016.

4.2 Qualitative data analysis and presentation

This study used the thematic method of data analysis to analyze qualitative data that addressed research question one. Findings were thereby presented in narrative.

4.2.1 RQ ONE: How Journalists in Radio Nigeria Abuja Manage the Editorial Policy of Serving Government Interest by Explaining new Policies and Intentions and the Policy of Ensuring Fairness, Balance and Factuality.

Respondents' reaction to the above question yielded a number of responses. The most frequent responses from journalists in the interview aided the development of the theme; "neutrality in reportage". Most interviewees hold that they manage the editorial policy of serving

government interest by explaining new government policies and intentions and the policy of upholding the professional ethics of fairness, balance and factuality in reportage by being neutral.

Theme 1: Neutrality in reportage

Throughout the data collection, the notion of neutrality in reportage kept recurring as majority of the interviewees hold that they manage conflicting editorial policies by desisting from injecting their personal views and interest in their reportage. For instance, the first interviewee said, "being neutral is the right option to deal with conflicting editorial policies because as a journalist, you must be somebody in the middle ground". The second interviewee said, "my reports on issues must not have my personal influence but to ensure that I do what I'm expected of". In a more elaborate term, the third interviewee holds that;

> "we have to manage it. Because they say, 'he who pays the piper, dictates the tune'. You should know that we are working under Federal Government. Whatever they say, we do it because they will pay us. We can't go out of their policy. You should know that. Quite unlike private radio that can bring in any topic, discuss it the way they like, we don't do that".

On the contrary, when asked about the same question, the fourth interviewee said he manages the two policies by "general consciousness and professional experience"

In a follow up question on how journalists in Radio Nigeria, Abuja adhere to the editorial policy of balance in reportage, majority of the respondents hold that the principle of balance is adhered in the station only on issues that government has no interest by presenting all sides of a story. For instance, the first interviewee explained that, "as a matter of policy, all sides are reflected in all issues reported and doubts are removed in all reports carried by the station". The second interviewee states that, "we balance by reflecting both sides/opinions in our reportage, using actualities to complement our stories and using voice of the news makers but when it

comes to government, core government policies, at times we tend to compromise". The third interviewee said, "we downplay issues, at times, we tend to reduce content that would trigger any problem or that may annoy government or make government not to be happy with the station". When asked about the same question, the fourth interviewee said, "right from training school, you are been taught balance, fairness and objectivity but that is not achievable in all cases because this is a government owned station".

4.3 Quantitative data analysis and Presentation

This section contains the quantitative data in which simple descriptive statistics was used for analysis. The first section comprises bio-data and second section consists of data that addresses research questions two and three.

Table 1: Age of Respondents

Variable	Frequency	Percent
25-30	34	37.3
31-35	27	29.7
36-45	2	2.2
46-above	28	30.8
Total	91	100

Source: Field survey, 2016.

The above table show that, 37.3 per cent of the sampled population were within the age range of 25-30 years and 29.7 per were within the age range of 31-35 years while 2.2 per cent of the sampled population fell under the age range of 36-45 years. 30.8 per cent of the sample size fell under the age bracket of fourty-six (46) years and above,. By this result, it could be that, the station employ younger people than the old.

Table 2: Sex of respondents

Variable	Frequency	Percent
Male	41	45.1
Female	50	54.9
Total	91	100

Source: Field Survey, 2016

The above data show that 45.1 per cent of the sample population were male while 54.9 per cent were female. The implication of this could be that women practice journalism in Nigeria more than their male counterpart or it may be just a coincidence that women are much in this particular unit

Table 3: Marital Status of Respondents

Variable	Frequency	Percent
Single	17	18.7
Married	69	75.8
Divorced	5	5.5
Total	91	100

Source: Field Survey, 2016

The above table shows that, 75.8 per cent of the sampled population were married while 5.5 per cent of the sample population were divorced. However, 18.7 per cent of the sampled population were single. The implication of this could be that at the period of this study, there were more married journalists in the station.

Table 4: Qualification of Respondents

Variable	frequency	percent
Ph.D	0	0
Masters	18	19.8
B.A/B.Sc	65	71.4
Diploma	3	3.3
SSCE	5	5.5
Total	91	100

Source: Field Survey,2016

From the table above, none of the respondents hold a Ph.D degree representing zero (0) per cent of the sample size while 19.8 per cent of the sample had Masters Degree. Holders of B.A/B.Sc were 71.4 per cent of the sampled population while 3.3 per cent of the sample size had Diploma. However, 5.5 per cent of the sample population had SSCE. This implies that Radio Nigeria Network Centre, comprise of journalists with good academic qualification.

Table 5: Designation of Respondents

Variable	Frequency	Percent
Editor	28	30.8
Reporter	54	59.3
Anchor	9	9.9
Total	91	100

Source: Field Survey, 2016

The above data show that, 59.3 per cent of the sample size were reporters while 30.8 per cent of the sample population were editors. Anchors represent 9.9 per cent of the sample population. The implication of this result could be that, reporters are demanded more than editors in Radio Nigeria hence there are numerous beats to be covered in the polity.

Table 6: Respondents' Awareness of the editorial policy of serving government interest by explaining new government policies and intentions and the policy of ensuring fairness, balance, and factuality in reportage.

Variable	Frequency	Percent
Yes	88	96.7
No	3	3.3
Total	91	100

Source: Field Survey, 2016

The above table shows that 96.7 per cent of the sample size are aware that Radio Nigeria has an editorial policy of serving government interest by explaining new government policies and intentions and the policy of ensuring fairness, balance and factuality in reportage. However, 3.3 per cent respondents are not aware of the policy. This results show that, journalists in the station are aware of their in-house policy. However, it could also be that the three respondents who are not aware of the policy are newly recruited who are yet to undergo training on the policies of the station.

Table 7: Respondent Description of the editorial policy

Variable	Frequency	Percent
Normal	77	84.6
Conflicting	14	15.4
Abnormal	0	0
Dangerous	0	0
Total	91	100

Source: Field Survey, 2016

From the data above, 84.6 per cent of the sample size described the policy as normal while 15.4 per cent of the sample size described the policy as conflicting. However, none of the respondents described the policy as abnormal or dangerous. The reason for this outcome could be that journalists see it as a known practice in Nigeria media industry for media owners to make policies that serve their interest.

Table 8: How Respondents adheres to the editorial policy of serving government interest by explaining new government policy and intentions.

Frames	Frequency	Percent
Commentary	24	20.9
Special report	39	33.9
News report	42	36.5
No response	10	8.7
Total	115	100.0

Source: Field Survey, 2016
***NB:* The table presents multiple responses to the question.**

From the data above, 20.9 per cent of the sample population adheres to the editorial policy of serving government interest by explaining new government policies and intentions by writing and airing commentaries on Network Service while 33.9 per cent of the sample population adheres to the policy by writing special reports. Also, 36.5 per cent of the sample population adhered to the policy in their news reports. However, 8.7 per cent of the sample population did

not respond to the question. The reason for this outcome could be that news report is a daily responsibility of a journalist on duty and journalists in the station adhere more to the policy in their daily functions.

Table 9: How the editorial policy of serving government interest affects the professional ethics of balance in reportage.

Variable	Frequency	Percent
Positive	31	35.5
Negative	48	52.7
No response	12	13.2
Total	91	100

Source: Field Survey, 2016

From the data above, 35.1 per cent of the sample population say the editorial policy of serving government interest positively shape their reportage while 52.7 per cent of the sample population say the policy negatively shape their reportage. However, 13.2 per cent of the sample size did not respond to the question. The reason for this result could be that, it doesn't give them the free hand to do their job professionally.

Table 10: The editorial policy of serving government interest makes the policy of ensuring fairness, balance, and factuality in reportage difficult.

Variable	Frequency	Percent
Disagree	18	19.8
Strongly disagree	9	9.9
Neutral	17	18.7
Agree	42	46.2
Strongly agree	5	5.5
Total	91	100

Source: Field Survey, 2016

The above data show that 19.8 per cent of the sample population disagrees that the editorial policy of serving government interest by explaining new government policies and intentions make the policy of ensuring fairness, balance and factuality in reportage difficult, while 9.9 per cent of the sample population strongly disagrees with the option. 18.7 per cent of the sample size was however neutral on whether the editorial policy of serving government interest by explaining new government policies and intention make the policy of ensuring fairness, balance and factuality in reportage difficult. However, 46.2 per cent of the respondents agree with the option, while 5.5 per cent of the respondents strongly agree with the option. This outcome could be that, the policy has already tied journalists in the station to one direction i.e., to serve the interest of government.

Table 11: The editorial policy of serving government interest makes journalists' work difficult.

Variable	Frequency	Percent
Disagree	28	30.8
Strongly disagree	6	6.6
Neutral	18	19.8
Agree	29	31.9
Strongly agree	10	11.0
Total	91	100

Source: Field Survey, 2016

The above table shows that 31.9 per cent of the sample size agrees that the editorial policy of serving government interest by explaining new government policies and intentions make journalists work difficult, while 6.6 per cent of the sample size strongly agrees with the option. 19.8 per cent of the respondents were however neutral on whether the editorial policy of serving government interest by explaining new government policies and intention make journalists work difficult. Also, 30.8 per cent of the sample size disagreed to the option while 11 per cent of the sample size strongly disagreed with the option. This finding could be serving the interest of the government alone does not allow journalists in the station to explore their professional skills in their work.

Table 12: Government officials do interfere with editorial board decision.

Variable	Frequency	Percent
Disagree	24	26.4
Strongly disagree	9	9.9
Neutral	5	5.5
Agree	50	54.9
Strongly agree	3	3.3
Total	91	100

Source: Field Survey, 2016

The above data shows that 26.4 per cent of the sample population disagreed that government officials do interfere with editorial decisions, while 9.9 per cent of the sampled population strongly disagreed to that. 5.5 per cent of the sampled population were however neutral on whether government officials do interfere with editorial decision. Also, 54.9 per cent of the sampled population agreed to the option while 3.3 per cent of the sampled population strongly agreed to the option. The implication of this result could be that journalists in the station have suffered interference of duty by agents of the Federal Government of Nigeria.

Table 13: How editorial board decisions are made.

Variable	Frequency	Percent
Director has the final say	23	25.3
Based on consensus	54	59.3
Don't know	12	13.2
Through voting	2	2.2
Total	91	100

Source: Field Survey, 2016

The data above shows that 25.3 per cent of the sampled population held that the News Director has the final say on editorial decisions, while 59.3 per cent of the sampled population were however of the view that, editorial decision is taken by consensus. Also, 13.2 per cent of the sampled size didn't not know how editorial decisions are taken and 2.2 per cent of the sampled size were however of the opinion that editorial decisions are taken through voting. This shows that decisions during editorial meetings in the station are based on what the journalists agree upon.

Table 14: Who should make editorial policy?

Variable	Frequency	Percent
General Manager	0	0
Media owners	5	5.5
Editorial board	86	94.5
Total	91	100

Source: Field Survey, 2016.

From the above table, none of the respondents, representing zero (0) per cent of the sample population held the view that the General Manager should make editorial policy. 5.5 per cent of the sampled population held that editorial policy should be made by media owners while 94.5 per cent of the sample population held that, editorial decision should be made by editorial board. The

reason for this could be that, they feel editorial board comprise of journalists who are knowledgeable of the professional standard of the job as such they should be vested with the onus of making editorial policy rather than General managers who may not know the professional demands of journalism.

4.4 Findings and Discussion

During the course of this study, it was found that most respondents were reporters. This discovery is based on the analysis in table 5 which shows that, out of the 91 respondents, 54 (59.3%) were reporters, 28 (30.8%) were editors while 9 (9.9%) were anchors. This implies that there are more reporters in Radio Nigeria Abuja than either editors or presenters. The implication of this is, Radio Nigeria would be able to cover the society effectively as there are available human resources that can report events across beats.

On the level of awareness on Radio Nigeria's editorial policy of serving government interest of explaining new government policies and intentions and the policy of upholding the professional ethics of fairness, balance, and factuality in reportage, it was revealed that, most of the journalists in Radio Nigeria Network Centre Abuja are fully aware of the policy. This is evident in the analysis in table 6 which shows that 88 (96.7%) respondents said, they are aware of the policy while 3 (3.3%) respondents said they are not aware of the policy. This finding goes a long way to describe the journalists in Radio Nigeria Network Centre as knowledgeableof their organizational demands/obligation. In this regard, Defleur and Rokeach (1989) said, in mass media practice, knowledge of the laws and ethics ofjournalism helps in determining the choice between alternatives in the conduct and practice of the professional. This result also, is similar to the finding of Dunu and Ugbo (2014) which states that, Nigerian journalists are knowledgeable about the precept of the policies that guide their performance.

Majority of the respondents described the policy as normal in the discharge of their duties as table seven provides an analysis which shows that, 77 (84.6%) respondents out of the 91 participants sees the policy as normal while 14 (15.4%) respondents said the policy is conflicting and none see the policy as either abnormal or dangerous. In an open-ended question in this regard, majority of the respondents adduce reason to seeing the policies as normal that, every media organization has its vision and mission defined in line with the interest of its owner and Radio Nigeria can't be an exception. So, they see it being normal because telling journalists what to do via editorial policy is a known phenomenon in Nigerian media industry. For instance, a respondent said, "it is the editorial policy of any organization that modifies the practice of that organization; Radio Nigeria can't be an exception". Another respondent said, "It is normal because, news and programmes are packaged in line with the policy and slogan that the station represents". Based on this finding, it can be said that, journalist feel comfortable with whatever principle their employers make for them hence that is what is attainable in the industry, as such, they are always prepared to shape their activities based on their in-house policy. This outcome also, is in line with the finding of Adeyemi (2013) which states that, the activities of the Nigeria journalists is guided by his in-house policy.

The motive of media organizations in making editorial policy which is aimed at dictating to journalists what to select and what to reject and even how to present it conform to the background of this study's theoretical framework which is the Gatekeeping theory byKurt Lewin (1947). In his theory, Lewin described a wife or mother as the person who decides which dinner foods end up on the family's dinner table, he further stated that, housewives are key gatekeepers who control what food enters the "channels" that ultimately bring it from the garden or supermarket into the household and ultimately onto the dining-room table. Here, housewives

represent's journalists who determine what ends up as news to the public by selecting or rejecting some newsworthy events as defined by their in-house policy.

On how journalists in Radio Nigeria Abuja manage the editorial policy of serving government interest by explaining new policies and intentions and the policy of ensuring fairness, balance and factuality in reportage, it was found that journalists manage the two policies by being neutral, that is, doing what is demanded of them by their in-house policy that is, writing news reports, commentaries and special reports on new government policies when the need arise, forgetting their personal or professional prejudice and presenting all sides of a story on issues which government has no interest. This outcome is based on the fact that, throughout the period of data collection, the notion of neutrality in reportage kept recurring as majority of the interviewees hold that they manage conflicting editorial policies by desisting from injecting their personal views and interest in their reportage but doing what is demanded of them. For instance, the first respondent said, "being neutral is the right option to deal with conflicting editorial policies because as a journalist, you must be somebody in the middle ground". The second respondent said, "my reports on issues must not have my personal influence but to ensure that I do what I'm expected of". In more elaborate terms, the third respondent holds that;

> "We have to manage it. Because they say, 'he who pays the piper, dictates the tune'. You should know that we are working under Federal Government. Whatever they say, we do it because they will pay us. We can't go out of their policy. You should know that. Quite unlike private radio that can bring in any topic, discuss it the way they like, we don't do that".

On the contrary, when asked about the same question, the fourth respondent said he manages the two policies by "general consciousness and professional experience".

Therefore, for journalists in Radio Nigeria to select or reject some news worthy events in order to meet up with the editorial policy of serving government interest and also to select and

reject some news worthy events in order to meet up with the editorial policy of fairness, balance and factuality is however supported by the idea of Bass (1969) on the theoretical framework of this study that, news agency personnel serve as 'gates' and in the various functions, can restrict or enhance the transmission of news stories based on idiosyncratic, sociological and contextual factors. Also, this finding is similar to what Snider (1967) revealed that, in news selection and rejection that involves politics and religion; journalists overcome their personal feelings by strictly being neutral. They give equal treatment to both hence one may not want to go against the interest of his/her religion as well as not going against his political will.

Also, this study found that journalists in Radio Nigeria adhere to the editorial policy of balance in reportage only on issues that government does not have interest by presenting every side of the story. This stance is justified in a follow up question on how journalists in Radio Nigeria Abuja adhere to the editorial policy of balance, where majority of the respondents hold that the principle of balance is adhered in the station only on issues that government has no interest by presenting all sides of a story. For instance, the first interviewee explained that, "as a matter of policy, all sides are reflected in all issues reported and doubts are removed in all reports carried by the station". The second interviewee holds that, "we balance by reflecting both sides/opinions in our reportage, using actualities to complement our stories and using voice of the news makers but when it comes to government, core government policies, at times we tend to compromise". The third interviewee said, "We downplay issues, at times, we tend to reduce content that would trigger any problem or that may annoy government or make government not to be happy with the station". When asked about the same question, the fourth interviewee stated, "right from training school, you are been taught balance, fairness and objectivity but that is not achievable in all cases because this is a government owned station".

Therefore, for journalists in Radio Nigeria to have aligned their activities to the provisions of their in-house policy which call for balance in reportage by presenting every side of the story especially on issues that is government interest free is in tandem with the notion of the Gatekeeping theory as held by McGregor (1997) which state that, editorial gatekeepers choose what news to use and how to use them and these selection procedures inevitably result in the reflection of the gatekeepers' ideologies and organizational beliefs.

Also, on how journalists adhere to the editorial policy of serving government interest by explaining new government policy and intentions, it was found that, majority of the respondents explain new government policies and intentions in their news report. It was equally found that, respondents say, propagation of the interest of government is their main reason of being in Radio Nigeria. This is seen in table eight which shows that 42 (36.5%) participants say they adhere to this policy by writing news report on new government policies and also explaining the intent of the government by featuring the voice of experts on any new policy that come on board, 24 (20.9%) respondents say they adhere to this policy by writing commentaries, 39 (33.9%) respondents say they meet up to this policy by writing special reports while 10 (8.7%) respondents didn't respond to the question. In this regard an interviewee attested to this figures that, "Radio Nigeria and even the NTA propagate government programmes and policies that is why we are here".

Another interviewee gave more reasons thus;

> "You should know that we are government mouthpiece. We translate government policies down to the grass root. Sometimes, if a policy is made by the government, sometimes we analyze it that is where it goes on commentaries or news talk or news analysis. Some government policies, we write in form of analyzing it, that is what we call news analysis or we may comment on government policies known as news commentary. This is what we are doing, to portray government policies down to the grass root".

On how they get the government more satisfied in writing news reports on new government policies and intention, an interviewee said;

> "Yes, you are going to write, but everything you are going to say, anything you are going to write, you are going to commend government. They will describe your report as a laudable project. Even if you are going to talk about the negative aspect, most times, we downplay it. You just put a little. May be, if you are going to conduct a vox pop with five people, you allow one person to say something negative. It is not that others didn't say it, but you just choose those that said the positive. You make sure you give four people that said the positive and one person out of five saying the negative".

Based on this finding, it is a fact that, Radio Nigeria is committed to serve the interest of its owner which is the Federal Government of Nigeria by either writing positive news reports downplaying the negative, or via commentaries and special reports. This result however is in line with the finding of a study by Dohnanyi (2003) which found that, media owners are very influential on the activities of their media outfit. Also, the result is equally similar to a study by Gondwe (2014) which revealed that, the ownership of the media is one critical factor that hinges on the ethical reporting of Journalists. Noting that the question on "who owns the media? Is what controls the journalists' agenda". It is also worthy of note that, the commitment of Radio Nigeria to serve the interest of the Federal Government of Nigeria is in line with a work on the theoretical framework of this study, the "Gatekeeping theory" by White (1950). White notes that, in Gatekeeping process, editors/reporters select and reject certain stories based on the criteria of fit and appropriateness. According to White, editors/reporters base their decisions on idiosyncratic and subjective perceptions.

Also, as the study investigates how the editorial policy of serving government interest by explaining new government policy and intentions affects the professional ethics of balance in

selecting news worthy events by journalists, the study found that, the policy of serving government interest negatively affects balance in the selection of news worthy events as most respondents hold that, it negatively affects their sense of professionalism as they are meant to give government interest priority and that, stories that goes against the interest of the government are usually thrown out with no consideration for the populace. This finding is contained in the analysis in table 9 which shows that, out of 91 respondents, 48 (52.7%) respondents say the policy negatively affects their sense of balance in selecting newsworthy events, 31 (35.7%) respondents say it positively shape their sense of news selection hence it help them understand what their employers want, while 12 (13.2%) respondents didn't respond to the option.

Adducing reason for the above question in an open-ended question, a respondent said, "it has affected them negatively in some cases where most of government programmes are given more priority". Another respondent said, "it affects reporting negatively as stories against government are usually thrown out with no consideration for the populace". An interviewee also said; "many at times, we have what they call freedom of speech. You may say your mind, if your mind is not that good for government, there is a way we do it. We don't report exactly that". Another interviewee said; "balance is being encouraged in everything, but when it comes to government, core government policies, at times we tend to compromise".

As the finding from question 9 shows, the editorial policy of serving government interest has negatively affected balance in news reporting as journalists 'kill' stories that go contrary to the interest of the Federal Government of Nigeria, this result is in line with the view of Folarin (2002) on the theoretical framework of this study that, "the concept of Gatekeeping means, no individual can transmit all the messages it receives in the course of the day's routine; He further notes that some individuals have to decide which information to transmit, which to defer, which

to modify and which to delete entirely. Also, Asemah (2011) said, Gatekeeping entails the media men making decisions on what should be emphasized and what should be de-emphasized.

The foregoing finding however, is similar to a study by Chinedu (2009) which found that government policies affect media content negatively. Also, the finding is similar to the work of Wang (2003) which found that, media ownership affects to a high degree, the objectivity of news reportage. And that, political news stories carry the political values of their owners as the studied newspapers endorsed political candidates which align with the political views of their owners. Furthermore, the finding is similar to the findings of Ginikachukwu (2006) which revealed that, state owned stations sing praises of the state chief executive and his government.

In addition, this study further reveals that the editorial policy of serving government interest does not only negatively affect balance in news selection but it makes it difficult for journalists to ensure fairness in news reportage because the station is owned by the government. This is anchored by the fact that table 10 shows that out of 91 respondents, 42 (46.2%) agree that the policy of serving government interest makes it difficult for them to be fair in their reportage. 5 (5.5%) respondents strongly agree to the option while 17 (18.7%) respondents were neutral on whether the policy of serving government interest makes it difficult for them to ensure fairness in their reportage. However, 18 (19.8%) respondents disagree to the option while 9 (9.9%) respondents strongly disagree to the option. Giving reason to this in an open-ended question, a respondent said; "at times, overriding national interests are prioritized vis-à-vis public interest. Balancing this could be a real challenge". Another respondent said, "because we are government media outfit, and you cannot go against your employer". Elaborating more on this, an interviewee said;

> "In adhering to fairness and balance, we find it difficult at times because this is a government owned agency and you find out that, in the course of carrying out

> our job, everybody is trying to secure his/her job. Often times you here phrases like, 'you want to put me in trouble', you want me to lose my job', 'and I am being paid by government'. So we have to downplay issues, at times, we tend to reduce content that would trigger any problem or that may annoy government or make government not to be happy".

The interviewee further went ahead to give an instance that;

> "during the deregulation policy, someone went out, got the sampled opinion of Nigerians on the new policy, and at that time, Nigerians were unhappy and aggrieved. So, almost everybody was like, we don't want it. The only person that will say anything positive at that time was government officials. So when we finished and did it, one of our top management officials came and he was really angry and he told us that, 'do we want problem, that they called him from the presidency, that why should we take the negative aspect of the whole thing. But that is the truth. That was what people were saying on the street. The ordinary man so, at times you know this is the right thing to be done but because you want to secure your job along the line, you have to downplay issues. At times you have to remove some contents. At times, you reduce something that will make government not to be happy".

It is therefore evident that the policy of serving ownership interest in Radio Nigeria has made fairness in news selection not a guarantee in Radio Nigeria Abuja. This finding is in line with the idea of Anaeto, *et al* (2008:91) on the general idea of this study's theoretical framework. According to them,the "Gatekeeping theory deals with the processes and the factors which influence decisions of media organizations to select or reject potential newsworthy items for publication".

The foregoing finding however is in tandem with a study by Udohand Udomisor (2015)whichfound that, media practitioners in Nigeria undermine the ethical principles of objectivity in reportage, noting that, Nigerian media sometimes play down, frame, or slant some facts to avoid escalation of conflict thus negating the principle of objectivity.

On the general performance of journalism practice, the study reveals that the editorial policy of serving government interest has made journalism practice difficult for journalists in Radio Nigeria as the policy does not give them the free hand to do their job. This is based on the fact that table 11 shows that, out of 91 participants in the study, 29 (31.9%) agree that the editorial policy of serving government interest makes their work difficult. 10 (11%) strongly agree with the option while 18 (19.8%) respondents were neutral on whether the policy of serving government interest makes journalists work difficult. However, 28 (30.8%) disagree with the option while 6 (6.6%) respondents strongly disagree. On this note, respondents gave reasons to this in an open-ended question like, "it does not allow one to freely express his/her own view on a particular subject matter". Another respondent said, "the problem of ownership, self-censorship and overzealousness inhibits professionalism". Also, a respondent further stated that, "this is because, journalists have to go against their conscience by being one sided".

However, an interviewee reacted to this thus;

> "it doesn't give the free hand. The thing is that, if you go to the training school, you are being taught objectivity and fairness. It is not just about Radio Nigeria, it is obtainable world over, fairness, objectivity and balance everything and you are supposed to adhere strictly to it but, as I said that is why we are calling for autonomy. If Radio Nigeria was being owned by Radio Nigeria, pay the staff, we won't have this issue. Just like the BBC, they have the free hand now, they can say everything. They can criticize the government; their money is not coming from government though government gives them allowance, yes! But they generate money to take care of their financial obligations".

The foregoing finding therefore indicate that in-house policy make journalism practice difficult for journalists in Radio Nigeria as they sometimes go against their conscience in carrying out their duties and lack the freedom to perform their duties professionally. This result is however similar to what Ukonu (2005) found that, government uses its regulatory agencies to

frustrate media freedom. Also, McManus (1997) revealed that, a journalist is no longer individually responsible for his/her actions. Noting that, many news stories are influenced outside the news room although news stories do not bear the names of media owners but they are obviously the major determinants of news bulletin via editorial policy.

Also, as this study investigates if the editorial decision of journalists in Radio Nigeria is under government influence, it was revealed that the editorial decision of Radio Nigeria Network Centre Abuja is under government influence as government agents through the top management of Radio Nigeria interfere on what should be aired and what not to and also query any broadcast output that doesn't suit their interest. This fact is shown in table 12 which shows that, 50 (54.9%) agree that government officials interfere with editorial decision of Radio Nigeria, 3 (3.3%) strongly agree to the option while 5 (5.5) respondents were neutral on whether government officials interfere with the editorial decision of Radio Nigeria. However, 24 (26.4%) respondents disagree to the option while 9 (9.9%) respondents strongly disagree to the option. On this note, an interviewee said;

> "their ears are always open with whatever we are saying. Sometimes they are certain things we air, they will call oga, this thing is not in tandem with government policy. Are you supporting us or you are against us. By right, we are supporting the government, even if the government may be wrong but there is nothing we can do than to support them because of our deliberate".

The foregoing finding therefore is in line with the view of Olalekan (2014) on the theoretical framework of this study that, the basic idea of Gatekeeping is that there is some selectivity in how and which items are selected for the audience. Also Anaeto, *et al* (2008:91) hold that, in the Gatekeeping theory, Media organizations as well as key professionals act as gates to the flood of information coming in from the larger society. Adding that, the gates can either be opened to let some kinds of information through the processing and publication; or shut

to deny other kinds of information the opportunity for processing and publication. Also, this is in line with the finding of McManus (1997) which revealed that, there is a strong declination of journalistic autonomy, and editor may not be ultimately in charge of news stories and emphasis.

Furthermore, on how editorial decisions are taken, the study found that, decisions during editorial board meetings are taken by consensus. This is shown in the analysis in table 13 which shows that, 54 (59.3%) of the respondents say editorial board decisions are taken by consensus, 23 (25.3%) respondents said, the Director has the final say, while 12 (13.2%) respondents said, they don't know how editorial board decisions are taken. However, 2 (2.2%) respondents said, editorial board decisions are taken through voting. This outcome could be that, editorial board of the station prefers taking decision on issues based on the general agreement of the board in order to avoid conflict.

On who should make editorial policy, the study further found that, majority of the respondents are of the view that, editorial board should be vested with the onus of making editorial policy for their media organizations because, editorial board is a pot-pourri of media experts. This finding is contained in table 16 which shows that, out of 91 participants in the study, 86 (94.5%) hold that, editorial board should make editorial policy of their media organization, 5 (5.5%) say, General Managers/ should make editorial policies while none of the respondents was of the view that, media owners should make editorial policy for their media outfits may be because, they are ignorant of the professional demands of the profession.

In regard to the above, respondents gave reasons on why editorial board should make editorial policy for their media organization since, "editorial board comprise of intelligent media professionals who know what editorial policies mean". Another respondent said, "they are much

more aware of the news content and other issues relating to the media house". Also, a respondent said, "the board comprises of different people, so, different views come to play".

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents summary of the study, conclusion and, recommendation based on the findings of this studies. Subsequently, areas for further studies were suggested.

5.2 Summary of the Study

This study investigates the strategies which FRCN Abuja journalists employ in adhering to conflicting editorial values in the discharge of their journalistic functions. To achieve this, the study was guided by three objectives, thus;

1. To examine how journalists in Radio Nigeria manage the editorial policy of serving government interest and the policy of being fair, balance and factual in reportage.
2. To determine whether FRCN-Abuja editorial policy of serving government interest affects the professional ethics of objectivity in news selection by journalists.
3. To determine whether government ownership of Radio Nigeria Abuja influence the editorial decisions of journalists.

To achieve the above objectives, the study adopted Cross-Sectional design with Survey as a research method. Quantitative and qualitative data were used in the study collected through open-ended, closed-ended questionnaire and Key Informant interview. The census approach was also used as a sampling method as such; copies of questionnaire were administered to 96 respondents which is the total number of journalists in the station as indicated in the by FRCN Broadcast Industry Book, 2016. All the 91 copies of questionnaire administered were returned

and analysed using simple descriptive statistics with the aid of Statistical Package for Social Sciences.

Qualitative data were gathered through Key Informant interview. The data were analysed using the thematic approach of data analysis and presented in narrative form. Four journalists were interviewed in the study, comprising two reporters and two editors and the interview was conducted on 25th and 26th October, 2016.

The findings of the study revealed that many journalists in Radio Nigeria Network Centre, Abuja are aware that the station has the editorial policy of serving government interest. Journalists in the station see the policy as normal because in Nigeria media industry where media houses are owned by government and private individuals that may not be knowledgeable about the intricacies of the profession and yet make policies to be obeyed by people who are equipped with the professional ethics of the profession.

It was also revealed in the study that conflict of editorial values is managed by journalists in Radio Nigeria Network Centre, Abuja by desisting from injecting their personal interest in reportage, by sticking to what their employers want, (i.e explaining government new policies through news reports, commentaries and writing special reports) when they come on board and being fair in reportage by presenting every side of a story on issues that government has no interest.

Also, it is shown that, the editorial policy of serving government interest negatively affects the professional ethics of balance as fairness in news selection is not guaranteed at all time hence journalists are constraints by government ownership of Radio Nigeria to ensure fairness only on issues which government has no stake. This however, does not give journalists in the station the free hand to carry out their duties professionally.

Furthermore, the study reveals that, the editorial decision of Radio Nigeria Network Centre, Abuja is under government influence as government agents through the top management of Radio Nigeria usually query broadcast output that run fault to the interest of the Federal Government of Nigeria.

5.3 Conclusion

The essence of professionalism in journalism practice cannot be overemphasized. Thus, the study after thorough research, came to the conclusion that the editorial policy of Radio Nigeria either written or unwritten need to be revisited with a view to have an editorial policy free of conflict of values and to improve the credibility of the station.

The findings reveal that against their conscience, journalists in Radio Nigeria are made to dance to the tune of their in-house policy without consideration to professional demands in order to manage two opposing principles. It was also seen that editorial decisions of Radio Nigeria Network Centre, Abuja is under government influence as media output contrary to government interest are queried.

Based on the foregoing, the study concludes that most of the problems journalists encounter in Radio Nigeria Network Centre, Abuja are not only peculiar to it. State owned media stations suffer the same so also the private media stations. As such, media autonomy where stations will generate revenue and pay their staff will be a viable option to ensure credibility and strengthen professionalism in Nigeria media industry. Also, Government needs to put measures in ensuring that its media stations take public interest broadcasting as the watch word hence it is a public property under their watch.

5.4 Contribution to Knowledge

The contribution of this study, "Editorial Policy and Journalists Professional Duties: A study of Radio Nigeria Network Centre, Abuja" to the existing body of knowledge is that, journalists go against their conscience and professional ethics to manage conflicting in-house policy. Also, factors such as government ownership, ownership influence impede professionalism in journalism practice. In addition, the study will constitute a valuable document to the Nigeria Union of Journalists, National Broadcasting Commission, Nigeria Guild of Editors and all practicing and aspiring journalists to know the state of the profession and to provide solution to the identified problems.

5.5 Recommendations

In regard to the findings of this study, the following recommendations are made;

1. Editorial policy should be defined based on public interest and professional demand
2. Editorial policy should be devoid of conflicting provisions as such, professional hands should be vested with the responsibility of making editorial policy
3. There should be media autonomy in government owned media outfits by giving journalists the free hand to do their job and generate revenue and pay themselves.

5.6 Areas of Suggestion for further studies

In regard to the time frame of this study, not everything could be covered by the researcher. As such, the following areas could be researched. Thus;

1. This study was conducted using the broadcast medium alone, as such the result could not be applicable to the print media, so, further studies should be carried in the context of print media.

2. A comparative study could also be carried out on how editorial policy of government and private media affects professionalism.

REFERENCES

Abubakar, L.F. (2009). Media Policy and Its Effects on Journalists. A study of FRCN Gwagwalada.Unpublished undergraduate project.Department of Mass Communication. Ahmadu Bello University, Zaria

Adepoju, A.(2007). Corruption of Language and Nigeria's Debased Value System.*Nebul*, 4 (3): 339-356

Adeyemi, A. (2013). Nigerian Media Practitioners and Ethical Values: Audience Assessment. *Journal of Emerging Trends in Educational Research and Policy Studies*, 4(2):215-222

Adio, W. (2001).Survival gratification, sensationalism and Nigerian journalism. In C. Ukpabi (Ed.), *Handbook on journalism ethics:African case studies* (pp. 139–146). Windhoek: The Media Institutefor Southern Africa.

Akabogu, C.E (2005). The Ethical Journalist and Brown Envelope Syndrome: The Way Forward *International Journal of Communication*, 3(2):34-50

Akinfeleye, R. (2007). *Essentials of journalism: Introductory text for the beginner* (4th ed.). Lagos: Unimedia.

Akpede, K.S. (2011). Implementation of Ethics Practice by the Nigerian Media Practioners: The Journey So Far. In: KayodeIdebi and William Madaki (ed.) *Journalism Ethics: A Philosophical Approach To Issues in the Nigerian Media*: Ibadan, Cobweb Book Publishers, pp. 31-50

Alao, D. and Uwom, O. (2013). Analysis of Media Policies in Nigeria and Ghana. *Arabian Journal of Business and Management Review*, 2(8):62-75

Anaeto, S., Onabajo, O and Osifeso, J. (2008). *Models and Theories of Communication*. USA: African Renaissance Incorporated

Asemah, E.S. (2011). *Selected Mass Media Themes*. Jos:MAKTOL Press

Asemah, E.S., Gujbawu, M., et al. (2012). Research Methods and Procedures in Mass Communication. Jos: Great Future Press

Australian Bureau of Statistic(2016). *Statistical Language-census and sample*. Retrieved through

Ayodele, O. (1991). Objectivity, Sycophancy and the Media Reality in Nigeria. *African Media Review*, 3(1):106-120

Awolowo, D. (2009). Influence of Mass Media and Gatekeeping retrieved on 11th June, 2016 throughhttp://doraawolowo.blogspot.com/2009/03/influence-of-mass-media-gatekeeping.html?m=1.

Bass, A.Z. (1969). Redefining the gatekeeper concept: A U.N. radio case study.*Journalism Quarterly, 46,(7):* 59-72

Berger, G. (2000). Theorizing the media-democracy relationship in Southern Africa. *International Communication Gazette, 64*(1), 21–45.

Bittner, J.R. (1989). *Mass Communication: An Introduction (5th Ed.).* New Jersey: Presetice-Hall Inc.

Butler, P. (2009). *Journalism Ethics. The Global Debate*. International Centre for Journalists

Chinedu, N.N. (2009). Constraintson Journalistic Practice in Government-Owned Media Organization in South-South Geo Political Zone of Nigeria. Unpublished Masters Thesis. University of Nigeria, Nsukka.Department of Mass Communication.

Christopher, N.M. and Onwuka, O. (2013). Media Ethics in the Development of Journalism in Nigeria. *Central European Journal of Communication,* 7(1): 33-48.

Daily Trust Newspaper.(2016, April 22nd). No Thank You. Vol.39. No.80

Dallaire, R. (2007). The Media Dichotomy: In: Thompson, A. (ed). *The Media and the Rwandan Genocide.*London:Pluto Press

Defleur, M., and Rokeach, S. (1989).*Theories of Mass Communication* (5thed). London: Longman Publications

Diedong, L. (2006). Practising Journalism in a Neo-Liberalized Democratic Culture- Case Study of Ghana.Paper presented at IAMCR Conference, Cairo, July 2006

Djankov, S. *et al*. (2002).Media Ownership and Prosperity. In World Bank (Ed.) *The Right To Tell: The Role of Mass Media in Economic Development.* Washington D. C: World Bank.

Egbon, M. (2007). *Problems of Ethics in the Mass Media. In The line Editor as Gatekeeper: The Nigerian Press Council.* Abuja: Diamond Publication Ltd.

Fashanu, F. , andObaze, A. (2006). *Mass communication law and ethics.* Ibadan: Safinos Publishers.

Folarin, B. (2002). *Theories of Mass Communication: An Introductory Text* (3rd ed.) Abeokuta: link publications.

Frère, M-S.(2001). Professional ethics taken hostage by the politicaldebate. In C. Ukpabi (Ed.), *Handbook on journalism ethics: Africancase studies* (pp. 49–64). Windhoek: The Media Institute forSouthern Africa.

Frohlich, et al (213). What's the harm in moonlighting? A qualitative survey on the role conflicts of freelance journalists with secondary employment in the field of PR. *Media Culture and Society*,35(7):809-829

Ginikachukwu, G. O. (2006). The Use of State Owned Broadcast Media as Propaganda Machinery by State Government: A study of Enugu State Broadcast Service. Unpublished Undergraduate project, Caritas University, Emene, Enugu

Gondwe, G. (2014). Reclaiming Media Credibility: Examining the Efficacy of Virtue Ethics in the Zambian Media. A Case Study of the Zambian National Broadcasting Corporation. Unpublished M.Sc Thesis submitted to the School of Journalism and communication, University of Oregon, Zambia.

Grynko, A. (2007). *Bribery for news Coverage*: Research in Ukraine. Unpublished Master Thesis. Kyiv-Mohyla School of Journalism: Ukraine. Retrrieved through 2007http://j-school.kiev.ua/images/uploads on may 20th 2016.

http://www.abs.gov.au/websitedbs. Retrieved on 2nd April, 2016

Ikpomma, S.O. and Musa, W. (2011). Effects of Junk Journalism and Unethical Attitudes on the Nigerian Media.In: KayodeIdebi and William Madaki (Eds) *Journalism Ethics:PhilosophicalApproach To Issues in the Nigerian Media*: Ibadan,Cobweb Book Publishers, pp. 61-81

Kasoma, T. (2009). Development Reporting as a Crumbling Tower? Impact of Brown Envelope Journalism on Journalistic Practice in Zambia and Ghana.*Global Media Journal African Edition,* 3(1): retrieved through http:// sun 025. Sun.ac.za/ portal/ page/portal/ Arts/ Departemente1/ joernalistiek

Kundum, W. (2013). *Rising Cases of Corruption in Nigeria's Journalism Practice.* Centre for International Media Ethics

Kvale, S. (1996).*Interviews: An introduction to qualitative research interviewing*. Thousand Oaks, CA: Sage Publishing, Inc.

Lasorsa, D. (2002). Diversity in mass communication theory courses.*Journalism & Mass Communication Educator*, 57(3), 244-259.

Lewin, K. (1947). Frontiers in Group Dynamics, II: Channels of Group Life; Social Planning and Action Research. *Human Relations* 1(6): 143-153

Lodamo, B. (2008). Freebies and Brown Envelopes in Ethiopian Broadcast Media. Unpublished MA Thesis.Adis Ababa University: Addis Ababa.

Mabweazara, H.M. (2010). When your 'take-home' can hardly take you home: Moonlighting and the quest for economic survival in the Zimbabwean press. *African Communication Research*, 3, 431-450.

Mare, A. and Brand, R. (2010). Business journalism ethics in Africa: A comparative study of newsrooms in South Africa, Kenya and Zimbabwe. *African Communication Research*, 3(3):407-431

Merriam, S. B. (2002). *Qualitative research in practice: Examples for discussion and analysis*. San Francisco, CA: Jossey-Bass.

Merill, J.C. (1975). *Ethics and the Press.* In: Merill J.C and Barney R.D (ed.) *Ethics and the Press: Readings in Mass Media Morality.* New York: Hastings House Publishers.

Merill J.C. (1982). *Ethics and the Press: Readings in Mass Media Morality.* New York: Hastings House Publishers

Mfumbusa, B. (2006). Media Accountability Challenges in Sub-Saharan Africa: The Limits of Self Regulation in Tanzanian Newsroom. In: Jacobs Scrampickal (Ed).*Cross Connections: Interdisciplinary Communication Studies at the Gregorian University*: EPUG, Rome, pp. 259- 270.

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

McQuail, D. (2007). *McQuail's Mass Communication Theory (6th Ed.).* London: SAGE Publications

Mohammed, J. (2016). Media Coverage of Political Parties in The 2015 Presidential Election: A Content Analysis of *Daily Trust* and *Vanguard* newspaper. Unpublished Masters' dissertation.Department of Mass Communication, Ahmadu Bello University, Zaria.

Momoh, T. (2010). *Journalism In Nigeria. So Far, How Well*. Lagos: Media Law and Development Centre.

Momoh, T. (2002). *Nigerian Mass Media Laws.* Lagos: Efua Media Associates

Mpagaze, D. (2012). My Family Forces Me To Take Bribes. A Reflection of Economy of Affection among Tanzanian Journalists.*Journal of Multimedia Technology and Communication Studies*, 1(1): 80-95

Murdock, G. and Golding, P. (1977).Capitalism Communication and Class Relations. In Curran, S. *et al* (Eds.) *Mass Communication and Society*. London: Arnold.

Mwesige, G.P. (2004). Dissemination, Advocates and Watchdogs: A Profile of Ugandan Journalists in the new Millenium. *Journalism*, 5(1):69-96

Ndagam, N. (2006). Gombo Bribery and Corruption of Journalism Ethics in Cameroon. *Ecquid Novi; African Journalism Ethics,* 27(3):179-199

Ndubuisi, U. A. (2003).Factors affecting government ownership of media. Unpublished MA Thesis, University of Nigeria, Nsukka

Nwabueze, C. (2010). Brown Envelopes and the Need for Ethical Re-Orientation: Perceptions of Nigerian Journalists. *African Communication Research*, 3(3):497-520

Nwabueze, C. (2010).*Reporting: Principles, Approaches and Special Beats.* Enugu: Top Shelve Publishers

Nwamah, N.S. (2009). *The Effect of Media Laws on Nigerian Print Media*. A Study of Three Newspapers in Port-Harcourt, River State.Unpublished Masters Thesis.University of Nigerian, Nsukka. Department of Mass Communication

Nwosu, I. E. (1990).Mass Communication and National Development. Aba, Nigeria: Frontier Publishers

Nyman-Metcalf et al (2003). *Broadcasting Policy and Practice in Africa*. New York. Oxford University Press

Ogbiti, C. A. (2006). Problems of government owned newspapers: An analytical study of The Daily Times and The Observer. In *International Journal of Communication.*No. 5.1-13.

Ohaja, E. U. (2003). *Mass Communication Research and Project Report Writing.* Lagos: John Letterman Ltd.

Ojiakor, I. and Umeogu, B. (2012). Sycophancy and Objective Journalism. *Advances in Applied Sociology*, 2(3):159-166

Ojo, E.O. (2003). The mass media and the challenges of sustainable democratic values in Nigeria:Possibilities and limitations. *Media,Culture & Society,* 25(6), 821–40.

Okioya, S.O. and Adedowole F.I.(2011). Global Media Ethics and its Theoritical Application to Nigerian Journalism. In: KayodeIdebi and William Madaki (ED) *Journalism Ethics: A Philosophical Approach To Issues in the Nigerian Media*: Ibadan,Cobweb Book Publishers, pp. 1-14

Okoye, J. (2011). Ethical Issues in Nigerian Media Management. In: Ndolo Ike (Ed) *Contemporary Issues in Communication and Society.* Enugu: RhyceKerex Publishers

Okunna, C.S. (2003). *Ethics of Mass Communication*. Enugu: New Generation Books.

Olayiwola, R.O. (1991). Political Communications: Press and Politics in Nigeria's Second Republic. *Africa Media Review,* 5(4):31-45

Omole, G. (2000). *The Place of the Nigerian Press Council, in Ethics and Regulation: Founding a Working Agenda for Journalists and the Media.* Lagos: International Press Centre

Owums, E.O. (2007). *Radio-TV Production*. Owerri: Top Class Agencies LTD

Owums, E.O. (2008). *Elements of Broadcasting.An Introduction*.Owerri: Top Class Agencies LTD.

Owums, E.O. (2012). *Data Analysis and Research Project Writing*. Owerri: Top Class Agencies LTD.

Punch Newspaper. (2016,March 13th) . Vol.20. No.19

Rauf, E., and Goke, D.(2003). *Mass Media and Society Issues and Perspective*.Lagos:Meek Associates.

Roberts, C. (2005). Gatekeeping Theory. An Evolution.A Ph.D Seminar Paper.Department of Journalism and Mass Communication.University of South Carolina.

Schramm, W. (1963). *The Science of Communication.* Urban: University of Illinois Press

Sharma, A. and Trinity, H. (2013). *In Need of a Leveson? Journalism in India in Times of Paid News and Private Treaties*. Oxford: Thompson Reuters Foundation

Skerjel, T.S. (2010). Research on Brown Envelope Journalism in African Media. *African Communication Research,* 3(3):367-407

Snider, P. (1967). Mr. Gates revisited: A 1966 version of the 1949 case study. *Journalism Quarterly, 48,*(5):419-427

Sunday, O. (2007). Mass Media Ethics in Nigeria: *The Problems Facing the Nigerian Journalists. Lagos Papers in English Studies,* 1(1):58-68

Tejumaiye,J.A. (2003). *Mass Communication Research: An Introduction.* Lagos: scepter print Ltd.

Udeajah, R. A. (2004). *Broadcasting and Politics in Nigeria: 1963-2003.* Enugu: Snaap Press Ltd.

Udoh, A.P. andUdomisor, I.W. (2015). Professional Demand of Objectivity and its Effect on Media Objectivity in Conflict Management in Journalism. *Advances in Journalism and Communication.*Vol. 1(3):1-9

Ukonu, M.O (2005). Influences of Media Ownership Patterns on Media Freedom and Professionalism in Nigeria.*Nsukka Journal of Humanities,* 15(12):144-159

Wang, X. (2003). Media Ownership and Objectivity. A Ph.D Thesis Submitted to the Graduate Faculty, Louisana State University

Williams, E.I. (2014). Brown Envelope Syndrome and The Future of Journalism in Nigeria. *Interdisplinary journal of Scientific Research,* 1(1):148-156

Wimmer, R. and Dominick, J. (2010). *Mass Media Research* (10th ed.) California: Wadsworth Publishing Company.

World Development Report (March 2, 2003). The role of the media. Retrieved on July10th ,2016 via https://www.dawn.com/weekly/books/archive/030302/books2.htm.

Wright, D. (2009). Communication Ethics. In: Stacks Don and SalwenMidad (ED) *An Integrated Approach to Communication Theory and Research.* New York: Routledge Greys

APPENDIX

Department of Mass Communication,

Faculty of Social Sciences,

Ahmadu Bello University,

Zaria.

26th September, 2016.

Dear Respondent,

I am a student of the above mentioned University carrying out an M.Sc dissertation titled: **Organizational In-House Policy and Journalists' Professional Duties. A Study of Radio Nigeria Network Centre, Abuja.**

The research is in partial fulfillment of the award of Master of Science Degree in Mass Communication. The responses to the questionnaire will be purely for academic purposes and will be treated confidentially.

Yours Faithfully

Wodi, Abdul-Hameed

QUESTIONNAIRE

SECTION A: DEMOGRAPHIC DATA

1. Age of Respondent
    a. 25-30 yrs
    b. 31-35 yrs
    c. 36-45 yrs
    d. 46-above
2. Sex of Respondent
    a. Male
    b. Female
3. Marital Status of Respondent
    a. Single
    b. Married
    c. Divorced
    d. Others
4. Educational Qualification
    a. SSCE
    b. Diploma
    c. B.A/B.Sc
    d. Masters
    e. Ph.D
5. Designation
    a. Editor

b. Reporter

c. Anchor

SECTION B: PSYCHOGRAPHIC DATA

6. Does Radio Nigeria Abuja has editorial policy of explaining new government policies and intentions and the policy of ensuring fairness, balance and factuality in reporting?

   a. Yes { }

   b. No { }

   c. Don't know { }

7. If yes, how would you describe the policy?

   a. Normal { }

   b. Abnormal { }

   c. Conflicting { }

   d. Dangerous { }

8. Please give reason (s) for your answer above?……

   ……

   ……

9. How do you adhere to the editorial policy of serving government interest by explaining new government policies and intentions in your reportage?

   ……

   ……

   …….

10. How do the editorial policy of explaining new government policies and intentions affects fairness and balance in selecting or rejecting newsworthy events?

    .....

    .....

    .....

11. The editorial policy of explaining new government policies and intentions make the policy of ensuring fairness reporting difficult?

    a. Disagree { }
    b. Strongly disagree { }
    c. Neutral { }
    d. Agree { }
    e. Strongly agree { }

12. Please give reason (s) for your answer above?……

    …….

13. The editorial policy of explaining new government policies and intentions and the policy of ensuring fairness, balance and factuality makes journalists' work difficult.

    a. Disagree
    b. Strongly disagree
    c. Neutral
    d. Agree
    e. Strongly agree

a. If so, give reason (s) to your answer?.....

.....

b. If disagree, give reason (s) to your answer?.....

.....

14. Government officials/agents do interfere with editorial decision?

a. Disagree
b. Strongly disagree
c. Neutral
d. Agree
e. Strongly agree

15. How are editorial board decisions taken?

a. Director has the final say
b. Based on consensus
c. Don't know
d. Through voting

16. In your own opinion, who do you think should make editorial policy?

a. Media owners
b. Editorial board
c. General Manager/Director General

17. Briefly explain the reason for your answer?.....

.....

INTERVIEW QUESTIONS

SECTION ONE: DEMOGRAPHIC DATA

1. How long have you worked for Radio Nigeria Abuja?

2. Do you have any other media experience?

3. What is your job title?

4. Do you mind sharing your academic qualifications?

5. What is your job description in Radio Nigeria Abuja?

SECTION B: How do you manage the editorial policy of serving government interest by explaining to the public new government policies and intentions and the policy of ensuring fairness, balance and factuality.

6. In your experience asa journalist in Radio Nigeria Abuja, how would you describe the editorial policy of serving government interest by explaining to the public new government policies and intentions and the policy of ensuring fairness, balance and factuality?

7. How have you considered it in your activities (editing or reporting)?

8. Does serving government interest by explaining its new policies and intentions affect balance in selecting news event?

9. Does government agents or officials interfere with editorial decision?

10. Any general comment?