

---

## **MEDIA OWNERSHIP AND ETHICAL STANDARDS COMPLIANCE IN OGTV AND ROCK CITY FM, ABEOKUTA**

<sup>1</sup> Arowosegbe, Ajimot Adefunke, <sup>2</sup> Sotayo-Aro Rauf Olatunji, <sup>3</sup> Ojuroye Abiola Oluwatobiloba and <sup>4</sup> Gbadebo Omodolapo Aminat

Department of Mass Communication  
Gateway (ICT) Polytechnic Saapade, Ogun State, Nigeria.  
Email: <sup>1</sup> adefunkearowosegbe4555@gmail.com  
<sup>2</sup> tunjiaro32@gmail.com  
<sup>3</sup> abiolaajuroye@gmail.com  
<sup>4</sup> omodolapoadetayo@gmail.com

---

### **Abstract:**

*This study examined media ownership and ethical standard compliance in OGTV and Rock city FM, Abeokuta. Source credibility theory was considered as theoretical framework to explain the relationship between broadcast ownership and ethical standard compliance within the stations. The study adopted in-depth survey design using key informant interview (KII) guide as the instruments. A sample of core management staff from OGTV and Rock city FM was selected. Data were analysed qualitatively. Findings of the study established that OGTV and Rock city FM based their programming policy for public good and interest as affirmed by Key informant interviewees. It was evidenced from the KIIs' submission that the two stations to a greater extent complied with NBC's code of ethics. It was also disclosed by the KII that the major challenges facing the stations generally were lack of adequate funding and required digital broadcast facilities as recommended by NBC. The study came to the conclusion that staff performance in both stations was impacted by ownership structure, control, which influence an iota of non-compliance with ethical standard.*

**Keywords:** *Media Ownership, Broadcast Stations, Ethical Standard Compliance*

---

### **Introduction**

It is no more news that media professionals in Nigeria are facing challenges in fulfilling their societal responsibilities as a result of ownership structures, which are influenced by groups, governments, or individuals who exert his influence on the content. Media owners often protect their interests and use media to channel information in favour of themselves and allies. Negative issues affecting media owners often receive passive attention, potentially causing unethical media influence. Communication scholars and political economists are studying media ownership and its impact on functions and operations. Traditional and new media including cable, satellites, video recorders, computer discs, and the Internet, are significant institutions in popular culture production and distribution. As observed, the ownership influence, control and supplanting of ethical standard is a global phenomenon. For instance, the Almighty CNN, BBC and Bloomberg did not hid their stance on their preferences for government and of candidate they were supporting. Furthermore, Aljazeera too is not exempted from ownership influence, control and ethical standards issues as the Israeli government descended on their personnel for supporting Palestine's agitation on Gaza strip occupation while the media are sharing different content unfavourable to the Israeli government.

Therefore, media content shapes our understanding of the world, while ownership and control of media are crucial for its structure, output, and meaning in society (Williams, et al., 2022). The diminishing diversity of ownership in major news media has been a contentious debate in media studies literature, particularly regarding the extent to which owners can exercise control within media firms and compliance with ethical standards (Kneafsey, 2018). Media ownership concerns have historically been rooted in powerful voices shaping perceptions and preferences. Broadcast media, including radio and television in Nigeria, have been a popular means of communication, information dissemination, and cultural expression due to oral tradition and rendition (Noam, 2016). Broadcast media are chosen for cultural preservation and expression due to their audio-visual capacity, which uses transmitters and airwaves to transmit programme content to diverse audiences. This power has been used for political leverage, highlighting the importance of media ownership in shaping public perceptions (Agu, 2011).

Broadcasting involves disseminating information, messages, and other forms of communication through electronic mechanisms. In Nigeria, the government has a monopoly on electronic media, while private entrepreneurs dominate print media (Odetoyinbo, 2017). Ownership is a critical factor for programme contents, as it connects to control of content and the nature of a medium which often reflect the station's level of compliance (Kareem, 2017). As observe, the nature of ownership is determined by the owner's character, interests, and vision for the medium. Character indicates whether ownership is private or public, commercial or non-profit oriented, interest refers to economic concerns and political persuasion, and vision refers to the owner's

understanding of journalism practices and goals (Okafor, 2017). These factors determine the interest of the medium and its coverage of specific issues.

As media professionals continue to face challenges in fulfilling their statutory duties to society due to ownership influence, content control, and ethical compliance, the same way propaganda, associated with political ownership, which is a deliberate attempt to manipulate human cognition over issues of general interest through mass media. This can involve publicity for friends and family without payment, or negative issues that concern broadcast media owners, their relatives, or friends. Politicians or media owners often use this to achieve their goals (Williams, et al., 2021). The above submission presupposes that media ownership's influence and control over media content can distort audience thinking and suppress loyalists' negative opinions. Media platforms' ability to contribute to the public sphere depends on their ability to withstand external and internal pressure. Noam (2016) highlights that if media owners enforce certain opinions, content, and editorial policies, editors may lose decision-making power. Economic theorists emphasize the importance of active and influential owners for a firm's success and long-term survival. The role of media proprietors is problematic, as they are associated with normative expectations and limited understanding of how media ownership operates in practice (Ogona, 2016).

Furthermore, television is a popular medium in Nigeria due to its visual appeal and sound quality. Before rediffusion, colonialists used print media to express views, instill literacy, and announce trade and commercials. Ownership influence and content control have been age-long practices (Aina, 2007). In 1956, the Nigerian Broadcasting Corporation was established, operating under the Federal Ministry of Information's policies. The 1956 Nigerian Broadcasting Corporation Ordinance allows the corporation to carry out various activities and maintain wire distribution services. This law is the first in Nigeria's history to establish broadcast media, marking the beginning of television viewing in black Africa, with the first television station being Western Nigeria Television (Aina, 2007).

Meanwhile, deregulation has facilitated the growth of broadcast media, but it has also led to issues such as inadequate infrastructure, lack of personnel, and censorship. Ownership is a crucial factor in media regulation, and media managers must balance the owner's interest with the public without violating laws or ethics (Aina, 2007). Chuckwu (2015) highlights that government-owned electronic media often serve as their mouthpiece with some facing infrastructure shortages and inadequate personnel. These media outlets often face months of unpaid salaries under severe censorship which often times avail the personnel to supplant ethical standards with media frivolities (Apuke, 2016a). The owner's interest significantly influences media managers' actions, and they often resist managers who operate against their interests. Media ownership remains a significant topic in media discourse, as it may be the organization's sole financial responsibility.

According to Williams *et al.*, (2021) the type of media ownership determines the organization's freedom and efficiency. This does not mean that broadcast media should not be objective, accurate, and unbiased, upholding government responsibility and accountability as outlined in Nigeria's constitution. According to Kareem and Abati (2020), media content provides accounts and images of the world as well as influencing understanding of the public. Media ownership and control are crucial in determining the structure, working, and output of broadcast media and producing meaning in society. Momoh (2007) argues that media professionals are under the control of the media owner, meaning they cannot perform professionally within their constraints.

Murdock and Golding (1977) argue that control cannot be separated from ownership the same way its breeds non-compliant to ethical standards, as owners of means of production exercise significant control over production processes. This leads to media being seen as propaganda machinery, serving as the basis for audience perception. According to Udeajah (2004), Nigerian media practitioners face challenges from ownership spectrum, with owners adopting measures to control media managers and engage unethical standard. It is on this basis the study investigates media ownership and ethical standards compliance in OGTV and Rockcity FM.

None of the reviewed literature addressed the region or the stations that served as the study's focal point. For example, Sokoh (2022) did a qualitative analysis of Nigeria's media ownership structure and content: Its Threat to National Development. All that Adamu (2020) argued for was the Taraba Radio station using the NBC code while survey's design was chosen. Similarly, Bukar et al. (2019) used comparative analysis to analyse media ownership and press freedom in the US and Nigerian media institutions' performance, while Kazibwe (2018) looked at television research on the impact of media ownership on news content in Uganda. Key informant interviews (KII) and table percentage formular were used in the study to evaluate two television stations with distinct ownership structures. With the exception of Kazibwe (2019), which used a similar methodology but had a different aim, none of these publications, however, had a similar focus as the current study. There were gaps in previous research that this study aimed to address because it was not as focused as it was. In light of the aforementioned, this study aimed to fill a gap in the literature by examines media ownership and ethical standards compliance in broadcast stations.

Broadcast media play a crucial role in society, but their ownership structure often hinders their professional duties due to sycophantic broadcasting. This results in a perception of credibility in content, leading to restrictions and gate keeping of information from different media houses. Media owners often control programming policies, imposing restrictions on media personnel. Several studies have attempted to investigate this phenomenon (Adamu, 2020; Kazibwe, 2018, Ajilore et al. 2017; Apuke, 2016; Okafor, 2014), only Sokoh (2022) used qualitative research method with structural functionalism theory. However, previous studies have found that most media in Nigeria have compromised their social responsibility due to the unreasonable

influence of both public and private media owners on their activities. Therefore, this study aims to investigate the media ownership and ethical standard compliance in broadcast stations with a focus on OGTV and Rock FM, Abeokuta, using qualitative method.

### **Background Study**

The people are more likely to be persuaded when a source appears credible. This theory, which considers different perspectives, is a valuable approach in communication research, highlighting how perceived credibility significantly influences persuasiveness and the credibility of all communication, regardless of format. According to Anaeto et al. (2008), Carl Hovland and Water Weiss proposed the hypothesis in 1951. The philosophy is predicated on the concepts of competence, expertness, dependability, professionalism, objectivity, transparency, and dynamism. It assumes that the message's potency and reception will be determined by the source chosen. The theory gained its strength on the fact that using the appropriate source can improve the message's impact while it is believe that the propaganda device of the testimonial is used whenever a reliable source is chosen to promote a concept, service, or product. Meanwhile, its ability to promote a product, idea, or service is additionally bolstered by the source's perceived competency, integrity, and goodwill (Ogamune, 2022). The theory is considered weak on the basis that it is more nuanced than that; objectivity and dynamism are crucial elements as well as the ethos of the sender (Sources radio) might not match the plausibility and credibility it is exhibiting (Ogamune, 2022). Thus this theory is pertinent to the study since it states that if a news source individual or media is reliable, it will attract the attention of the public and result in an increase in both audience and commercial traffic. If not, however, there will inevitably be a decline in such traffic. The research papers examine the complex relationship between media ownership, ethical standards, and press freedom in broadcast journalism. Ezugwu (2024) highlights the challenges journalists face in balancing owner interests with public responsibility, emphasizing the need for greater press freedom. Anele et al. (2023) investigate how competition among radio stations in Imo State, Nigeria, affects adherence to ethical standards, recommending that stations focus on uniqueness to maintain integrity. Sokoh 2022 study on media ownership in Nigeria found that media's excessive influence on public and private media has compromised their social responsibility and challenged national development. The study recommends the Nigerian government create laws to prevent media from falsifying information, reduce media's influence, and avoid using its network monopoly to hinder broadcasting standards and values. The media is seen as the last hope for the country's development. The study by Adamu (2020) evaluated Taraba Radio's compliance with the NBC code. The survey involved a survey of respondents from Taraba State Broadcasting Service and National Broadcasting Commission. The results showed that TSBS adheres to the NBC code objectively, balances, and accurately. However, it was found that TSBS serves as a government mouthpiece, and economic challenges and political inference hinder compliance. The study recommends independent broadcast stations, unbiased regulation, and full funding for better services. Bukar et al. (2019) studied the impact of press freedom and media ownership on media institutions in the United States and Nigeria. They found that while the US has laws prohibiting state interference in information content and dissemination, Nigeria controls society and media, preventing criticism. The study recommends that Nigerian press adhere to professional ethics and laws against press freedom to compete with freer press in other countries. Kazibwe 2018 study compared two television stations in Uganda, Wavah Broadcasting Services (WBS) and Nation Television (NTV), with different ownership structures. The study used quantitative content analysis and in-depth interviews to examine news bulletins and respondents' views on media ownership, editorial independence, and external factors. Results showed media ownership influenced news content, with NTV journalists exercising more editorial independence than WBS journalists. The study recommended media owners should avoid interference in news production and broadcasting, leaving editorial decisions to editors and managers. The study also suggested a government law to protect media diversity and pluralism. Ajilore et al. (2017) study explores the impact of ownership on media objectivity in Nigeria, utilizing social responsibility, postmodernism, and gate-keeping theories. They highlight issues with objectivity in Nigerian journalism and conclude that it requires conscious effort from media owners and professional excellence. Ali (2015) discusses how media ownership in Africa, particularly by politicians, can compromise journalistic ethics and press freedom, comparing the situation to Western countries. Aderogba (2013) explores audience perceptions of Nigerian journalists' ethical compliance, finding that while the public generally trusts media content, concerns exist about corruption and lack of editorial independence. These studies collectively underscore the importance of addressing ethical challenges in journalism to maintain public trust and professional integrity.

### **Methodology**

The study employs in-depth survey method or data collection and analysis. In-depth survey research design is a technique that gathers and analyses social data from a small number of respondents who are thought to be representative of a certain group using highly organised and detailed instruments (Key Informant Interview guide). According to Baran and Davis (2013), this kind of design allows researchers to assess the traits, beliefs, and actions of a population by examining a small sample from that group and then extrapolating results. The population of the study was the core management staff of OGTV and Rock City FM. The study adopted a total enumeration sampling method under non-probability sampling to select four (4) core management staff members of OGTV; the General Manager, Assistant General Manager of Administrative and Supply, Director of Programme Services, and Director of News and Current Affairs interviewed as part of a Key Informant Interview (KII). In contrast, Two (2) Rock City FM employees, the G.M operations and station manager were interviewed as part of KII, for a total of six (6). Key Informant

Interviewing (KII) is a method used to gather data from various sources who are directly knowledgeable about a topic. Adoption was justified by the finding that the technique worked best for obtaining information from a particular representative of a broader population. The use was justified because it allowed the researcher to speak with the respondents face-to-face and obtain high-quality data that the questionnaire might not have been able to. Nonetheless, the information obtained from the staff members was supported by the management staff's comments. The interview was analysed thematically.

## **Results and Discussion of Findings**

RQ1: *What is OGTV's and Rock City FM's Programming Policy?*

In a bid to ascertain the programming policy of the stations, the stations' mission, vision, and policy statements, interview guide and were used. The goal and vision statement of the OGTV station states that it is important to maintain a strong revenue drive while also remembering the station's social duty to the society. Additionally, the mission has evolved into a service that offers top-notch news, sports, education, and entertainment content. The station's goal is to maintain its core values and national pride while becoming a leading digital media outlet with global reach. Regarding Rock City FM, the station takes pride in having professional broadcasters and high-caliber content. According to the interview, the respondents that is OGTV's G.M., AGMPS, AGMNCA, and G.M. Operation as well as station at Rock city FM held varying opinions regarding the programming policy. As stated by OGTV G.M.

The government develops the policy framework, while the station administers the policy and informs the public in accordance with government orders. This tripartite relationship governs programming. (*OGTV G.M interview: station complex, 27/06/2024*).

*OGTV AGMPS*

The government owns the station and pays for it to promote government initiatives throughout the state. (*OGTV AGMPS Interview, station complex, 27/06/2024*).

In the same vein, *OGTV AGMNCA* established that:

The station's job is to broadcast state government news and programme content, mainly when the news and programming are part of the news transmission (*OGTV AGMNCA Interview, station complex, 27/06/2024*).

As regard the Rock city FM, *G.M Operation at Rock city FM*, confirmed that:

It is state policy to hire experts in the subject who have relevant experience in the air. In order to air quality programmes, you must have reached a certain level of professionalism (Rock city FM, G.M Operations Interview, Station complex 25/06/2024).

RQ 2: *What impact do regulatory bodies have on the ethical standards compliance of OGTV and Rock City FM?*

In responding to RQ3, the interview guide was used. Drawing on the management staff interview concerning adherence to the NBC Codes and the code of ethics, *OGTV G.M.* asserts that:

The station has mostly complied with the NBC Codes in order to avoid sanctions, and professionalism has also been closely adhered to. NBC is the only regulatory organisation of the broadcast media houses in the nation (*OGTV G.M Interview, Interview, station complex, 27/06/2024*).

In the same vein, *AGMPS* maintained that:

OGTV is among the stations that adhere to the NBC code, something the station is always proud of. "We adhere strictly to the broadcasting ethics. (*OGTVAGMPS Interview, station complex, 27/06/2024*).

It was also established by *AGMNCA* that:

When it comes to NBC Code compliance, OGTV is the greatest channel. Our programming complies with NBC Code 100% (*OGTVAGMNCA Interview, station complex, 27/06/2024*).

Contrarily, *Rock city FM, G.M Operations* confirmed that:

The station and its employees follow the Code, but it prevents us from being the greatest. There is so much that we can accomplish in terms of financial gain, but the NBC Code is keeping us from doing that, (*Rock city, G.M Operations Interview, station complex, 25/06/2024*).

*RQ3: What barriers do OGTV and Rock city FM stations have in adhering to the codes of ethics of the broadcasting profession as a result of ownership influence?*

In answering the RQ4, interview guide was used. Based on the interview conducted, *OGTV G.M* stressed that:

The station's main issues are finding means to fund its operations in accordance with NBC requirements, even though parts of the NBC codes are out of date with 21st-century broadcasting, where they restrict press freedom. The inability of the station to pay its financial obligations to NBC is another problem (*OGTV G.M Interview, station complex, 27/06/2024*).

According to *OGTV AGMPS*:

There are no obstacles preventing the station from adhering to NBC Codes. Among the issues are the finances. The issue of funding for digital equipment is another. Regarding the NBC Codes, I don't believe we have a problem with them because we have been following the guidelines *OGTV AGMPS Interview, station complex, 27/06/2024*).

Validating the preceding *OGTV AGMNCA* affirmed that:

Regarding compliance, there are no issues between the station and its staff and NBC. NBC Code is like a religion to us, he said. All staff members are aware of what to broadcast in accordance with the code. Fund is a universal problem that broadcasters deal with, and *OGTV* is not exempt from it (*OGTV AGMNA Interview, station complex, 27/06/2024*).

Likewise, *Rock city F.M G.M Operations* avowed that:

The station and NBC are not at odds with one another. Likewise, the NBC Code has helped us keep on course, and the station is adhering to it. However, there are situations where the Code is preventing us from being financially successful. In this digital age, we are faced with a plethora of issues related to computers and other ICT resources (*Rock city F.M G.M Operations Interview, station complex, 25/06/2024*).

Broadcast stations are not always exempt from policies, either from owners or regulating bodies like NBC. This is because no organisation in the world is immune to the ownership structure, policy, vision, and mission statements that might direct the operation of such businesses. The results therefore showed that each broadcast station had a unique programming policy. The *OGTV* management reaffirmed that the station's programming policy was based on its goal and vision statement, which emphasised generating income without sacrificing the station's public service obligations. The station was to administer and educate the people in accordance with government demands, while the government was to create the framework for policies. It was also found that professionals with relevant experience were favoured by *Rock city FM* radio station over fresh graduates for on-air talent. The station also concentrated on producing high-caliber programme that would help promote both the shows and the station's brand. In a similar vein, operators at *OGTV G.M.*, *AGMPS*, *AGMNCA*, and *Rock city FM G.M.* confirmed that owners continued to intervene when there were violations involving the interests of the owners, NBC, or the general public, even though they were granted complete autonomy over their operations. *Ezugwu*, (2024) found that Journalism faces numerous ethical dilemmas on a global and local level in Nigeria, forcing journalists to make difficult choices about how to behave and engage with different stakeholders. These results were consistent with those of *Hanitzsch and Berganza* (2012), who confirmed that a range of organisational elements impacted journalists' and editors' daily work in producing, presenting, and gathering news on a daily basis. Ownership and owners' preferences have long been recognised as the primary or final element impacting news content at the organisational level, as noted by *Shoemaker and Reese* (1996) and *Curran and Seaton* (1997). Similarly, ownership programming policy was crucial to the broadcast organisation, requiring staff members to be knowledgeable of the station's policies. *AGMPS*, *AGMNCA*, *OGTV G.M.*, and *Rock city FM G.M. Operations* all stated that their stations' policies were to serve the people and promote government initiatives, while *Rock city FM G.M operations* insisted that only professionals may be on the air. Future presenters weren't groomed for roles at the station.

## Conclusions

Based on the results, it is appropriate to conclude that neither station's degree of adherence to the NBC Code or professional ethics is impacted by media ownership influence. However, there was a significant amount of ownership involvement, either directly or indirectly, some of which was handled through the programming policy and in cases of NBC Code ethical violation. The study came to the conclusion that staff performance in both stations was impacted by ownership structure, control, and influence and iota of non-compliance with ethical standard. Based on the results of this study, it is hereby recommended that both stations should keep up their compliance to the NBC Code and professional ethics, which forbid media workers from spreading offensive and dangerous content. Media owners shall let media professionals to carry out their duties in a manner that satisfies the public's need

for relevant and sufficient information. In order to comply with 21st-century broadcasting, NBC must evaluate its codes to ensure that both stations and staff can operate efficiently and lawfully produce revenue for the company. By doing this, the broadcast media and its employees will be deterred from using harsh tactics against the general public and their clientele. NBC must make sure that all parties involved in the broadcast industry are in agreement with the Code in order for it to be effective and have a balanced viewpoint.

## References

- Adamu, M. (2020). Assessed the compliance of Taraba Radio with NBC code for development Purposes. *International Journal of Research and Analytical Reviews (IJRAR)*, 7 (1),772-778
- Agu, O. (2011). “Uses and Application of Information and Communication Technologies in Broadcasting” in Contemporary Issues in Ndolo, I.S (Ed). Communication and Society. Enugu: Rhyce Kerex Publishers.
- Aina. S. (2007): Voyage into the History of Nigeria mass media. Lagos: Frontgate Publishers.
- Ajilore K., Ojomo, O. and Ige, B. (2017). Influence of Ownership on Media Objectivity in Nigeria. Available [https://www.researchgate.net/publication/320592379\\_Influence\\_of\\_Ownership\\_on\\_Media\\_Objectivity\\_in\\_Nigeria](https://www.researchgate.net/publication/320592379_Influence_of_Ownership_on_Media_Objectivity_in_Nigeria)
- Ajose, T. Ganiyu, S., Animashaun, T., Jimoh, O., and Akinsola, D. (2022). Commercialisation of News. Term paper presentation on Topical Issues in Broadcasting at the department of Mass Communication, University of Lagos Akoka, Lagos State
- Anaeto S., Onabajo O., Osifeso J. (2008). *Models and Theories of Communication*. Maryland: USA. African Renaissance Books Incorporated.
- Anele, M.C., Etumnu, E.W., Okalla, F., & Ogu, C.C. (2023). Unhealthy competition among Radio Stations and the fight to keep-up with broadcast ethical standard: An assessment of Imo State Radio broadcast journalists. Vol. 4, (3):pp.1-18
- Apuke, O. (2016a). Exploring the Issues in Media Ownership and Control in Nigeria. *NewMedia and Mass Communication*. Vol.55, 2016
- Apuke, O. (2016b) Media Ownership and Control in Nigeria: An Overview of the Marxist and Pluralist Theories. *Journal of New Media and Mass Communication*. Vol 54. Pp 11-13.
- Baran, S., and Davis, D. (2013). *Mass Communication Theory: Foundations, Ferment, and Future* (8<sup>th</sup> Ed). London. Oxford University Press.
- Bukar, M., Kaka, M., and Zannah, M.. (2019). Press freedom and media ownership are factors that influence media performance: comparative analysis of these factors in USA and Nigeria. *Journal of social sciences*. Vol 1.
- Chuckwu, C. (2015). Government Broadcast Media Ownership Pattern and Media Content in Nigeria – Its Threats to Democracy. *Research on Humanities and Social Sciences* Vol.5, No.16, 2015
- Ezugwu, C.P. (2024). Ethical Challenges in Journalism Practice: Balancing Media Ownership Interests and Public Responsibility. *Iaa Journal Of Social Sciences* 10(1):46-51
- Kareem, G. (2017). Influence of eye-witness accounts on the news contents of OGTV and Rockcity FM stations. Final year project submitted to the department of Mass Communication, Crescent University, Abeokuta,
- Kareem, G, and Abati, M.(2020). Eye-witness accounts, citizen journalism and the News Contents of OGTV and Rockcity FM station. *International Journal of Social Science and Humanities Research*. 8, (4)
- Kazibwe, S. (2018). A television study on the influence of media ownership on news content in Uganda: A comparison of Wavah Broadcasting Services (WBS) and Nation Television (NTV). (Doctoral Dissertation) University Kwazulu Natal, South Africa) retrieve via [https://researchspace.ukzn.ac.za/bitstream/handle/10413/16407/Kazibwe\\_Samuel\\_2018.pdf?sequence=1&isAllowed=y](https://researchspace.ukzn.ac.za/bitstream/handle/10413/16407/Kazibwe_Samuel_2018.pdf?sequence=1&isAllowed=y)
- Kothari, C., & Garg, G. (2014). *Research Methodology: Methods and Techniques*. New Delhi: New Age International Publishers.
- Kneafsey, L. (2018). Media Ownership, Differential Coverage, and Effects on Public Attitudes: The Case of News Coverage of Labour Union. Dissertation Presented to the University of Dublin, Trinity College in fulfillment of the requirements for the Degree of Doctor of Philosophy University of Dublin, Trinity College.
- Ngwu, C. (2011). “Programming Management: Meaning, Scope and Challenges”. In Ike, S.N (ed) Contemporary issues in Communication and Society. Enugu: RhyceKerex Publishers.
- Noam, E. (2016). *Who owns the World’s Media? Media Concentration and Ownership around the World*. New York: Oxford University Press.
- Odetoyinbo.A. (2017). Electronic Mechanism Process: Abeokuta. Ogun State Nigeria: Choice Productions.
- Ogamune, L. (2022). Effectiveness of a Radio Campaign on Climate Change in the Eti-Osa Local Government, Lagos State. Unpublished Master Thesis submitted to the department of Mass Communication, Olabisi Onabanjo University, Ago-Iwoye
- Okafor, S. (2017). Impact of Government Ownership and Control of Anambra broadcasting Service (Radio) on Media Objectivity. Final year project submitted to the department of Mass Communication, Caritas University, Anambra
- Raufu, G. (2011). Mass Media and the Society: Issues and Perspectives: Lagos, Kagor International
- Sokoh, G. (2022). Media Ownership Structure and Content in Nigeria: It’s Threat to National Development. *World Scientific Journal*. 169: 14-24

Williams, E., Ochanya, E., Adeniyi, J., and Ehigiator, S. (2021). Influence of the ownership structure on media Coverage and content. Term paper presentation on Topical Issues in Broadcasting at the department of Mass Communication, University of Lagos Akoka, Lagos State.

Williams, H. (2003). Muffled Drums: The News Media in Africa. The Iowa State University Press.

---

---

*(Copyright @ 2024, IJARI)*