



NATIONAL OPEN UNIVERSITY OF NIGERIA

SCHOOL OF ARTS AND SOCIAL SCIENCES

COURSE CODE: MAC113

COURSE TITLE: HISTORY OF NIGERIAN MASS MEDIA

COURSE GUIDE

MAC113: HISTORY OF NIGERIAN MASS MEDIA

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Let me first congratulate you for choosing to study mass communication. I want to state right away that MAC 113: History of Nigerian mass Media is indispensable at this early stage. The reason is simple. It will guide and reveal to you the events, personalities and factors that preceded and surrounded the emergence of the press in Nigeria.

In this course, you will come across some popular Nigerian men who laid strong foundation for the establishment and development of the mass media in the country.

You will also learn how some personalities sacrificed their time, money and pleasure to innovate media measures in order to fight colonialism.

If you carefully read the course material, you will realize that colonialism gave birth to Nationalism, while Nationalism and Journalism became easy bed fellows.

As a rule, proper attention must be given to this course, if you must enjoy and benefit from it. This will help you to understand the types, nature and characteristics of the media that historically set the pace for other media in Nigeria.

WHAT YOU WILL LEARN FROM THE COURSE:

It is important to note that all the Nations of the world have peculiar experiences regarding the growth of the media. For this reason, this course simply presents the history of the mass media; the Nigerian experience. The modules in this course will look at the inception and development of various Newspapers from the nineteenth century to the post-independence era. You will be drawn to major Newspapers as well as the proprietors whose ideas shaped the policies of those media.

COURSE AIMS

- (1) Explain the concept of the mass media
- (2) Discuss different types of the mass media and their inter-relationships.

- (3) Present various Newspapers, their achievements, challenges, constraints and extent of circulation
- (4) Discuss the contributions of some notable Nationalists and professionals to the development of the mass media.
- (5) X-ray in detail the incidence and expansion of the broadcast media as well as the political factors that determined their establishment.

COURSE OBJECTIVES

At the end of this course, you should be able to

- (1) Define the mass media and identify the types of mass media
- (2) Mention the Newspapers in the pre-colonial and post colonial era.
- (3) List major contributors to the development of the mass media in Nigeria
- (4) Recognize the role played by non-Nigerians
- (5) Discuss how Nationalists and politicians used the mass media to frustrate colonialism and pursue the emergence of a new and liberated Nigeria.

WORKING THROUGH THE COURSE

You will achieve much in this course if you devote time to the study of this course guide. The reason is obvious and simple. The course guide provides you the content and extent of the course. It acts as a window to the course proper.

Please always endeavour to use jotters in order to write out any task you may require explanations on.

COURSE MATERIALS

1. Course guide
2. Study units
3. Textbooks
4. Assignment File
5. Presentation schedules

STUDY UNITS

MAC 113 is a 2 unit 100 level course. This course has four modules. The first module contains three units while modules two, three and four contain four units. There are therefore fifteen units to be read and internalized. Below are the four modules in the course.

MODULE 1: INTRODUCTION

Unit 1: Meaning and scope of Mass Media

Unit 2: Antecedents to Modern Mass Media

Unit 3: Functions of the Mass Media.

MODULE 2: MEDIA EVOLUTION IN NIGERIA

Unit 1: Contributions of Henry Townsend

Unit 2: Other contributors to Media Evolution in Nigeria

Unit 3: Advancement of Newspapers in Nigeria : the weekly Record.

Unit 4: Press Freedom

MODULE 3: COLONIAL NEWSPAPERS

Unit 1: The Birth of Nigerian Newspapers. Zik and the West African Pilot

Unit 2: Awolowo and the Tribune

Unit 3: The Daily Times

Unit 4: The Expansion of Newspapers in the East and North

MODULE 4: POST COLONIAL MEDIA

Unit 1: The post Independence Media in Nigeria

Unit 2: Evolution of Radio/Television Broadcasting

Unit 3: News Agency of Nigeria

Unit 4: Deregulation of Broadcast Media in Nigeria.

From the foregoing, it has been disclosed that the first two modules contain three units each while the last two modules contain four units each. The unit has introduction, objectives, and main content. It has also, at the end of each unit, self Assessment Exercises (SAES). There are also Tutor-Marked Assignments (TMA) which you must work on and submit for grading.

TEXTBOOKS AND REFERENCES

In studying this course, there is need to consult books that may be relevant to the subject. I have listed some textbooks and also provided some relevant information that will help you to understand this course without stress.

You must commit your time to this course as much as possible so as to read through these books to position yourself to attempt the exercises.

ASSESSMENT

The assessment for this course comes in two ways. The self Assessment Exercise (SAEs) and the Tutor-marked Assessments (TMAs) questions.

The SAEs are for you to determine how far you have understood what you have read. This type will not be submitted. The TMAs are for you to work on and submit because it is 30% of your total assessment. It must be submitted for marking.

TUTOR-MARKED ASSIGNMENTS

Tutor-marked assignments are made available at the end of every unit. It is important that you answer all the questions, since it will be marked and added to your total score.

Note that this course Guide contains No TMAS. Always make sure you put your answers in assignment file that you have.

FINAL EXAMINATION AND GRADING

Three hours are allotted to tackle the questions in MAC 113 during final examinations and it carries 70% of the total course grade. Try as much as possible to revise the entire course so as to be able to answer examination questions.

The questions will reflect the TMAs and the SAEs which you have already worked on.

WHAT YOU WILL NEED FOR THE COURSE

A better way to enjoy this course is to go through the entire module as many times as possible. This will assist you to commit salient issues to memory.

It is advisable that you visit libraries regularly for reading and research.

FACILITATORS/TUTORS AD TUTORIALS

The period devoted to the course will be 15 hours. The dates and location for tutorials will be given to you including name and telephone number of your tutors. The tutor will correct and grade your assignment while monitoring your progress.

Always submit your TMAs promptly and also feel free to contact your tutor any time you encounter any difficulty with your SAE. Lastly, prepare for classes well and try to be punctual. You should come with questions for your tutor to answer. Your participation in class discussions will determine how much you understand the course and succeed in examinations.

SUMMARY

This Course Guide is a window to MAC 113: History of Nigerian Mass Media. It helps to prepare the student for the course. It furnishes you with the information that will remove all the obstacles to understanding this course.

CONCLUSION

It is important that the student understands the historical background of the Mass Media in Nigeria to equip him with the necessary information to function as a journalist.

All the newspapers and their proprietors discussed give us some insights into what to expect while practicing the profession, I wish you success in MAC 113 and the entire programme.

MAIN WORK

MAC113: HISTORY OF NIGERIAN MASS MEDIA

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MODULE THREE

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MODULE ONE

- UNIT 1: Meaning and Scope of Mass Media
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UNIT 1: MEANING AND SCOPE OF MASS MEDIA

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1:0 INTRODUCTION

The mass media have been around us for many centuries and affect every aspect of our daily lives. At times, most of the mass media users are the captive audience. The issues in this unit will discuss the meaning and types of communication media and socialization.

2:0 OBJECTIVES

It is hoped that by the end of this unit, you should be able to

- Define Mass Media

- Discuss the different types of Mass Communication
- Mass communication Media and media and socialization.

3:0 MAIN CONTENT

3:1 DEFINITION OF MASS MEDIA

In a nutshell, the term mass media simply translates to the modern means of giving news, opinion, education, entertainment and agenda-setting to large numbers of people, especially through radio, television, newspapers, magazines and films.

According to Joseph Dominick (2009:36), a medium is the channel through which a message travels from the source to the receiver (medium” as singular, media” is plural).

When we talk about mass communication, we also need channels to carry the message. So, mass media are the channels used for mass communication. The definition of mass media will not only include the mechanical devices that transmit and sometimes store the message (TV cameras, radio microphones, printing presses) but also the institutions that use these machines to transmit messages. “A Media Vehicle is a single component of the mass media, such as a newspaper, radio station, TV network, or magazine.

3:2 TYPES OF MASS MEDIA

There are basically eight different mass media: Radio, television, film, books, sound recordings, newspapers, magazines and the internet. Of course, these eight are not the only mass media that exist. Others are billboards, comic books, posters, direct mail, matchbooks and buttons. These eight media listed above have the largest audiences, employ the most people and have the greatest impact. People are also most familiar with these media.

3:3 MASS COMMUNICATION MEDIA

For us to understand the mass communication media, it is important to look at the meaning of mass communication. It has been viewed as a process in which “professional” communicators use media to disseminate messages widely and rapidly in large and diverse audiences in attempt to influence them in a variety of ways.

There is need to define which forms of communication should be considered as vehicles of mass media.

Components of Mass Communication

From the definition, talking on the phone is not a form of mass communication because the audience is not large and diverse; usually there is only one person at each end of the line. Similarly, any situation in which life performers and audience can see each other directly-in a theater or church, at sports events or parade- is not example of a mediated communication.

The major mass communication media or agencies of mass communication therefore are print which comprise books, Magazines, Newspapers, Fliers, News/letters, diaries, calendars, brochures, billboards, and posters among other) and Broadcast media (Radio and Television.

3:4 MASS MEDIA AND SOCIALIZATION

At times, the media consciously attempt to inculcate values and behaviour in the audience. The radio and television usually portray in social responsibility adverts or announcements the dangers of alcohol and over speeding. Recently, advertisements on cigarettes remind smokers that they were liable to die.

Mass media can also transmit values by enforcing, social norms. People who make unguarded or tribalistic comments over the radio are usually sanctioned, suspended or even sacked.

Joseph Dominick (2009:36) opined that “of all the mass media, television probably has the greatest potential for socialization. By the time an individual is eighteen he or she will have spent more time watching television than an any single activity except sleep”.

4:0 CONCLUSION

We have explained that the mass media are the channels through which professional communicators reach their target audiences. The mass media agencies enhance socialization, convergence and control. It is through the mass media, that cultural interactions succeed.

5:0 SUMMARY

In this unit, we have dealt with the meaning and scope of mass media by examines the types, mass communication media and mass media and socialization.

6: TUTOR-MARKED ASSIGNMENTS

- (1) What is mass media?
- (2) Mention the major types of media
- (3) List five components of print medium

REFERENCES/FURTHER READINGS

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MODULE 1

UNIT 2: ANTECEDENTS OF MODERN MASS MEDIA

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 - 3:3 Adjuncts of the Mass Media**
 - 3:4 Mass Media Symbiosis**
- 4:0 Conclusion**
- 5:0 Summary**
- 6:0 Tutor- marked Assignments**
- 7:0 References/Further Readings**

1:0 INTRODUCTION

The mass media do not exist or operate in isolation. The modern mass media evolved from the content of the public traditional communication. These traditional media of public communication may be conveniently classified into two groups: the Oral communication or informal transference media and the organized common or formal transference media. This unit will also examine mass media symbiosis and Adjuncts.

2:0 OBJECTIVES

It is expected that by the end of this unit, you should be able to

- Discuss contents of the traditional media of public communication.
- Explain informal transference media
- Describe Adjuncts of the mass media
- Define mass media symbiosis.

3:0 MAIN CONTENT

3:1 INFORMAL TRANSFERENCE MEDIA

The media in this group operate through informal contact between individuals and persons and essentially do not go beyond the circulation or dissemination of rumours and “un official” information.

In this category, the primary example is family – visit. The African social organization characterized by a strong sense of kingship, community and neighbourliness naturally increase the scope of news circulated in this way.

It was common then, as now, to visit relations and friends in their homes, eat from the same pot and exchange the latest information. On the contrary, it was manifested in a much wider sphere, in, for example, the attitude to relatives in other communities and the relatively harmonious relationship between people in one community and those in another.

The extent of those activities and connections give some idea of the scope of news circulation in indigenous society by informal contact. Exchange of information was also promoted by means of the organized and spontaneous gatherings which are fairly frequent in the African society.

Death and burial ceremonies always attracted large congregations which often

included participants from neighbouring or distant places. These ceremonies characterized by weeping and wailing had intervening periods where gossiping, storytelling and general exchange of information took place.

Dissemination of unofficial information also characterized village festivals. Marriage and circumcision feasts, public meetings, and trials, propitiatory assemblies, open quarrels and disputes and several other aggregator events which characterized the African way of life are also avenues for informal information. In this respect, mention must be made of the popular moonlight gatherings which were dominated by folktales. Although anyone could be a folk teller, some were highly proficient in the art. They knew what was interesting to an audience and had an eye for the exciting and the sensational. They could be seen as perhaps the prototypes of the modern news reporter.

Another prototype of the modern reporter was the masquerade. Although it was essentially an impersonation of ancestors, the masquerade in some societies, like the Igbo, emerged in the night to gossip and expose scandals like a modern gossip columnist.

Also, most communities had markets which were not only centres of trade but also principle means or most convenient forum to meet friends and kinsmen exchange news and gossip.

Some markets were also the terminal points of one area with one another and with foreign lands and civilizations.

The caravans which plied these routes helped to distribute information. They gathered and “relayed” news as they passed from place to place, communicating with fellow traders and collecting information on resources and prospects of trade.

3:2 FORMAL TRANSFERENCE MEDIA

This second category is concerned with more systematized dissemination of information not between persons but between the government “and the people”. The tools employed were recognized official and recognizable sounds, signs and symbols.

In the old Oyo empire, for example, State messengers and intelligence officers (Illari) carried information between the capital and the outlying provinces.

But, the most common of these indigenous officials was the towncrier or bell man. Part of his functions include announcing the “promulgation” of laws and regulations, meetings, arrangements for communal work and generally –“official” information in the community. The Towncrier is an indispensable part of village society. He is often seen in the autochthonous (aborigine) parts of urban centers where there is an established indigenous monarchy.

Also, some news dissemination was achieved through the booming of gun, to announce deaths of village personalities and to warn of imminent danger. Most extensively used were the drums. When some of these drums are expertly sounded, they are capable of conveying specific meaning. In other words, they talk. The Igbo, for instance, have the Ekwe or Ikoro which were permanently set in village squares and shrines. Other State drums are Yoruba Obedu, the Isekiri Oji, the Edo Okha, which were used to summon special meetings, proclaim the arrival to and the departure of VIPS from the palaces. They are equally used to announce serious acts of sacrilege and disaster, alert the community against invasion and in war and advertise the presence of warriors.

3:3 ADJUNCTS OF THE MASS MEDIA

The word adjunct originated from a Latin word “adjungere” which means “to join”. Therefore, adjunct simply means “something joined” (Uyo 1987:36). In other words, adjunct means some additions to the main thing being discussed.

Accordingly, adjuncts can equally be called “auxiliaries (DeFleur and Dennis) “indirect media” (Whitney), “paramedia agencies” (Murphy) as recorded by Uyo.

Going by Defleur and Dennis’ views, auxiliaries are “outside organizations from which the mass media get important help”. Basically, these are the windows that link the

media to the outside events. In Whitney's words:

... indirect media are service media. They have no audience of their own in the sense that the mass media do.

The adjuncts of mass media have a symbiotic relationship with each other. This is because the media organization depends on them for additional information on news, entertainment, features, etc. In return, the adjuncts are sustained from the money that they get from the media organizations they service.

There are eight (8) major adjuncts of the mass media and some less obvious ones.

The major Adjuncts of the Mass Media include the following:

1. The news agencies or wire services

These are organizations that gather and process news which they disseminate to their various subscribers which include: the mass media, other news agencies, public institutions and commercial enterprises (Uyo: p 38). There are some privately owned agencies while others are government owned. The news agencies operate locally, nationally, regionally, continentally and internationally. The major international news agencies are:

- i. Agence France Presse (AFP) in Paris, France.
- ii. Associated Press (AP) in New York, USA
- iii. Reuters in London, UK
- iv. The Soviet Telegraph Agency (TASS) in Moscow, USSR
- v. United Press, International (UPI) New York, USA

These first five are usually called the “BIG FIVE”.

Others include:

Hinshua and the New China News Agency (NCNA). There’s also the Non-Aligned News Pool and the Inter-Press Service (IPS). In Africa, we have the Pan-African News Agency (PANA) which has its headquarters in Dakar, Senegal. It was specifically established on the 25th of May, 1983 for the Organization of African Unity (OAU). The essence was to rectify the one-sided flow or reportage of news by the Western World, especially in respect of news coverage about the developing nations which they regard as the Third World Nations

The developing nations (3rd World) in reaction to this circumstance have thus, established national and regional news agencies which will serve some nearby nations. Examples of these agencies include:

- a) Middle East News Agency(MENA)- Regional
- b) News Agency of Nigeria (NAN)- National
- c) The Press Trust of India. Though a national newspaper, it competes with international news agencies.

2) Syndicates

They are better known as Press Syndicates and they are very popular in American.

Their function is to package and supply feature and interpretative materials for the print

media in particular. Similarly, they promote and sell columns, analyses, comic strips, cartoons and other features to individual newspapers, magazines and other media units (Hiebert et al in Uyo 1987:39). Syndicates also supply media organizations with entertainment programmes.

3) Advertising Agencies

These are popularly called ad agencies. Though “advertising” is an aspect of mass communication, however, it is the middleman between them and the media organization. Essentially, ad agencies specialize in promoting products. Accordingly, Gamble defines advertising agency as:

an independent business organization comprised of creative and business people, who develop, prepare and place advertising in advertising media; sellers seeking to find customers for their goods and services

The ad agencies liaise with, and get approval of the advertising departments of the media organizations, so as to place ads in their organizations. In fact, majority of ads placed in the newspapers, magazines, radio and television are placed by the advertising agencies that are in turn paid for these jobs. The money they get is known as **Agency Commission**.

4) Public Relations and Publicity Firms

These firms specifically concern themselves with the “total communication problems” of their clients. Their major function is to counsel their clients on the outcome of their actions and advice them on how to achieve public acceptance. The clients of PR firms include: celebrities, politicians, religious groups, political parties, educational

institutions, the military, business organizations and the government. Most profit and non-profit organizations establish PR/Information departments to handle their image problems as well as creating favorable image for them.

5) Government Information Ministries/Services/Agencies

A majority of governments entrust their PR and publicity into the hands of a special ministry or agency created to take care of governments' image. This varies with countries. In the developing countries, the ministries of information are also responsible for the print and electronic media, especially those owned by the government.

Other adjuncts of mass media include:

- Research and Rating Organization or Services
- Programme and Film Production Companies
- Public Opinion Polling Agencies Organization

All these equally perform the basic functions of adjuncts of mass media. That is, providing additional information for the media organizations to work with.

Self-Assessment Exercise

Briefly discuss what you understand by the adjuncts of mass media?

=====

N/B: **The adjuncts of Mass Media** was prepared by ONWUBERE, Chidinma and included to make the unit adequate and comprehensive.

3:4 MASS MEDIA SYMBIOSIS

This term is borrowed from biology where organisms are found to engage in symbiotic relationships. In biology, symbiosis is seen as the association of two organisms for mutual benefit.

As analogy, in mass media, different media demonstrate what we might call a form of symbiosis. For example, in the television and film, producers work for both media.

Films that originally played in the theatre found their way to television, video cassettes. Film actors and actresses make T.V Shows; most newspaper editions carry magazine inserts. Movie scripts are transformed into novels and vice versa. Some magazines are distributed on video tapes or Newspaper copies etc.

4:0 CONCLUSION

We have taken time to discuss what could be termed as mass media “helpers”. The mass media content, both the formal and informal communication are sustained by human and physical factors. This also reveals that the mass media are made up of systems that enhance information dissemination.

5:0 SUMMARY

In this unit, we have dealt with the traditional media of public communication by looking at the formal transference media the informal transference media, adjuncts of the mass media and media symbiosis.

6:0 TUTOP-MARKED ASSIGNMENTS

- (1) Mention the two types of Traditional media of public communication
- (2) List the components of the informal transference media.

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MODULE 1

UNIT 3: THE FUNCTIONS OF MASS MEDIA

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- 3:0 Main content**
 - 3:1 Functions of the Mass Media**
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1:0 INTRODUCTION

The mass media perform numerous functions in the society. The media scholar, Harold Lasswell, observed that the mass media are an extension of those functions that the society has always needed. Most importantly whether the media are functional or dysfunctional, they operate within the social system, and that is actually why it concerns us.

2:0 OBJECTIVES

It is hoped that by the end of this unit, you should be able to.

- Understand the functions of the mass media
- Discuss mass media systems
- Explain media coverage
- State the dysfunction of the mass media
- Define some terms such as status conferral, socialization, correlation etc.

3:0 MAIN CONTENT

3:1:0 FUNCTIONS OF MASS MEDIA

Lasswell stated that the media perform three major social functions:

- (1) Surveillance of the environment
- (2) Correlation of different elements of society
- (3) Transmission of culture, from one generation to the next.

Eventually, Charles Wright added

- (4) The function of entertainment

3:1:1 SURVEILLANCE OF THE ENVIRONMENT

The media teach us most of what we know about the world through the process of Surveillance. The media expose us also to other societies. The media reveal to us about the stock market, impending danger, business opportunities and risks, travelers guide, weather conditions great discoveries.

Surveillance is not just for the masses, but for the entire nation. For instance, the Government and industry leaders watch CNN and BBC – world or read The Guardian or Time magazine to know what other world leaders are saying and thinking.

Above all, the media also give status to individuals. This is achieved by exposing

the individuals to large audiences for one good reason or the other, to make them appear important and esteemed. This process is known as status conferral.

3:1:2 CORRELATION OF DIFFERENT ELEMENTS OF THE SOCIETY

This is an important function of the mass media. It involves “selection, evaluation and interpretation of events: it helps impose structure on the news and it is accomplished by persuasive communication through editorializing, commentary, advertising and propaganda. It categorizes news and directs on the importance of each news item, by deciding whether the news item should appear on the front page, first headline on the broadcast or whether it should be accompanied by a teaser on the magazine cover promoting the story.

3:1:3 SOCIALIZATION AND TRANSMISSION OF CULTURE

According to Ralph Hansen (2005), socialization is the process of integrating people into the society through the transmission of values, social norms and knowledge to new members of the group takes place. We actually learn the values of our society through the media, friends, clubs, school, church etc.

Accordingly, the mass media provides socialization through the following ways.

- (a) Through role models in entertainment in programming
- (b) Through goals and desires as presented in media citizenship values, portrayed in the news.
- (c) Through advertisements for products that may be useful to us in different stages of our lives.

3:1:4 ENTERTAINMENT

This is communication package, which is intended to amuse, even if it serves other functions. For instance, television drama on HIV/AIDS can be considered entertaining even though it educates people living with HIV/AIDS on how to cope with the challenges of the ailment.

According to Neil Postman (1985), “the primary effect of television is that it changes how people see the world; that is, with television, people start seeing everything as entertainment”.

3:2:0 MASS MEDIA SYSTEMS

The media system that exists in a country is directly related to the political system in that country. The political system determines the exact relationship between the media and the government.

However, the development of a national mass media system is predicated on the protection of national interest, based on national philosophy (social, geographical, cultural, religious, economic and international interests) These are seen in terms of the attitudes of National leadership towards the people (their rights, duties, capabilities and potentialities).

There are basically four orientations which determine how the mass media operate with a system.

3:2:1 THE AUTHORITARIAN ATTITUDE

This is obtainable where the controllers of mass communication lack faith in the ability of the people to govern themselves. The authoritarian dictates the content of mass media for the public. The media are usually state – owned and the state selects, arranges and plays up or down the media content.

This system can be found in former USSR, Cuba, Mexico and some one – party states in Africa.

3:2:2 PATERNALISM OR PATERNALISTIC ATTITUDE

This system has faith in the basic intelligence of the masses and the capability deal with ideals. They maintain a healthy media content. The elites or highly educated, privileged individuals prescribe the standard for taste.

3:2:3 PERMISSIONISM OR PERMISSIVE ATTITUDE

This system stipulates that media organizations must operate according to government registration and regulatory requirements, all in the public interest, convenience and necessity (PICON) media contents are bared on audience research. The result is usually competition and parasitism. However, the negative fall out is excessive materialism and sometimes, outright irresponsibility.

3:2:2 PLURALISM OR PLURALISTIC ATTITUDE

This is combination of what is good of the other three systems discussed above. The developing nations are noted for pluralism. The attitude recognizes more than one ultimate substance or principle – dualism. In other worlds, the attributes of authoritarian, paternalistic and permissive attitudes are combined in pluralism.

3:3 MASS MEDIA COVERAGE

The coverage of mass media depends on the geographical area it covers. Therefore, a medium could be local, national or international coverage.

3:3:1 LOCAL MEDIA

These are those that cover a small portion of the society during operation and circulation. This can also mean that the media only have the interest of the people in a defined local setting. For instance, in Nigeria , local media can be said to include the state media houses Eg BCA, Umuahia, IBC, Owerri, Ambassador Newspapers, statesman, LTV, Lagos, etc.

3:3:2 NATIONAL MEDIA

These are those that have the interest of the entire country at heart. It could be private or public but the coverage entails what the outlook is like. Examples are the National dailies – Vanguard, The Guardian etc, NTA, FRCN etc.

3:3:3 INTERNATIONAL MEDIA

Their interests cut across national boundaries. That is, the media content are meant for audience within and outside a particular country.

Examples of international media include CNN, CFI, BBC, Time Magazine, AIT, NTA International, VON etc.

NOTE: Some media signals overflow to closeby countries. This is not international communication but referred to as **spill over**. E.g. when Benin Republic residents receive signals from NTA Lagos.

3:4 DYSFUNCTIONS OF MASS COMMUNICATION

Mass communication has dysfunction, which are the negative implications or attributes of mass communication effects.

3:4:1 ANXIETY

Mass communication has been accused of causing anxiety that emanates from insufficient reporting, misinformation and outright falsehood. Nigeria newspapers and magazines are known for misspelling, wrong judgment and insufficient coverage. In doing so, they mislead, create unnecessary but avoidable anxiety thereby leaving many questions unanswered.

3:4:2 REVOLUTION OF RISING EXPECTATION

The media sometimes create awareness of availabilities that are not within the

reach of media consumers. Through advertising, the media through glamorization tend to make the audience believe that possession of certain products can lead to certain results that at times are not true - deceptive advertising.

3:4:3 NARCOTISATION

The media have the ability to narcotize people. They draw people to media offerings and then constitute them into a captive audience. People then organize their lives around such programmes. Take for instance “Super Story”, people cancel their engagements or refuse to be engaged for the time of their favourite programs. Like regular drunks, they rush to sustain their habit.

3:4:4 PRIVATIZATION

Excessive media consumers may tend to be alienated from the run of societal life. Media content like in times of war may lead people to withdraw into their shells. They may prefer not to be informed about happening.

4:4:5 HUMAN CONFLICTS

Media content may lead to human and international conflicts. The sharia conflict could attribute to the media because all parties involved would like to be covered, using propaganda, “favourably” in order to achieve their objectives.

CONCLUSION

This unit has revealed that the mass media have become a visible, prominent and pervasive aspect of the society. They inform, educate, entertain, mobilize and motivate the society. The mass media perform their functions according to systems and contexts.

SUMMARY

In this unit, we have discussed the role of the mass media coverage and dysfunctions.

TUTOR – MARKED ASSIGNMENTS

What is mass media surveillance?

- (2) How do media confer status on individuals
- (3) List the functions of the mass media
- (4) Mention four systems under which the mass media operate

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MODULE 2

INTRODUCTION

UNIT 1: Contribution of Henry Townsend

UNIT 2: Other Contributors to Media Evolution in NIGERIA

UNIT 3: Advancement of Nigeria Newspapers: The
Weekly Record

UNIT 1: CONTRIBUTIONS OF HENRY TOWNSEND.

CONTENTS:

- 1:0 Introduction
- 2:0 Objectives
- 3:0 Main Content
 - 3:1 The African Press: Pre-Independence
 - 3:2 The Establishment of Iwe Irohin
 - 3:3 Brief Profile of Henry Townsend
 - 3:4 Contents, Format, Frequency and Readership of Iwe Irohin
 - 3:5 Readership and Price of Iwe Irohin
- 4:0 Conclusion
- 5:0 Summary
- 6:0 Tutor – Marked Assignment
- 7:0 Reference/Further Readings .

1.0 INTRODUCTION

The history of the press in Africa, particularly Nigeria centers on the activities of the colonialists. The British missionaries contributed immensely to the development of

education and press in Nigeria . In Badagry, an Anglican priest, Reverend Henry Townsend worked assiduously to establish a vernacular Newspaper entitled “Iwe Irohin”.

2:0 OBJECTIVES

The student will definitely be acquainted with the following at the end of this unit.

- The birth of the African newspapers in the pre-independence era.
- A brief profile of Reverend Henry Townsend.
- Contents, Formats, frequency and readership of Iwe Irohin .
- Readership and price of Iwe Irohin.

3:0 MAIN CONTENT

3:1 AFRICAN PRESS: PRE-INDEPENDENCE ERA

“The printed word came to Africa with the European”. The Portuguese and the spaniards came first in search of treasure and quickly worked up an appetite for an empire”. Not to be outdone, the Belgians, the Dutch, the English, the French and the Germans moved in to do battle over real estate. After a series of musical chairs, the situation stabilized but only to see the entrenchment of the Dutch in South Africa , the Belgians in Congo , Riwanda and Burundi , the English in Nigeria , the French in Cameroon , Togoland and the Germans in Tangayika (Tanzania).

The occupation eventually led to racial and political conflicts between the indigenous populations and the white intruders. Out of these conflicts was born African Nationalism. Sections organized into resistance movements aimed at raising opposition over unpopular measures.

One of the instruments of African Nationalism was the press. Its birth and growth in different colonies depended on such factors as the fear of the Nationalism spirit, commitment to the nationalism course and the state of the economy. In a number of instances, introducing what turned out to be the foundations of the “nationalist press”

was a European idea but such a beginning served only as a catalyst.

In any case, the African press seemed to have materialized first in the British Colonies of West Africa. The Ghanaians in 1857 had one of their earliest African-owned newspaper in Charles Bannerman's organ "The West African Herald, Nigeria posted its first Newspaper, Iwe Irohin in 1859.

3:2 BRIEF PROFILE OF TOWNSEND

It should be noted that in Nigeria , the first printing press was installed by the Presbyterian mission when they arrived in Calabar in 1946.

Eight years later, the Rev. Henry Townsend fitted up a printing press and inaugurated a printing school in the mission compound at Abeokuta .

Townsend, an Anglican, came from England . He was asked to proceed to Abeokuta by the mission authorities in Calabar to help in ministering the spiritual needs of many sierra leonian immigrants who were emancipated from slave trade. He arrived Badagry and worked with Sierra Leonian immigrants at his headquarters at a place known as English Town . It is said that during the publication of Iwe Irohin , there were at least 300 people in CMS compound who had learnt to read and write and this generated the need for English man to set the Newspaper.

3:3 ESTABLISHMENT OF THE IROHIN

In December, 1859, Townsend established a printing press on which Iwe Irohin, Yoruba Africa's first Vernacular Newspaper was printed.

The full name of Townsend's Newspaper was "Iwe Irohin Fun Awon Ara Egba Ati Yoruba" translated into English language means "Newspaper in Yoruba for the Egba and Yoruba people".

Reverend Townsend is reported to have said at the beginning of the maiden edition of Iwe Irohin that

"my objective is to Beget the habit of seeking information by reading

.....(newspapers).....

I have set on foot a Yoruba newspaper” Also, note that it was on Reverend Townsend’s printing press that the first Bible in Yoruba language was printed in 1862.

Self Assessment Exercise:

What is the full name of Iwe Iroyin and what was the essence for its establishment?

3:4 CONTENTS, FORMAT, AND FREQUENCY OF IWE IROHIN

Right from start, Iwe Irohin was published fortnightly, in Yoruba language and, later, in both Yoruba and English languages.

It had eight pages with another four pages in Yoruba languages and another four complementary pages in English language, translating the Yoruba version of it. In other words, it was first a Vernacular paper and later became a bilingual paper.

In terms of layout, typography and design, each page of Iwe Irohin was divided into two columns and measured approximately 6.5x8 inches deep. It did not carry any pictures. Its basic philosophical foundation among other things was to promote Christian literacy among the Yoruba people of Badagry and the England

Iwe Irohin featured prominently on the vertical make-up. It generally lacked typographical pluralism. Items in each Column were set-to- fit. Iwe Irohin did not carry editorial unit until 1862. similarly, advertisements were not carried by Iwe Irohin until five years after its first appearance.

There was great lack of typographical harmony, contrast balance, but unity in the earlier copies of Iwe Irohin was said to be very credible. It was a political newspaper exercising great restraint from colonial politics. It was a great critic of both the slave trade and the 1800. Iwe Irohin advocated for morality, and continuous humanism.

In January 1866, Iwe Irohin for the first time started publishing two different editions-one in Yoruba language and the other entirely in English language. It continued with the demise of the uprising”.

The “IFOLE Uprising was a civil disruption between the Ibadan and Egba traders. It was alleged by the Egba people that the Europeans were helping the Ibadan people in their bid to by-pass Egba commercial middlemen in trading directly with the Lagos colony. As a result of this allegation, all the Europeans living in Egba land (Abeokuta) were driven away by the Egba people.

At the outset, the news coverage of Irohin was limited in scope. For instance, it carried only religious news items. Later, its news coverage included non-religious items like trade and commerce, information about schedules of arrivals and departure of ships, coverage’s from and to European countries.

3:5 READERSHIP AND PRICE

Iwe Irohin was said to have been hard to read and comprehended during its first few years of existence. In particular, the teenagers of those days “quarreled” with Iwe Irohin’s stringent moralistic philosophies. The price of Iwe Irohin was about 120 cowries equivalent to one penny.

Similarly, in the political spheres which was secondary to Iwe Irohin, the paper achieved a considerable influence. Townsend used it effectively in local politics in Egba land. The paper might have exerted a wide influence but it introduced first generation of educated Africans to the reading culture, which is part and parcel of the enlightened society. The paper also inspired the Africans who later made use of newspapering of the land.

Iwe Irohin was a catalyst to the growth of other papers. The paper helped in revitalizing other printing presses which were existing and helped to increase the number of apprentice-printers.

4:0 CONCLUSIONS

We have established that the first newspaper in Nigeria was published in Yoruba language. Reverend Henry Townsend’s Iwe Irohin opened the publication gates for

aspiring indigenous printers and publishers in Nigeria .

5:0 SUMMARY

In this unit, we have dealt with the profile of Reverend Henry Townsend, the establishment of Iwe Irohin as well as the content, format, readership price and contributions of Iwe Irohin.

6:0 TUTOR-MARKED ASSIGNMENTS

- 1) What are the contributions of Iwe Irohin.?
- 2) What are the contributions of Reverend Henry Townsend to the Nigerian Press?

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MODULE 2

UNIT 2: OTHER CONTRIBUTORS TO MEDIA EVOLUTION IN NIGERIA

- 1:0 Introduction**
- 2:0 Objectives**
- 3:0 Main Content**
 - 3:1 The profile of Robert Campbell**
 - 3:2 The birth of Anglo-African Newspaper**
 - 3:3 Role of Anglo- African in the development of Nigeria press**
 - 3:4 Partnership between Beale Blaize and John Payne Jackson**
 - 3:5 The death of weekly Times.**
 - 4:0 Conclusion**
 - 5:0 Summary**
 - 6:0 Tutor-marked Assignment**
 - 7:0 References/Further readings.**

1:0 INTRODUCTION

The development of the Nigerian press was achieved by missionaries, colonialists and businessmen. Some of them were interested in providing a vehicle for education and literacy. After the publication of Iwe Irohin, Robert Campbell launched the Anglo-African newspaper to continue the media tradition in Nigeria .

2:0 OBJECTIVES

By the end of this unit, you should be able to:

- Write the profile of Campbell and the establishment of Anglo- Africa Newspaper.
- Discuss the role of Anglo-African Newspaper in the development of the Nigeria press.
- Explain the partnership between Beale Blaize and John Payne Jackson and the death of weekly Times news paper.

3:0 MAIN CONTENT

3:1 THE PROFILE OF ROBERT CAMPBELL

Born in Kingston, Jamaica of a mulato mother and a Scottish father, Campbell worked as an apprentice printer for 5 years. In the United States, he was a victim of racial antagonism and discrimination. In 1855, he served as a compositor and two years later, he joined the institute of color youth at Philadelphia, as a scientific teacher. In 1859-60, in response to the philanthropic idealism which fired the imagination of many West Indians and Afro- Americans in their Back- to Africa movement, Cambell joined Dr Martin K. Delany on a tour of Yoruba land with the aim of establishing a Negro colony. A treaty was contracted with the Alake of Abeokuta who subsequently repudiated it before Campbell arrived Lagos in 1862 which he thought would be his new home. Undaunted, he decided to settle in Lagos for the next 22 years. He distinguished himself as a journalist, Intellectual manufacturer, merchant and administrator. Early in his career in Lagos , he established the Lagos Academy where he gave lectures on human physiology. His “literacy achievements” were to earn him the title of “professor”. This background fore shade his editorial policy as stated earlier. Given campbell’s background and outlook, it is not surprising that he decided on a literacy publication as a paying proposition and a 6³/₄ x 8 ½ assortment of stories called from a variety of sources, books, novels, magazines and overseas newspapers.

As a weekly Journal, it sold for three pence and was printed every Saturday evening at Campbell's printing school. From the outset, the venture proved a failure and it would seem that what kept it going was Campbell's determination to reject defeat and perhaps the evidently small proceeds from a few government and other advertisements which were inserted in the Journal. The literacy matter interested only a few subscribers and sales did not exceed about 30-50 copies a week. The paper died at the end of 1865.

According to Omu, Judging from feeling of utter disappointment with which Campbell continually referred to the apathy of the public, it seems obvious that the enterprise was far from self-supporting.

3:2 THE BIRTH OF ANGLO-AFRICAN (1863-1865)

The Anglo-African was the second newspaper in the country, strictly speaking the history of Nigeria's Indigenous press began in 1863 when Robert Campbell founded the Anglo-African which he abandoned two years later. But Judging by dominant principles upon which it was conducted, it cannot be said to have formed part of newspaper movement which began in 1880's by providing cheap and accessible material which would educate, inform and entertain its readers. (This formed the editorial policy of the paper).

The establishment of the Lagos grammar school in 1859 by the CMS mission was indicative of the future educational growth and Campbell's rich experiences as a printer and teacher embarked on experimental literacy Journalism.

3:3 ROLE OF ANGLO-AFRICAN, IN THE DEVELOPMENT OF NIGERIA PRESS.

In a large scale, the Anglo-African helped to produce more printers among whom is Richard Blaize. It set a stage for the growth and development of printing industry,

especially in Lagos.

Most importantly, the newspaper re-inforced growing awareness of the significance of newspaper as an instrument of public enlightenment.

The paper became one of the major signs of growth and consolidation from the 1880's of the Lagos press thereby making Lagos assume the position of the convergent part for Nigerian press. Up till today, most newspapers are still Concentrated in Lagos city and its environs.

THE INSTINCT FOR NATIONALISM IN AFRICA

The real founding of Nigerian press was 15 years late when certain social, political, economic conditions interacted with local and foreign inspirations to create conditions which favoured popular newspaper. The doctrine of democracy which was practised differently by the European exponents, the partition of Africa" which culminated in the loss of respect for African rulers by the missionaries that applauded the partition produced nationalism in the African minds. These developments highlighted the need for an indigenous media for the effective ventilation of social, political and economic grievances and for the inculcation of nationalism sentiment in view of the aforementioned. On November 10, 1880 the Lagos Times/Gold Colony Advertiser was established. The Lagos Times was founded by Richard Blaize. Blaize was a wealthy businessman of Yoruba and Sierra Leonian origin. The paper marked the beginning of indigenous newspaper movement. The name of the newspaper reflected the joint administration of Nigeria and Gold coast.

The editorial policy of the paper was "The press is a safeguard public right". The paper crusaded for the right of the commonly placed people. It lived throughout, defending this motto. The newspaper appeared twice a month and sold for six pence. The paper was a four-page Journal and had three columns to a page.

SELF ASSESSMENT EXERCISE

Briefly discuss the circumstance of the birth “Lagos Times” and how the paper fared?

3:4 PARTNERSHIP BETWEEN BEALE BLAIZE AND JOHN PAYNE JACKSON

The Lagos weekly times which came out on 3rd May, 1890 and sold for three pence was the new version of the defunct Lagos Times and Gold Coast Colony Advertiser revived by John Payne Jackson, a Liberian born businessman, in a special arrangement with Blaize. The agreement between Blaize and Jackson provided that Jackson should revive the Lagos times under the new name, have a free hand in managing sales advertisements and Job-printing business and prepare a statement of account at the end of three months so that Blaize’s share of the revenue fixed at 15 a month could be determined.

The three month period could also serve to reassure Blaize that Jackson was a different man from what he was eight years ago when his poor book-keeping and love of drink in the office of the Lagos Times led to his dismissal. Jackson’s editorship of the Weekly Times was excellent but his financial management showed no signs of improvement. At the end of three months, he could not render any account, not even when he was given two more months.

The relationship became strained and although Jackson eventually managed to submit an account, it failed to reassure that he had not made a mistake in yielding to Jackson’s pressure for a new relationship. On 29th Nov., Blaize discontinued the Weekly Times and arranged to revert to the old name. As from 6th Dec., Jackson at first acquiesced in Blaize’s decision but soon changed his mind and, in hand-bills, began to dispute Blaize’s right to discontinue the Weekly Times. A court threat made Jackson to back down, announcing that he would start his own newspaper the following year.

SELF ASSESSMENT EXERCISE

Discuss the relationship between Blaize and Jackson

4:0 CONCLUSION

It has been established in this unit that Anglo-African newspaper helped to increase the number of trained printers in the country. This implication fostered the growth of the press.

5:0 SUMMARY

This unit has revealed giant strides taken by Beale Blaize to establish the Anglo-African and the Lagos Weekly Times and the role of the papers in addition to the quarrel between Beale Blaize and John Payne Jackson.

6:0 TUTOR-MARKED ASSIGNMENTS

- (1) Who published the Anglo African Newspaper?
- (2) Why did Blaze and Jackson quarrel?
- (3) Who established the Lagos Weekly Times?

7:0 REFERENCES/FURTHER READINGS .

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MODULE 2

UNIT 3: ADVANCEMENT OF EARLY NEWSPAPERS: THE WEEKLY RECORD

- 1:0 Introduction**
- 2:0 Objectives**
- 3:0 Main Content**
- 3:1 Profile on John Payne Jackson**
- 3:2 Formation of the Lagos weekly Record**
- 3:3 Issues that attracted the attention of the Weekly Record.**
- 3:4 Comments on the weekly Record.**
- 4:0 Conclusion**
- 5:0 Summary**
- 6:0 Tutor-marked Assignments**
- 7:0 References/Further Readings.**

1:0 INTRODUCTION

There are important events and personalities that contributed immensely to the development of the Nigerian press. One of the significant contributors was John Payne Jackson. He established the weekly Record after a quarrel with Beale Blaize.

2:0 OBJECTIVES

It is hoped that by the end of this unit, you should be able to:

- Write the profile of John Payne Jackson.
- Understand the formation of Lagos weekly record.
- State categorically the issues that attracted the attention of the weekly Record.

3:0 MAIN CONTENT

3:1 PROFILE ON JACKSON

Born in Gape Palmas (at about 1847) in the small African colony of Maryland , which united with Liberia to the north in the late fifties, he inherited his father's painstaking disposition and incisive intellect. His father who migrated from Maryland USA was known as Thomas Jackson.

At the age four, he lost his father. This tragedy is assumed to have made Payne self-assertive and independent early in life. Payne attended the training Institute on the Cavalla River and showed great capacity in Liberal subjects and printing.

A lover of traveling, his love for travels made him go to Gold Coast and eventually ended up in Lagos in the 1860's. He worked with the merchant L.S Leigh and was posted to the Brass river in the 1870's. He work with his employer and started to trade in palm produce on his own. Payne suffered business setbacks and described the losses he incurred as the cruel greed of European commerce on the lower Niger . He abandoned trade and got employment as a book-keeper with the Lagos Times and Gold Coast colony advertiser in 1887.

3:2 THE FORMATION OF TE LAGOS WEEKLY RECORD

The relationship between Blaize/Jackson, which was to poison the relations of the two families for a long time had a significant effect upon the history of the Record for Jackson appears to have resolved not only to outsell the rival Lagos Times, drive it into a second and final collapse and force his former boss out of the newspaper trade, but

also to father a newspaper organization which would be commercially successful and possibly overshadow Blaize's financial prestige.

It should also be noted that the background of disagreement and dispute would give a new dimension to Jackson's editorial and propagandist competence with popular implications. The above circumstances led to the establishment of the Lagos Weekly Record I 1891.

3:3 ISSUES THAT ATTRACTED THE ATTENTION OF THE WEEKLY RECORD.

The activities of the Lagos Weekly Record cut across all spheres of human endeavor including political, economic and social. Host of the areas of focus can be outlined as follows:

- a) Colonial administration
- b) British attitude to native chiefs in the course of the system of indirect rule.
- c) New system of land tenure
- d) Policy of discrimination against Africans in some areas like politics, education and employment
- e) Type of education and work ethics summation of other issues that attracted comments from the record are as follows:-

□ **Introduction of Water Rate:** During this period the colonial government for undisclosed reasons decided to introduce water rate. The policy did not go down well with the Record which saw it as an imposition. Not only did the paper describe the policy as exploitation it called on lagosians to resist the exploitative device.

□ Use of public money to build churches and mosques for worship to the exclusion of Nigerian was attacked by the Record. The paper was not happy that public money should be used to build places of worship where Africans are banned

from entry.

□ The Record propagated for the amendment of the Nigeria constitution which at the time did not provide for any real legislative authority in the country. The then governor Lord Lugard, appointed few government officials in legislative council without authority. Their only duty then was to meet once a year to listen to the governor's address and give him rousing ovation.

□ The paper bitterly opposed the flogging of Nigerian Chiefs and Emirs publicly. In the opinion of the paper, this is inhuman and an easy means of encoding the loyalty of subjects to natural rules.

Summarily, the Record by all standards was a radical Newspaper and advocated for aggressive nationalism. In the words of Ezra, Jackson"..... was uncompromising by nature and fanatical by conviction"! Jackson died on 1st August 1915 and the editorial chair moved to his son Horatio Jackson who maintained the status quo until the demise of the paper in 1935.

SELF ASSESSMENT EXERCISE

What were the circumstances that led to the establishment of the Weekly Record?

3:4 COMMENTS ON THE WEEKLY RECORD

The quality and characteristics of the paper, The Weekly Record can be deduced from the description given to the paper by eminent mass communication scholars.

□ Dr. Kalu Ezra, a historian of international repute, described the Record as the first militant nationalist paper.

□ 2 B. Laotan, a journalist, said that the Record was so powerful that at one point on account of its uncompromising attitude in the national interest all foreign advertisements were withdrawn. But the paper stood its ground.

□ Robert Julie, another historian, said of the Record editor, " Jackson was a thoughtful student of current affairs and an exhaustive commentator of their

significances for almost a quarter of century. His columns provided influential and instructive help to contemporaries even as they do to modern observers.

□ Nnamdi Azikwe, In his book *Odyssey*, attributed his interest in Journalism partly to the influence of The Weekly Record editorials. This reflected in the way the West African Pilot was edited because the paper was full of Jacksonian phrases and expressions. The Record with the editorial policy “Be just and fear not” strongly believed in propagation of racial consciousness.

4:0 CONCLUSION

Payne Jackson succeeded in Laying a solid foundation for the Nigerian press. He also set the pace for Nigerian Nationalists who eventually used the press as a strong instrument to fight colonialism.

The weekly Record became an organ of reference for budding Journalists.

5:0 SUMMARY

This unit discussed the life and contributions of John Payne Jackson to Nigerian journalism and the establishment of the Weekly Record.

6:0 TUTOR- MARKED ASSIGNMENTS

(1) Briefly discuss the relationship between J.P Jackson and B. Blaize emphasizing the effect on the press?

(2) Write a brief profile of the Jacksons?

7:0 REFERENCES/ FURTHER READINGS

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Publishing co.

MODULE 2

UNIT 4 THE CONCEPT OF PRESS FREEDOM

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Body
 - 3.1 The Meaning of Press Freedom
 - 3.2 History of Press Freedom
 - 3.3 Constitutional Guarantees
 - 3.4 Limits to Freedom of the Press
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor Marked Assignment
- 7.0 References/Further Readings

1.0 INTRODUCTION

As a journalist, you need to know the basis of your freedom. As such, this unit will take a look at the freedom of expression, press freedom as enunciated by international laws and conventions and of course the Nigerian constitution.

2.0 OBJECTIVES

At the end of this unit you should be able to:

- i) Define press freedom;

- ii) Differentiate between the freedom of expression and press freedom; and
- iii) Identify the limitation of your freedom as a journalist working in Nigeria.

3.0 MAIN BODY

3.1 The Meaning of Press Freedom

Liberty or freedom of expression and the meaning:

□ Laying no previous restraint upon publication. Liberty of the press means laying no previous or prior censure upon publication. Every person has the right to lay what sentiments, facts, information or publication he has before the public. To forbid this right is to destroy freedom of expression and the press; but,

□ Where a person publishes what is unlawful, criminal, defamatory or mischievous, he must face the consequences of his publication.

“Liberty of the press consists in laying no previous restraint upon publication and not in freedom from censorship for criminal matters published. Every man has the undoubted right to lay what sentiment he pleases before the public... to forbid that is to destroy the freedom of the press- but if he publishes what is illegal or mischievous he must face the consequences of his own temerity” (Osinbajo and Fogam, 199.1 In a nutshell, the liberty of the press is a right with responsibility. The freedom of expression which Ray Ekpu (1998) regarded as the grandmother of all freedoms has been given an important place in virtually all international and national charters of human rights. For instance,

Article 19 of the Universal Declaration of Human Right States that: Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media regardless of frontier. Article 19 (1) of the international Convention on Civil and Political Right says that “Everyone shall have the Right to hold opinion without interference.” The African charter on Human and Peoples’ Right Article 9 says “Every individual shall have the right to express and disseminate his opinions within the law. In most countries of the world including Nigeria, freedom of expression has always been given a significant place.

3.2 Press Freedom Or Freedom Of The Press

History

The revolution caused by the invention of printing brought about literacy, development of modern European languages and of course, the establishment of newspapers. This eventually led to the symbolic relationship between the government and the media, a relationship which still exists till date. By this relationship, the government tried to maintain power and control press over the dissemination of information about government activities. The public (through the media newspapers) wanted to know what the governments were doing. Hence, the conflict between these two forces which

still continues up till date.

Throughout the history of mankind, people have really fought for the freedom of speech. Laws have been passed and wars fought over people's rights to express ideas publicly. According to history, the great philosopher, Socrates, is said to be the first known person to fight for freedom of speech. When he was accused of corrupting the morals of the youths of Athens through his teachings, **Socrates** confessed that he is ready to die many times if that is the sacrifice he has to make in the course of speaking his mind in his search for wisdom. This, clearly, means fighting for the freedom of speech and expression.

Definition of Press Freedom

Press freedom is actually an extension of the freedom of expression. The concept of freedom of press has been something on the lips of many people right from the olden days. For instance, in Nigeria, if we look back at the earliest newspapers such as Rev. Henry Townsend's Iwe Irohin published in 1859 and the other newspapers that followed it, we will observe the struggle for press freedom. It is unfortunate and regrettable that up till date, that freedom of the press has still not been protected, despite the fact that pressmen themselves have often been part of the government in many cases. Prominent Nigerians such as late Dr. Nnamdi Azikwe, Ernest Ikoli, Chief Anthony Enahoro, Alhaji Babatunde Jones, late Dele Giwa, Nosa Igiebor etc. have fought for freedom of the press, yet they have not been able to guarantee it. Robert L. Stevenson in J.C Merrill (1995:63) rightly observed that:

Everyone is in favour of freedom of the press.

The problem is lack of agreement on what it is

and who has it.....

This simply means that press freedom is still a rare commodity in the world. Merrill (1995:69) This is the reason why Nigerian journalists, like their other counterparts in some parts of the world, are still agitating for press freedom today. The definition of press freedom is relative, though. However, it can generally be said that: **Press Freedom is: The freedom a journalist has to perform his duties without interference of any kind, while still maintaining ethical standards”.**

Contemporary Freedom

With the collapse of communism in the Soviet Union and Eastern Europe, independent journalism began to thrive and find foot in Africa since the 1990s. The fact could be justified from announcement of PANA (Pan Africa News Agency) towards a change to independent reporting. Hence, many African countries, media organizations which, hitherto, had very little powers began to challenge government authority.

Unfortunately, the wave of democracy sweeping through the developing countries is still lacking in some of these countries. The effect is that a lot of Africa countries still have a very long way to go. It is, however, hoped that the countries involved will learn from one another, while still, collectively, forging ahead towards the common goal of achieving press freedom.

Current Trends

In 1991, a study done on ‘‘human rights’’ in 104 (a hundred and four) countries showed that there is an improvement in ‘‘human rights’’ conditions. The work noted that there has been an unparalleled improvement in this direction for five years ranging from 1986-1991

A similar progress was also reported by Freedom House. By the Freedom House categorization of Press Freedom in 1993, it was observed that only 25% of the world’s population operated a free press’’, 44% ‘‘partly free press’’, while 31% were not free’’. Another analysis of the Freedom House looked at a number of countries rather than the percentages that fell under these different categories. It also observed that 67 Countries were regarded as having a ‘‘free press’’, 60 ‘‘partly free’’ and 50, ‘‘not free’’. It also observed that the number of Countries improving in press freedom out numbered those with declining freedom.

Prospects

All over the world, press freedom is under one kind of threat or the other. Since democracy initiates a constant battle between different forces in the society, most people are seen demanding freedom for themselves. Unfortunately. These people do not carry long this enthusiasm for demanding freedom when they are in power. This is often because at this stage, they now face challenges from both political and journalistic oppositions. These struggles are important because they define the scope of press freedom in the different countries which the rest of the whole may aspire to attain.

These were the views of Stevenson which he considers to be responsible for the challenges facing press freedom. The scope of press freedom, however, depends on the individual countries of the world and the extent of the relationship of the media and the government in each country. Also it borders on what provisions each Country's constitution makes for the freedom of speech/expression generally and for the freedom of the press in particular. For according to Udokah, freedom of the press is not an idea that can be conceptualized in a vacuum. It is rather a factor of other circumstances. To him, freedom of the press is not just the right of the journalist to publish news and comments without interference. In the views of Udoakah(1994) in J.C Merrill (1995:223), it also includes:

The right of the people to express themselves in the media of public communication without being curtailed by those who wield political, religious, economic and other powers. It means the availability of the press to people. The people should be given free and unimpeded access to news and information....

According to him, freedom of the press is therefore, the relative absence of governmental, economic and other controls in the operation of the press. Given this scenario, it is obvious that the future for press freedom is still bleak because most African governments are not really willing to fully succumb to the demands of absolute press freedom.

Coverage Of Africa By The Western Media

As earlier mentioned, the coverage of Africa by the western world is not only shabby, but also predominantly negative. This can be vividly ascertained by the findings of Gary T. Hunt (1996:189) who examined (investigated) “the image” of Africa as reflected by the elite American press. His findings are in line with the observations of Hatchten and Beil (1985) and Martin (1992) who posited that Africa is “**one of the most underreported regions in the world**, even though Africa is the second largest continent of the world.”^(Hachten & Beil1985:626-630) Some of the findings of G.T Hunt in his study are:

- i) The Association Press (AP’S) coverage of Africa reflect crises and conflicts from troubled spots.
- ii) The developing countries have often been scantily reported by the western media
- iii) The interests of the American media audience dictate the coverage in the media.

The perception of American editors appears to be that their audience have limited or virtually no interest in Third World events and news, hence, their scanty coverage of these areas. Unfortunately this is the opposite of what happens in the third world countries, who rather, have American news consistently featuring in their media. There is, therefore, a lack of reciprocity. When foreign news does appear in the American media, it tends to focus on Western Europe, South Asia, the Far East, and the Middle East. (G.T Hunt, in Merrill:1995:192) These are the areas which they have business relationships with, apart from regional proximity with them. These factors determine their coverage of foreign news. Although journalists, in the western world are encouraged to write chaotic stories about Africa, the Western audience do not care

about these stories on disaster and coups.(Fitzgerald, 1989 in Merrill 1995:247) This is because many media organizations in the Western world have ‘decided that Africa is no longer politically fashionable or newsworthy. (Fitzgerald, 1987: 24)

- iv) American news have the tendency to produce odd and strange news about Africa.
- v) The coverage of Africa by the Western media lacks in-depth analysis and highly researched background material. Suffice it, however, to say that some reasons were also recognized by Hunt for this biased coverage of third World countries.

Reasons For Biased Coverage of Africa

- i) Complexity and unnecessary bureaucracy in gaining entry into Third World Countries. Difficult travel conditions and cost of reporting on such a large continent as Africa.
- ii) The size of Africa and the distance between countries of interest that the western media may want to cover or report.
- iii) The focus on western media audience interest, which is the prime concern of western editors.

The findings of G.T Hunt actually reflects the need for the western media and particularly the American news media to have a serious rethink, and take a look at the way it covers Africa. On the other hand, African countries must work with American reporters to make it easier for them to cover the continent; for both objective news coverage is possible only when “both the source and the reporter fully understand each other’s role. (G.T Hunt, in Merrill:1995:208)Therefore, both the American media and the African countries have a big role to play in rectifying these discrepancies in the

western media coverage of Africa.

3.2 Constitutional Guarantees

The first amendment to the American constitution says, “ Congress shall make no law to abrogate the freedom of the press”. In Nigeria, the concept of the liberty of the press is embodied in section 39 (1) of the 1999 constitution which says “Every person shall be entitled to freedom of expression, including freedom to hold opinion and to receive and impart ideas and information”. Osinbajo & Fogam (1991) mentioned some justification for a free press as follows:

- First, that the institution of a free press- i.e., a press that is independent, and free of censorship is an essential element of every free state and modern democracy.
- Second, it is held that it is the function and indeed, the duty of the press to keep the citizens of a country informed of the different opinions which are being expressed, so that the citizens can make the political decision which a democracy demands of them.
- Also, it has been held that the security of constitutional government lies in effecting peaceful change based on the worthiness and appeal of opposing programmes and ideas presented to the public by the competitor for political power. Besides, it is widely considered that freedom of the press is essential to the individual’s own development and realization.

It must however be pointed out that the freedom of expression clause as stated in the Nigerian constitution does not specifically mention media practitioners. Rather, it says “every person”, which presupposes that every member of the society has a right to write and to print as they will and gather news for any publication without interference.

Self Assessment Exercise 1.1

1. What do you understand by freedom of expression?
2. Is freedom of expression synonymous with the freedom of the press?

3.3 Limits to Freedom of the Press

There is no absolute freedom anywhere, even in the freest societies of the world. For the freedom or right of one person or the press to publish should not destroy the right of another man or the right of society to exist and be safe from the effect of wrongful, harmful, defamatory or mischievous publications. Therefore, the press has freedom and equal responsibility that goes with that freedom. It has a right and a duty. For every right or freedom that is claimed or enjoyed there is a corresponding duty.

In the words of **Denning L. J:**

To our way of thinking, it is elementary that each man should be able to inquire and seek after truth until he has found it. Every one in the land should be free to think his own thoughts, to have his own opinion and give voice to them, in public or in private, so long as he does not speak ill of his neighbour, and free also to criticize the Government or any party or group of people, so long as he does not incite anyone to violence. In

short, while the press wants absolute and unhindered freedom, the freedom has to be limited in the overall interest of everyone in society including the press by:

- **The Constitution**
- **The Legislature**
- **The Courts; and**
- **The Government**

While guaranteeing freedom of expression and the press, the constitution is also quick to impose limitations. For example: The 1999 constitution makes freedom of expression subject to any law that is reasonably justifiable in a democratic society.

Section 39 (3). Says:

Nothing in this section shall invalidate any law that is reasonably justifiable in a democratic society.

- a. For the purpose of preventing the disclosure of information received in confidence, maintaining the authority and independence of courts or regulating telephony, wireless broadcasting, television or the exhibition of cinematographic films; or
- b. Imposing restrictions upon persons holding office under the

Government of the Federal or of a state, members of the Nigerian Police Force or other government security services established by law.

Section 45(1) provides:

“Nothing in Section 37, 38, 40 and 41 of this Constitution shall invalidate any law that is reasonably justifiable in a democratic society.

- a) In the interest of defense, Public safety, public order, public morality; public health; or
- b) For the purpose of protection of the rights and freedom of other persons.

In pursuance of this constitutional provision, for the protection of the public and private individuals legislatures in Nigeria are therefore free and have been able to pass laws in the following areas:

- a) Contempt of court and contempt of parliament
- b) Disclosure or publication of official secrets including defence and security information
- c) Publication of obscene and harmful literature and materials
- d) Sedition and seditious publication
- e) Defamation; and
- f) Regulation of telephony, wireless broadcasting, television or the exhibition of cinematography films.

4.0 CONCLUSION

The freedom of expression and freedom of the press given by the constitution are not without limits or warnings. It is important for every media practitioner to know that there is a limit to his or her freedom of expression so as not to run foul of the law.

5.0 SUMMARY

The freedom of expression and freedom of the press are so important that virtually all-international and national charters of human rights recognize them. Besides, most countries of the world including Nigeria have enshrined them in their constitutions. However, it must be noted that the freedom is not limited to journalists alone, also the freedom is

not without restriction from the constitution, from government, courts and legislations.

6.0 TUTOR MARKED ASSIGNMENT (TMA)

Name and explain the various ways of curtailing the freedom of the press.

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MODULE 3

UNIT 1: THE BIRTH OF NIGERIAN NEWSPAPERS: THE WEST AFRICAN PILOT

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main content
 - 3.1 Establishment of the West African pilot (1973)
 - 3.2 Editorial policy of the pilot
 - 3.3 pilot and its contributions
 - 3.4 pilot: awakening political consciousness
 - 3.5 pilot: features of general interest
 - 3.6 Obafemi Awolowo and the Tribune
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-marked assignments
- 7.0 References/further readings

1.0 Introduction

One of the products of western education was Nnamdi Azikiwe. He returned from overseas and determined to fight Nationalism through the muzzle of journalism. The West African Pilot was the medium he used to register his misgivings against colonialism as well as rediscover the lost consciousness of the African personality in the grip of colonial powers.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- Disclose the establishment of the west African Pilot.
- Discuss the editorial policy of the pilot.
- Pinpoint the contributions of the Pilot
- State the political awakening of the Pilot
- X ray the general features of the Pilot

3.0 MAIN CONTENTS

3.1 ESTABLISHMENT OF THE WEST AFRICAN PILOT. (1937)

According to Fred Omu, “in November, 1937 Nnamdi Azikwe started the West African pilot which immediately became the major forum of the increased nationalist consciousness which had been awaiting a potent outlet and stimulus.

The Weekly Record had died in 1930, the Daily News had ceased to attract serious attention by 1934 and the mid-thirties therefore, no newspaper existed to crystallize and canalize the-growing nationalist influences of the late inter-war- years.

The West African Pilot stepped into the void and with Azikwe’s admission to membership of the Nigerian Youth movement and his election to the Central Executive Committee of the movement, a new era of politics and nationalism was born. Azikwe as an admirer of Thomas H. Jackson brought into Nigeria a new idealism, of nationalism as well as new techniques of political and Journalistic propaganda learned during his training and experience in the United States. His Initial platform was the African Morning Post which he edited in Accra for two and half years until he resigned on 1st April, 1937, a week after the West African Court of Appeal allowed his appeal against

the Judgment of the Supreme Court which the previous year had convicted him for sedition.

His influence developed in Lagos with the incorporation of the Zik press limited in 5th August and the launching of the Pilot on 12 November. The opening address entitled “The curtain Rises” described the editorship as sentinels of popular liberty and guardians of Civilization whose supreme task was to make assertions in unequivocal terms.

3.2 EDITORIAL POLICY OF THE PILOTS

According to Azikwe in my odyssey “I had christened the new daily paper West African pilot, and chose Dante Alighieri’s immortal lines as it’s motto :show the light and the people will find the way”. The duty of a pilot was to guide the ship entrusted to his care and I thought that, at the stage in the development of my country, it was not the duty of any patriot to pontificate. It was incumbent on me to turn the searchlight of publicity, in the form of narration or exposition or; description or argumentation, on the courses of action affecting my country directly or indirectly, leading people to decide for themselves what attitude to adopt and what action to take, under such guidance.

3.3 PILOT AND ITS CONTRIBUTIONS

The West African pilot made immense contributions to the growth and development of Nigerian press.

The contribution cut across various areas of life, chief among which are outlined and discussed below.

1. **Business Orientations:** With the appearance of Zik and the emergence of Pilot in the newspaper scene, newspaper publishing quickly turned out to be a business venture with pilot outlook. Unlike it’s predecessors, the Pilot and it’s group made newspaper publication as a purely profit-oriented business. Zik and his paper achieved this singular feat by appointing agencies all over the place with a view to ensuring wide circulation.

He also popularized newspaper reading by adding local news menu to attract more readerships.

2. The Advent of Newspaper chains: At the time Zik launched himself into the newspaper venture, there was no trace of chain in existence, Zik's arrival in Journalism scene brought a new dimension into the profession as he introduced newspaper Chains in Nigeria. Zik's group of Newspapers Nigerian Limited had the Pilot as the flag bearer, the Eastern Nigerian Guardian (1940) published in Port Harcourt, Nigeria Spokesman (1943) published in Onitsha, Southern Nigeria Defender (1943) first launched in warri and later transferred to Ibadan; The Daily Comet (1949); The Northern Advocate published in Jos and the Sentinel published in Enugu.

SELF ASSESSMENT EXERCISE

What do you consider the major contribution of the West African Pilot to the Nigerian Press?

3.4 PILOT: AWAKENING POLITICAL CONCIOUSNESS:

Supported by Zik's Group, Zik embarked on publishing and employing the newspaper Chain at his disposal to propagate his political ideals and beliefs. Though the papers are independent administratively, they often closed ranks on controversial issues and took the same stand with the Pilot. In this way, the Zik's family had their influence felt nationwide.

Use of wire service: Another Important feature of the West African Pilot was that it made use of foreign press association starting from 1945. It consequently became the first post war newspaper to make use of the wire services provided by Reuters. This important foresight has turned out to be a common feature with the present day newspaper houses that rely heavily on international wire-service for their foreign news. Note that Zik was a one time Reuter's correspondent for West Africa.

SELF ASSESSMENT EXERCISE

What do you understand by “The Chain of Newspapers”?

3:5 FEATURES OF GENERAL INTERESTS

- The Pilot became the first newspaper in Nigeria to introduce Columns of general interest such as women’s column; book review etc. zik used these columns for escape. They were also meant to lighten the heavy burden imposed on people by politics of the day.
- Introduction of Banner Headlines: the paper adopted use of banner headlines across the entire pages especially the lead story at the front and “back pages. It also introduced headlines with a verb, eg. Zik goes to court. There were other innovations like proper newspaper planning, pictorial or photo- Journalism and other forms of illustrations that metamorphosed into today’s precision Journalism.
- Purely Indigenous newspapers: Pilot is the first newspaper in the country to be run entirely by Nigerians Contrary to its predecessors which were run wholly or partially by foreigners. Pilot and its founder are by all standards devoid of any foreign interest and influence.

4:0 CONCLUSION

The West African Pilot inculcated in the people the virtues of reading and seeking knowledge through the addition of local, news columns. The objective of the publisher was achieved through wider circulation strategies. This may explain why the paper though it has long disappeared from news stand has remained indelible in the minds of those who read it.

SUMMARY

From the foregoing, we have been able to trace the history of the West African Pilot, its editorial policy, contributions, general features and enhancement of political

awareness in the country.

TUTOR- MARKED ASSIGNMENTS

What is the relevance of “My Odyssey” to the West African Pilot?

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MODULE 3

UNIT TWO: AWOLOWO AND THE TRIBUNE

1:0	Introduction
2:0	Objectives
3:0	Main Content
3:1	The life of Obafemi Awolowo
3:2	Awolowo and the media
3:3	Awolowo and the Tribune
3:4	The role of the Nigerian Tribune
4:4	Conclusion
5:0	Summary
6:0	Tutor-marked

1.0 INTRODUCTION

Nigeria Independence was made possible by nationalism. One of the men who fought seriously for the liberation of Nigeria from colonial influence and domination was Obafemi Awolowo. Though a lawyer politician, he made extensive use of the media to reposition the Western Nigeria .

2:0 OBJECTIVES.

At the end of this unit, you should be able to:

- Trace the history of the life of Obafemi Awolowo
- Discuss the contributions of Awolowo to the growth of the

Nigerian media

- Discuss how Awolowo established the Tribune Newspaper.

3.0 MAIN CONTENT

3:1 THE LIFE OF OBAFEMI AWOLOWO.

Chief Obafemi Awolowo was born in 1909 at Ikenne, Ogun State . He founded a political organization called OMO Oduduwa, which later metamorphosed into a political party. Though a lawyer by profession, he became the First premier of Western Nigeria in 1954 and, later, leader of opposition in the federal parliament. Chief Awolowo was the proprietor of the Nigerian Tribune, a Newspaper which became an important media organ of his political party.

Awolowo made his mark as a nationalist and politician, and also fought with other Nationalists to send the white man packing from the shores of Nigeria.

3:2 AWOLOWO AND THE MEDIA

Awolowo's greatest contribution to Nigeria media history was in 1959 when he established the Western Nigerian Broadcasting Service (WNBS) in Ibadan. The WNBS provided radio and television broadcasting services. Chief Awolowo launched the first television station in Nigeria and indeed, the African continent, the Western Nigerian Television (WNTV) at Ibadan.

The station with the call signal, "WNTV, first in Africa" laid the pioneering foundation of television broadcasting in Nigeria. The WNTV, Ibadan, (new NTA, Ibadan) was commissioned by Chief Awolowo himself on 31 October, 1959. Awolowo who also featured prominently in the second Republic as leader of the Unity party of Nigeria died in 1987.

SELF ASSESSMENT EXERCISE

Outline the contributions of Awolowo to the Nigerian press?

3.3 AWOLOWO AND THE NIGERIAN TRIBUNE

This is a newspaper that belonged to the Action Group party of Chief Obafemi Awolowo. He was also the proprietor of the newspaper. He launched the newspaper on November 1949, through its publisher, the African press Limited. The vernacular associate of the paper, Irohin Yoruba had been earlier set up in 1945 through the efforts of Awolowo's deputy in the Action Group party founded in 1951.

3:4 THE ROLE OF THE NIGERIAN TRIBUNE

The Nigerian Tribune aimed at adopting the stance of Dr Nnamdi Azikiwe's West African Pilot which served the NNDP, NYM and Zik's NCNC. In 1962, the crisis in the Action Group party resulted in the party's fractionalization into two. Akintola, then premier of Western Nigeria whose faction was in power set up a pro-government newspaper, Daily sketch in 1964.

The Nigerian Tribune saw itself as rival to Dr. Azikiwe's West African Pilot and its chain of newspapers, thereby polarizing the rivalry between the two Journalist leaders. The Tribune, as it is now called, is still a strong Ibadan-based national daily.

SELF ASSESSMENT EXERCISE

Discuss the relationship between Nigerian Tribune and Daily Sketch?

4.0 CONCLUSION

The contributions of Obafemi Awolowo to the media history cannot be easily swept under the carpet. The solid foundation he laid for the Western Nigerian Television reflects in the Nigeria . This may also explain why the Tribune still hits the

newspaper stand today.

5.0 SUMMARY

This unit has revealed to the student the life and times of Chief Obafemi Awolowo, his contributions to the media industry in Nigeria , his establishment of Western Nigerian Television, the Nigerian Tribune and the role of the tribune to the political enhancement of the country.

6.0 TUTOR-MARKED ASSIGNMENTS

Discuss the contributions of Obafemi Awolowo to the Broadcast media in Nigeria?

7.0 REFERENCES OR FURTHER READINGS

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MODULE 3

UNIT 3: THE DAILY TIMES

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Contents
 - 3.1 The Birth of the Daily Times
 - 3.2 Government Ownership
 - 3.3 X-ray of major highlights of Daily Times
 - 3.4 Chain ownership of the paper
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-marked Assignments
- 7.0 Reference/Further Readings .

INTRODUCTION

Most of the newspapers available during the colonial era were not published daily. There was a need to publish a newspaper that would inform the people of the daily events happening in the colonial era. The Daily Times was the answer to that challenge.

OBJECTIVES

At the end of this unit, the student will be able to

- Trace the birth of The Daily Times

- Define Government ownership of the paper
- X-ray major highlights of the paper
- State clearly the subsidiary publications of the paper.

3.0 MAIN CONTENT

3:1 THE BIRTH OF THE DAILY TIMES.

The greater popularization of the newspaper as a result of the political ferment of the early twenties and the significant expansion in advertisement patronage stimulated by post-war economy (that is after 1918) increased the attraction of the daily newspaper as a sound, commercial proposition. Some enthusiasm for daily newspapers was also provoked by Governor Clifford's lament of the absence of such publications, in the country in his famous address to the Nigerian council in 1920. The absence of a daily press prevented the wide dissemination of news throughout the country which is customary in the West Indies, and which for example, is affected in Ceylon by the publication in Colombo of two morning and two evening newspapers on every week day.

This statement contributed to public appetite for daily newspapers. The above scenario gave rise to the launching of the Nigerian Daily Times on 1st June, 1926, established as a company on June 6, 1925. The first 2,000 copies of Nigerian Daily Times, as it was then called- hit the streets of Lagos a year later. First edited by Ernest Ikoli, the paper's editorial policy was liberal, espousing in part, "hearty support for Nigerian progress and advancement" and "a strong sense of sane nationalism".

The paper was the brain child of four gentlemen:-

- V. Ronald Osborne, Adeyemo Alakija, Leonard Archer and Richard Barrow. It's incorporated company was the Nigerian printing and publishing company (NPPC)

A copy of the paper sold for a penny.

SELF ASSESSMENT EXERCISE

In what ways do the early newspapers differ from the Daily Times?

3:2 GOVERNMENT OWNERSHIP

In 1975, the Federal government acquired forcefully 60 percent shares of the DTN from their original 17,000 owners. The acquisition of the DTN was done through the National Insurance Corporation of Nigeria, NICON.

This change of ownership was the third time ownership of the organization would be changing hands. The first times was in the 1930's when H.B. Paul, a Liverpool publisher, bought its controlling shares, Paul later sold it to Guy Bartholomew, Publisher of the Daily Mirror, 20 December, 1947- this was when the name, The Nigerian Daily times was dropped to Daily times.

3.3 X-RAY OF MAJOR HIGHLIGHTS OF DAILY TIMES

The Daily times assembled and worked the first privately Owned rotary printing machine in Nigeria.

- It became the first non-government owned newspaper in the country, to set up its photo-engraving type setting and type-casting plant.
- It employed skilled foreign Journalists who brought professionalism into the paper. It also filled greater portion of the paper with materials from paid writers as well as views from its readers.
- If pursued a deliberate policy of Africanisation by training Journalists, printers and machine operators whose skills enriched Nigerian Journalism.

3:4 COMMENTS ON THE DAILY TIMES.

We noted that Daily Times was involved in chain ownership. They are Sunday Times, spear (magazine) Home studies, Evening Times, Women's World, Business

Times, Headlines, Times International and the Lagos Weekend. Note, due to factors we may not discuss here, some of these publications are out of circulation now.

4:0 CONCLUSION

The Daily Times was a child of necessity. Though there was a great need to publish a newspaper that reflected the daily happenings in Nigeria, the birth of the Daily Times revealed the possibility of actualizing a bunch of advertisements in one medium. This also contributed to its instant success.

5.0 SUMMARY

We have taken note of the factors that led to the birth of the Daily Times the nature of Government ownership of the medium, the highlights of the paper and the chain ownership of the paper.

6:0 TUTOR-MARKED ASSIGNMENTS

- (1) What factors actually contributed to the birth of The Daily Times
- (2) Mention the highlights of the Daily Times
- (3) Why did the federal Government take over the Daily Times.
- (4) Mention some of the other publications of the Daily Times/

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MODULE 3

UNIT 4: EXPANSION OF NEWSPAPERS IN THE EAST AND NORTH

- 1:0 Introduction
- 2:0 Objectives
- 3:0 Main content
 - 3:1 Gaskiya Tafi Kwabo and Citizen
 - 3:2 The Comet Newspaper (1933)
 - 3:3 The Messenger (1921-1926)
 - 3:4 The Daily Service (1933-1936)
 - 3:5 The Dawn
 - 3:6 Other Publications
- 4:0 Conclusion
- 5:0 Summary
- 6:0 Tutor-marked Assignments
- 7:0 References/Further Readings

1:0 INTRODUCTION

Historical records show that indigenous Newspapers started from this West, particularly Badagry, the headquarters of Iwe Irohin. Gradually, the nationalist consciousness spread to the East and North with the publication of many newspapers by Easterners and northerners. Some of these newspapers contributed immensely to the actualization of Nigeria as a nation.

2:0 OBJECTIVES

At the end of this unit, we hope to present the publication of some newspapers in

the East and North such as, Gaskiya Tafi Kwabo, the messenger, the cometh, the Daily service, the Dawn, and other publications which laid the foundation for the media in Nigeria

3:0 MAIN CONTENT

3:1 GASKIYA TAFI KWABO AND CITIZEN

These two newspapers belonged to the Northern Nigerian based Northern Peoples' Congress (NPC). They also emerged as rivals to the party newspapers established by the NCNC and Action Group.

Gaskiya Tafi kwabo and Hausa language newspaper was founded on 1st January, 1939 by the Gaskiya corporation which later added to its stable, the Citizen, another weekly that (later) metamorphosed into the New Nigerian on 1st January, 1996. The New Nigerian was taken over by the Federal Government alongside the Daily Times in 1975.

The Northern Nigerian government controlled by the NPC had them as it's mouthpiece in the struggle for the control of the machinery of the Federal Nigerian Government still under colonial rule. Gaskiya Tafi Kwabo means "Truth is worthier than money".

While the NCNC used the West African pilot and it's group to fight the battle for political supremacy over it's counterparts, the Action Group used the Nigerian Tribune and the resurrected Daily Service to fight its course. The NPC was banking on the citizen and Gaskiya Tafi Kwabo for national leadership among it's rivals. More will be discussed on this topic on the chapter on issues and personalities.

SELF ASSESSMENT EXERCISE

Justify the name "Gaskiya Tafi Kwabo"

3:2 THE COMET NEWSPAPER (1933-1945)

The Comet newspaper was set up in 1933 by Duse Mohammed Ali, an Egyptian who lived in Northern Nigeria. This Egyptian Moslem proprietor had earlier founded the newspaper in London but decided to transfer it to Nigeria in 1933. The Comet's objective was the advancement and promotion of the level of nationalism in Africa through its news reports and editorials. To achieve this objective, the newspaper set out to become militant and nationalistic indeed. It supported and promoted the cause of Nigerian workers as was evidenced by its role in the 1945 worker's strike which led to its ban and proscription by the colonial authorities.

3:3 THE MESSENGER (1921-1926)

This newspaper established and edited by Ernest Sisei Ikoli began publication on 10th March 1921 in Lagos. It was a weekly newspaper sold for three pence and published by the Nigerian printing and publishing company (NPPC) owned by Ikoli.

The edited office of the newspaper was at 24 Odunlami street, Lagos while it was printed at the Awobola press, pearse square, Olowogbowo, Lagos . It published for some period, and was briefly interrupted till 1926 when it suspended publication and transformed into the Nigeria Daily Times when Ikoli was unable to fund the Newspaper alone. It was sold to officials of the Lagos chamber of commerce who renamed it The Nigerian Daily Times.

3:4 THE DAILY SERVICE (1933-1936)

The Daily Service was published in 1933 by Ernest Ikoli who had earlier founded The African Messenger and edited The Nigerian Daily Times. The Daily Service later became the official organization known as the Nigeria Youth Movement (NYM). The newspaper was published under the proprietorship of a lawyer, Mr. Olatunji Caxton-Martins.

3:5 DAWN

The Dawn Newspaper was edited by Mr. C. Williams, a Sierra Leonean who also was the publisher. He was a stenographer and printer who started publication in Aba with a handful of staff as he had not enough money to hire enough workers. As he was almost doing everything by himself, he was given the name “The Jack of all trade of Nigerian Journalism. Despite the lack of enough financial resources and staff to run the newspaper, it was able to remain in the newsstands steadily with a circulation of 2000 copies weekly.

The Dawn newspaper was able to stamp it’s name as an eastern based newspaper, making it’s publisher one of the foremost pioneers of Journalism in The Eastern part of Nigeria. It ceased publication in the year 1940.

3:6 OTHER PUBLICATIONS

There were also the West African Advertiser (1935) published jointly by J.T. John, a surveyor M.O. Hiege, a business man. The Eastern Nigerian Mail (1933) The Calabar Observer (1902) and several religious Journals founded in the early part of the 20th century.

They include: The Leisure Hours published by CMS Bookshop in Lagos (1917), The Nigerian Methodist (1925), The African Christian (1931), The African Church Chronicle, 1934 and the Catholic Life published in Calabar in (1936 to 1970s).

4:0 CONCLUSION

The Colonial era was indeed characterized by the preponderance of newspapers. The interesting thing is that most of these newspapers were published by Non-Nigerians. It is believed that all these publications in one way or the other contributed to the success of the nationalist movement in Nigeria.

5:0 SUMMARY

This unit has been able to disclose to the student the establishment of some Newspapers in Nigeria such as Gaskiya Tafi Kwabo, the citizen, the comet, the Messenger, The Daily service, The Dawn and other publications.

6:0 TUTOR- MARKED ASSIGNMENT

Trace the chronology of the spread of newspapers to the Eastern part of Nigeria during the colonial era?

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MODULE 4

INTRODUCTION

- UNIT 1: The Post Independence Media in Nigeria
- UNIT 2: Evolution of Radio/TV Broadcasting in Nigeria
- UNIT 3: News Agency of Nigeria.
- UNIT 4: Deregulation of Broadcast Media in Nigeria

UNIT 1: POST INDEPENDENCE MEDIA IN NIGERIA

CONTENTS

- 1:0 Introduction
- 2:0 Objective
- 3:0 Main content
 - 3:1 The Guardian
 - 3:2 The Editorial policy of the Guardian
 - 3:3 The post Express
 - 3:4 The concord Newspapers
 - 3:5 The Sun Newspapers
 - 3:6 Other Newspaper
- 4:0 Conclusion
- 5:0 Summary
- 6:0 Tutor-marked Assignments
- 7:0 References/Further Readings.

1:0 INTRODUCTION

The early 1980's witnessed the emergence of modern newspapers in Nigeria. One significant factor about these newspapers was the availability of trained and skilled manpower to undertake the task of informing, educating and entertaining the people. Moreover, they were all established by individual business rather than government.

2:0 OBJECTIVES

At the end of this unit, you should be able to

- Recall the factors surrounding the establishment of The Guardian, the post Express, The Concord Newspapers, the Sun Newspapers and other newspapers that became prominent in the political activities of the country.

3:1 THE GUARDIAN

The Guardian newspaper is one of the outstanding newspapers in Nigeria. It was established on the 27th of February 1983 by Alex Ibru from Delta State, among those who weaned the paper at the cradle stage were Dr. Dele ole, Dr Stanley Macebuh and Segun Osoba who were all former executives of Daily Times.

The motto of the paper is Conscience, nurtured by Truth and to some reasonable extent it tries to live up to this motto.

3:2 EDITORIAL POLICY

The Guardian being an independent newspaper will at all times uphold the need for justice, probity in public life, equal access to the nation's resources and equal protection under the law of Nigeria for all citizens. It aims at presenting balanced coverage of events and of promoting the best interest of Nigeria. It is committed to the best traditions and ideals of republican democracy and also to the principle of individual freedom and believes that all citizens have duties as well as rights.

3:3 THE POST EXPRESS

The post express newspaper owned by chief Sony Odogwu, a top businessman,

made founding management team included Dr Stanley Macebuh, Dr Fred Onyabor and Obaro Ikime.

The motto is Justice in service of community. It also aimed at no link with any political, cultural, ideological or ethnic group and promised accurate and fair reports, as well as reasoned and informed comments. The management's first news papering revolutionary step was the simultaneous printing of the Post Express in Lagos and Port Harcourt.

The paper has retained an independent posture and remained accurate and fair in its news report and comments. The paper tries hard to safeguard the interest of the South-East that has remained perpetually marginalized.

3:4 THE CONCORD NEWSPAPER

Concord Newspapers are based in Ikeja, Lagos. The first in the stable of the newspaper published by business mogul and politician of presidential standard, Chief Moshood Abiola is National Concord. It was established by Chief Abiola in Lagos with a sum of one million naira (Chief Abiola, 1981) Abiola's National concord was published along with its weekly edition, Sunday Concord on 1st March, 1980. A few years later, he added three vernacular newspapers to its stable in Nigeria's three languages.

The newspapers were Isokan (Yoruba), Udoka (Igbo) and Amana (Hausa). The Concord group later added four more publications to its stable-Business Concord, Weekend Concord, African science Monitor and African Concord.

Abiola's National Concord was known for its fearlessness and attack on political opponents. The role it played in support of the National Party of Nigeria (NPN) against Chief Obafemi Awolowo's Unity Party of Nigeria (UPN) in the second Republic politics is still fresh in people's mind.

The National Concord, like Dr, Nnamdi Azikwe's West African's Pilot later set up subsidiaries in various part of Nigeria known as community Concord. Presently,

National Concord and all its subsidiaries have disappeared from the newspapers stands, may be temporarily.

The newspaper's problem may not be unconnected with the death of its founder, Chief M.K.O Abiola.

SELF ASSESSMENT EXERCISE

Compare and contrast Chief Ibru's *The Guardian* and Chief Abiola's *Concord* newspaper?

3:5 THE SUN NEWSPAPERS

The Sun which began publication in 2003 has become more influential than some of its older counterparts. It is published in Lagos by Chief Orji Uzor Kalu, Governor of Abia State at the time of this publication. Its style of page design makes it very unique among other Nigeria newspapers. The Sun is known for its distinct method of reporting news events and its fearlessness. It made a great mark through its detailed reporting of the Tsunami disaster of 26th December, 2004. The Sun's courageous and consistent reporting of the celebrated removal of inspector General of police, Mr. Tafa Balogun as well as the dramatic and controversial "resignation" of Chief Audu Ogbeh as chairman of the ruling Peoples Democratic Party. (PDP) is believed to have won it more readerships.

3:6 OTHER NEWSPAPERS

There is also This Day newspaper which is noted for Centralization of its masthead, a feature that distinguished it from most other Nigerian newspapers other ones that exist today in Nigeria include National Interest published in Lagos, The Examiner also published in Lagos but presently out of circulation, the Eastern voice (Jos).

The Agenda, New Age, The Announcer (Owerri) the Eastern Herald, (Owerri)

the Daily Independent, the Hallmark and so on. There is also the Post Express published in Lagos by Chief Sunny Odogwu,. Its establishment was pioneered under Dr Staley Macebuh and its first chief executive who also did the same thing for the Guardian. The Post Express is noted for its in-depth stories on foreign events.

This newspaper was among the nation's first newspapers to be on internet. It furnishes its readers with detailed and up-to—date account of important events on the foreign scene supplemented with up-to-date photographs. Today, many serious Nigerian National Dailies are on the internet while a few of them including the Guardian and Daily Times are members of the Audit Bureau of Circulation network.

In the second Republic (1979-1983), several political newspapers also sprang up and most of them disappeared the way they came a few years after. They include, among others the National published in Aba by Dr. Nwakamma Okoro of the National Party of Nigeria (NPN), The mail published in Owerri, by Interests associated with the Imo state government under the Nigerian People's Party (NPP). The Satellite published in Enugu by Mr. Jim Nwabodo, the NPP Governor of the old Anambara state. The newspaper was “resurrected and transferred to Lagos, but it died again.

There were also other such newspapers as The Reporter, The Trumpet, The Record, The Broom and Sunray published in port Harcourt, Sunray lasted for a few years and later collapsed in the late 1990's. There are also the Comet and National interest newspapers established and published in Lagos between the end of the 1990's and the present day.

4:0 CONCLUSION

The publishers of the Guardian, The Concord , Chief Ibru and Chief Moshood Abiola actually paved the way for other newspapers to emerge. Their newspapers were detribalized in content and in engagement of skilled journalists. Despite political challenges, the Guardian is still working strong while the death of Chief Abiola and his inconvenience in politics led to the demise of the newspapers.

5:0 SUMMARY

We have been able to present some post-independence newspapers in Nigeria particularly The Guardian, The Concord, The Sun, The Post Express among others.

6:0 TUTOR MARKED ASSIGNMENTS.

- (1) What factor contributed to the demise of the National Concord?
- (2) Mention five other post-independence Newspapers in Nigeria and five community Newspapers in Nigeria
- (3) State clearly the editorial policy of the Guardian

7:0 REFERENCE/FURTHER READINGS

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MODULE 4:

UNIT 2: THE EVOLUTION OF RADIO TV BROADCASTING IN NIGERIA

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main content
 - 3.1 History of Radio Broadcasting in Nigeria
 - 3.2 Phases in the History of Broadcasting in Nigeria
 - 3.3 The Beginning of Effective Radio Broadcasting in Nigeria
 - 3.4 The Transformation of NBS into NTS
 - 3.5 Regional Broadcasting
 - 3.6 History of Television Broadcasting
 - 3.7 Television Broadcasting in other Parts of the Country
 - 3.8 The Nigeria Television Service (NTS)
 - 3.8 The Era of Private Television Stations (1992-2004)
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor- Marked Assignments
- 7 References/Further Readings

INTRODUCTION

Broadcasting in Nigeria was the answer to the British quest for communication to her west African colonies. From Britain, Radio broadcasting which began with the Radio distribution service (RDS) in Nigeria spread like the harmattan

wind to the other parts of the country. All the phases of the development of Radio signaled the advancement of the medium.

OBJECTIVES

At the end of this unit, you should be able to recount the history of broadcasting in Nigeria. The NBS transformation into NBC, Regional Broadcasting, the History of Television Broadcasting and the Nigeria Television Authority, among others.

3.0 MAIN CONTENT

3.1 HISTORY OF RADIO BROADCASTING IN NIGERIA

The history of radio broadcasting in Nigeria dates back to the year, 1932 when the British colonial administration in Lagos relayed the first British Empire service to Nigerians from Daventry. England. The establishment of radio Broadcasting in Nigeria was sequel to the decision of the British Government in London to link its West African Colonies with the “mother country”, Britain.

Such a link, according to Ikime (1979) “was expected to serve the dual purpose of providing powerful propaganda machinery for the colonial master as well as providing a source of information about Britain and the wider world. To achieve this, programmes from the British Broadcasting Corporation (BBC) were relayed to other parts of the world under British Colonial administration.

The need for such a radio service had been felt for some time in Nigeria to the point that the colonial office in London resolved to take positive steps to actualize this need. To this end, the colonial secretary in London at the time decided to set up a committee to consider and recommend what steps could be taken to accelerate the provision of broadcasting service in the colonial empire, to coordinate such services

with the work of the British Broadcasting Corporation (BBC) and to make them effective instrument for promoting both local and imperial interests. Ikime (1979).

This committee recommended the introduction of radio broadcasting in Nigeria and other British non-settler colonies. It also envisaged that the programmes to be broadcast in the colonies would consist of mixture of selected BBC materials and “local (colonial) Government programmes piped into homes through “wired wireless”.

The committee naturally noted the need to control such programmes to ensure that the people were not fed with objectionable and subversive information.

3.2 PHASES IN THE HISTORY OF BROADCASTING IN NIGERIA

Broadcasting which was first introduced by colonial masters came to Nigeria in stages. To give a more lucid explanation, and for a better understanding of the journey of radio broadcasting in Nigeria, the History will be split into five stages in this book. The first stage began from 1932 when the first radio signal was received in Nigeria from England.

PHASE ONE (1932-1950)

THE ERA OF RADIO DISTRIBUTION SERVICE OR WIRED WIRELESS.

The first phase in the history of radio broadcasting in Nigeria began in 1932 with the introduction of wired broadcasting popularly known as Radio Distribution Service, (RDS). Under this form of broadcasting, programmes were relayed or distributed using wires connected to loud speakers installed in the homes of subscribers who had paid a small subscription fee for this system and were also provided with a make shift and home apparatus. Uche (1989).

The Lagos studio distributed programmes originating from the British Empire Service from Daventry, England as part of the British Broadcasting Corporation (BBC)

external service.

The increasing popularity of the Radio Distribution Service in Nigeria made it to expand to other stations outside Lagos. This method of broadcasting known as “wired broadcasting by “wired wireless” differed from the “wireless” broadcasting which is the transmission of programmes through radio waves (Electro-manetic waves).

The need for radio stations in the colonial countries was necessitated by the desire of Britain to expand the services of the BBC which coordinated the activities of radio broadcasting in the British empire . The British government had given approval for the establishment of broadcasting services in the colonial countries with the objective of making them a more effective instrument for promoting both local and imperial interests. Ikime (1979).

In the circumstances in which broadcasting was introduced in Nigeria , it was not surprising that at the beginning, the broadcasting service consisted simply of re-transmission of BBC programmes on a relay system similar to the radio relay exchange system which had been operating in Britain since the 1920s. As a result of the nature of it’s services, it was termed Radio Distribution Service (RDS).

The RDS was introduced into Nigeria by the colonial office in London through the initiative of the engineers of the posts and Telegraphs (P&T) Department which, by then had established thirteen stations in Nigeria, viz: Lagos, Kastina, Jos, Zaria, Sokoto, Ilorin, Maiduguri, Port Harcourt, Calabar, Onitsha, Warri, Abeokuta and Ijebuode. The P&T engineers had incidentally been involved in the monitoring of test transmissions of the BBC on short wave.

The wired broadcasting which came to Nigeria in 1932 did not originate any programmes but simply relayed programmes from England using presenters on ground. Each subscriber was required to pay a monthly subscription fee of fifty pence after an initial payment of three months rental in advance.

By 1939, the Radio Distribution Service had less than 1000 subscribers and over 2000 licenced receivers. By 1944, distribution stations had been opened in lagos ,

Ibadan , Kaduna , Enugu , Calabar and Port-Harcourt. Five years later (1949), a total of 9000 subscribers wired to 10 stations in the country and emerged. By that year, there were 4,562 licensed radio sets in Nigeria .

There was only a very little change in the programme content of the Radio Distribution Service as most of it's broadcasts were still part of the BBC external service. The colonial government's information department produced only a few programmes which were relayed through the service. The relay services began at 5.00am every morning and went on till 12.00 midnight with break at mid-morning for an hour or two. In 1936, the plymouth committee set up to work out modalities for the introduction of a wireless broadcasting in Nigeria and empowered or mandated by the colonial office to come up with a plan which was endorsed to the British Broadcasting Corporation (BBC).

In 1945, the establishment of a wireless broadcasting in Nigeria received mention during the preparation of the ten-year development and welfare plan. Unfortunately, the colonial authorities did not implement this immediately, despite the fact that it was favourably considered. The colonial authorities had blamed this on what they termed "Lack of resources".

In 1948, the colonial office directed the BBC to undertake a survey of broadcasting in Nigeria , Ghana , Sierra Leone and Gambia and to make recommendation for a fast establishment of effective broadcasting services. Two British engineers, L.W Turners of the BBC and F.A.W Bryon of the Telecommunications Department were appointed to carry out this assignment.

By this time, a short-wave transmitting station was already installed in Lagos to relay the Lagos RDS programe under the call sign, "RADIO NIGERIA ". The main function of the RDS as earlier mentioned was to relay BBC programmes while in the evenings, one hour was set aside for the broadcasting of local programmes featuring news, entertainment, and local government.

The two British engineers who were saddled with the task of working out the

technical details for effective broadcasting in Nigeria were asked, among other things, to determine.

- Training of technical staff.
- Using local language for broadcasting to the people and
- Servicing limited revenue from carefully articulated use of sponsored programmes.

In their report, they recommended the establishment and expansion of a wireless broadcasting service in Nigeria and other West African Countries under British Colonial administration.

SELF ASSESSMENT EXERCISE

What major difference can you identify between the RDS in England and the RDS in Nigeria between 1932 and 1950?

THE BEGINNING OF EFFECTIVE RADIO BROADCASTING IN NIGERIA

The role played by radio during the second World War also influenced the British government's decision to set up broadcasting services that are effective in its colony. Up to the end of the 1940's, the programme content of Radio Distribution service had very little change as most of its broadcasts were part of BBC external service.

However, as the need for effective radio broadcasting in Nigeria became very imperative as earlier mentioned, two British engineers from the BBC, Mr. F.A.W Byron and L.W Turners were charged with the task of working out the technical requirements for a more effective radio system in British West Africa. Their report provided the technical pattern for the broadcasting services that were established in Nigeria and other British West African colonies in the 1950s.

Another BBC topshot, Mr. Tom W. Chalmers was seconded to Lagos along with his counterpart; John W. Murray to prepare the ground for the setting up of a proper broadcasting service. NBS was born after the Nigerian (colonial) government decided to convert the major existing Rediffusion stations into effective broadcasting stations in

accordance with the Turner-Byron's report.

Mr. Chalmers, after completing his assignment in Nigeria was appointed the first director of Broadcasting in Nigeria while his counterpart, Mr Murray was appointed the first Chief Engineer. By 1952, all the existing rediffusion stations in the country had formed the nucleus of the new NBS. The BBC assisted much by training staff for the NBS and provided the technical equipment needed for effective broadcasting.

3.4 REGIONAL BROADCASTING

The Action Group government in Western Nigeria capitalized on the NBC ordinance or Act to translate its dream of owning its own radio station into reality by setting up the Western Nigerian Broadcasting Corporation (WNBC). All the three regions of the country set up their own regional broadcasting stations. The Western regional government of chief Obafemi Awolowo which was under the control of Awolowo's Action Group started it all. Chief Awolowo Regional premier had strongly criticized the 1954 Macpherson constitution introduced into the country. But the last British Governor-General of Nigeria, Sir James Robertson defended that constitution, using the NBS, and accusing Chief Awolowo of being unfaithful.

When Awolowo requested for an equal air time for the NBS to refute the Governor General's accusation, he was not obliged. This led to increased campaign for converting the NBS to a corporation. But its greatest effect was the establishment of regional broadcasting as evidence in the setting up of the WNBC, which had a twin product - The Western Nigerian Television (WNTV) in 1959 and the Western Nigeria Broadcasting Service (WNBS) in 1960.

The WNBC had immediately gone into alliance with Overseas rediffusion limited which was to offer both radio and television services. Its television, WNTV already mentioned was commissioned on 31st October, 1959. It was the first television station in black Africa. The radio broadcasting arm of the Western Nigerian Radio-Vision service which controlled both television and radio broadcasting was commissioned in May,

1960.

The Eastern Regional Government of Dr. Michael Okpara simultaneously engaged the same overseas Rediffusion Company that set up the WNBS for the Western Region to build for it the Eastern Nigerian Broadcasting service (ENBS) and Eastern Nigerian Television (ENTV) in Enugu . Both stations went on air to the day of Nigeria's Independence. October 1, 1960, shortly after, both the Eastern and Western governments paid off the foreign companies that were stake holders in their broadcasting systems, and consequently assumed full control of their broadcasting system.

Broadcasting did not come to the Northern region till 1962 when the Northern Regional Government of Sir Ahmadu Bello engaged the services of Grand Group limited which set up radio and television broadcasting systems, Radio Television Kaduna (RTVK) for the Region. The Radio Television Kaduna operated under the Broadcasting Company of Northern Nigeria (BCNN). The broadcasting systems in the then three regions were fully autonomous and free of Federal Government control or interference. The situation was the same till the beginning of the Nigerian Civil War in 1967 when additional States were created by the war-time military head of State, Major Yakubu Gowon.

3.5 HISTORY OF TELEVISION BROADCASTING

The Nigerian Broadcasting Service (NBS) had no initial plans to introduce television broadcasting into the country, and indeed, it never contemplated doing so. The reason was that it's resources then could not justify the establishment of television in the country. It was the high rate of illiteracy at that time and the lack of suitable communication infrastructures which made the authorities to prefer radio broadcasting which offered a quick and reliable means of reaching the amorphous population of the country.

Television was seen in the early fifties as a luxury the government could not

afford. However, its development in other countries and the possibilities it offered gradually became attractive and irritable.

In 1950, two years before Nigerian's Independence, there were series of discussions in favour of television service. However, the Regional governments cashed in on the constitutional provision which made broadcasting a concurrent subject to commence plans to introduce commercial television broadcasting in their regions. The Western region in December 1958 took the lead by first indicating its intention to establish four television stations and consequently applied for four frequencies in band one. The proposed stations were to be located in Ibadan, Ikeja, Abeokuta and Ijebu-Ode.

The programmes would originate from Ibadan with other three stations transmitting stations. But before the frequencies were allocated to the Western regional government, the Federal Ministry of Communication got the Nigerian Broadcasting corporation NBC to submit its own frequency requirements first before the western region since it was also by law to provide radio and television services for general reception within the country.

As the federal Government had no immediate plans for television broadcasting, it decided to allocate two frequencies in band: one to the Western Regional Government with some limitations in power and height of the aerials. Ladle et al (1979). For a clearer.

THE BIRTH OF WNTV (1959)

With the background given above, television broadcasting eventually began in Nigeria and, indeed, the whole Africa on October, 31, 1959 at Ibadan. It was the Western Nigerian Television (WNTV) established by the Western Regional Government of Chief Obafemi Awolowo, then Premier of Western Nigerian. The History of television broadcasting in Nigeria shows that it followed the same pattern as that of Radio Broadcasting but the exception is in the area of the initiators while it was

the federal government that started the first indigenous radio broadcasting in the country, it was the regional government that first ventured into television broadcasting. Uche (1989).

The WNTV with the call signal, “WNTV, first in Africa”, was established by an Act of the western Regional House of Assembly which empowered the government of Chief Awolowo to forge ahead in the venture. The WNTV now (NTA, Ibadan) was run as an arm of the then Western Nigeria Government Broadcasting Corporation initially under the trade name, Western Nigerian Radio Vision Services Ltd which worked in partnership with overseas Rediffusion Limited of the United Kingdom. Two years after its inception, the government of western Nigerian bought over the shares of the foreign partners and became the sole proprietor. WNTV Ibadan was soon to become the richest commercial television in the whole federation, even though commercialization was not the main reason for its establishment, but formal informal education.

The proponents of its establishment had argued in the regional house of Assembly that television broadcasting was needed as an additional means of improving the regional school systems that were handicapped to the shortage of qualified teachers in certain subject areas. Their second argument was that television would act as a “surrogate” teacher in the under-staffed schools of the western region. Regardless of the fact, the WNTV grew to become a big commercial television, the potential ability of television to educational objectives at both primary and secondary school levels, as well as adult education became, and remained the overriding factor for its establishment.

TELEVISION BROADCASTING IN OTHER PARTS OF THE COUNTRY

One year after the WNTV, was set up as Africa’s first visual communication outfit, the government of Eastern Nigeria headed by Dr. Michael Okpara. The premier followed the pace set by Ibadan and established Nigeria’s second Television station in Enugu known as the East Nigerian Television. (ENTV. The station had the slogan, “ENTV, second to None”. ENTV began full transmission precisely on October 1, 1960,

Nigerian's Independent day, and like WNTV, it has foreign partners at the top management- the same overseas rediffussion that built WNTV, Ibadan like WNTV, and ENTV Enugu later took full control and management of the station when the foreign companies that were engaged initially to manage it were disengaged. The need for formal and informal education also was the overriding aim in the ENTV's establishment, although it soon abandoned this objective and went into commercial television broadcasting. ENTV was an arm of the Eastern Nigerian/Broadcasting Corporation (ENBC) which also operated ENBC Radio in Enugu: following the establishment of WNTV in Ibadan (1959) and ENTV Enugu (1960), the Northern Regional government of sir Ahmadu Bello on March 15, 1962 established the Radio Television Kaduna (RTVK) as the service arm of the Broadcasting Corporation of Northern Nigeria (BCNN) RTUK was owned jointly by the Northern Region and Two British firms-Granada Television and Pye Limited, although the Northern Region was the major shareholder.

THE NIGERIAN TELEVISION SERVICE (NTS)

As mentioned earlier, the authorities in the Federal Government did not initially see the establishment of a television station as a priority. It was for this purpose that it conceded the allocation of two standard frequencies on Band one to the WNTV, Ibadan

The same federal government was however embarrassed at the speed with which WNTV and ENTV were set up by the Western and Eastern Regional governments. This notwithstanding, some of its key officials were dissuading it from venturing into television broadcasting on the ground that television was a luxury and that it was more advantageous to maximize the development of radio.

After much political rancour and arguments, the Federal Council and Ministers finally approved the establishment of a federal/government-owned television station to be located in Lagos . The project became realistic in April, 1962 with the take off of the

Nigerian Television Service (NTS), channel 10 at Victoria Island, Lagos . NTS was set up under agreement by management with an American network-owned NBC-International which built the station. It was jointly owned by the federal government and NBC International which signed a five-years management contract with the provision that Nigerians would takeover full management of NTS at the expiration of the contract during which the American Company would also sell all it's shares to the Federal government. At the expiration of this agreement in 1962, the NTS became a full fledged Nigerian station under the Nigerian Broadcasting corporation (NBC). It was initially known as NBC-TV, Lagos and it's services were confined to the then federal capital, Lagos, The NBC-Television was specifically designed to provide adequate services in education, social and economic development as well as transmit Nigerian and African cultures, tradition, politics, drama, literature and entertainment, of course these were the overriding aims of modern television broadcasting in Nigeria.

The advent of television brought in it's wake a new dimension in broadcasting in Africa . For instance, within the first decade of it's arrival, no fewer than 22 African countries established their own television stations. The journey started from WNTV, Ibadan (1959) and ENTV, Enugu (1960).

Internally, the creation of an additional region in 1963- the mid west Region also led to the establishment of the fifth television station in the country, the mid west television (MTV) in Benin in 1973 Benue-Plateau Television (BPTV) followed in 1974 but with a different. The station established by the then Benue-Plateau state government had emerged transmitting in colour. It is therefore a historical fact that BPTV, Jos was the first television station in Nigeria to transmit in Colour.

THE ERA OF PRIVATE TELEVISION STATIONS (1992-2004)

This fourth phase in the development of television broadcasting in Nigeria started with the 1992 promulgation of Decree No. 38 which authorized that National Broadcasting Commission (NBC) should issue out licences for private Radio and

Television broadcasting in Nigeria that saw the establishment of NTA stations in each of the 36 states of the federation. More will be said on this later in this chapter. Private television broadcasting started in Nigeria in 1993 and there are at present nearly a score of private television stations in different parts of the country. With degree No. 38 of 1992, the National Broadcasting Commission which was empowered to regulate all kinds of broadcasting in the country removed the exclusive right to own and run a television station from the government.

Among the private television stations that emerged earlier as from 1993 were Minaj systems Television (MST) Obosi. Anambra State established Radio, African Independent Television (AIT) Lagos owned by Raymond Dokpesi, Channels Television, clapper Board Television, Murhi International Television, Galaxy Television, DBN Television, Independent Television, et cetra.

The Government controls and regulates television broadcasting in Nigeria to ensure orderliness in the allocation of air waves to the various interest groups in radio and television transmission.

The NBC which is the vehicle for this control also has the right to withdraw licence from any of the private and public radio and television found guilty of flouting the law that brought it into existence.

Right from 1993 when private television broadcasting stations here emerged.

The further phase in the history of television broadcasting in Nigeria also falls within the fourth Republic which took off on May 29, 1999 with General Olusegun Obasanjo (rtd) became Nigeria 's third Civilian president. During this fourth Republic, the Federal government decided to open NTA stations in all the 36 states of the federation.

As a result, many NTA stations were built all over the country. Most of all the states have two NTA stations each. The commissioning of the new stations began towards the end of 2002 and continued. One of the new NTA stations built in Owerri, the Imo State Capital was commissioned by the Minister of Aviation, Mrs Kema Chikwe in March 2003. Before then, many other stations had been commissioned in many other parts of the federation. In his

valedictory address following the Minister of Information and National Orientation, Professor Jerry Gana discovered that a total of 67 new NTA stations and 32 FRCN stations were established in different parts of Nigeria during Obasanjo's first tenure of four year as president. (NTA network news, 25th May 2003).

4.0 CONCLUSION

From the discussions above, it is pertinent to note that Broadcasting in Nigeria was actually established for political purposes. The emergence of Radio revolutionized information dissemination in Nigeria . Television broadcasting spread fast in Nigeria and other parts Africa of though the growth of Broadcasting in Nigeria was slowed down government intervention and ownership.

5.0 SUMMARY

This extensive unit has revealed so much about the History of Radio Broadcasting in Nigeria, phases in the History of Broadcasting in Nigeria, the beginning of effective Radio Broadcasting in Nigeria, the NBC transformation into BBC, Regional broadcasting history of television broadcasting, television broadcasting in other parts of the country, the Nigerian television service and the era of private televisions in Nigeria.

6.0 TUTOR-MARKED ASSIGNMENTS

- 1) Who established the first broadcasting service in Nigeria ?
- 2) What year was the first radio station established in Nigeria.?
- 3) Which region in Nigeria first established a television station?
- 4) What do you understand as Radio Rediffusion service.

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MODULE 4:

UNIT 3: NEWS AGENCY OF NIGERIAN (NAN)

- 1:0 Introduction
- 2:0 Objective
- 3:0 Main Content
 - 3:1 Origin of NAN
 - 3:2 Function of NAN
 - 3:3 Services rendered by NAN
 - 3:4 Management of NAN
 - 4.0 Conclusion
 - 5.0 Summary
 - 6.0 Tutor-Marked Assignments
 - 7.0 References/Further Readings

1:0 INTRODUCTION

News media derive their content from many sources. One of the veritable sources of news is the New agencies. The difference is that media houses subscribe for the news with money. It is not for free. News Agency of Nigeria is founded for the same purpose to service the Nigerian mass media.

2.0 OBJECTIVES

This unit is intended to trace the origin of News Agency of Nigeria, establish the functions of NAN and the services rendered by the agency.

3:0 MAIN CONTENT

3:1 ORIGIN OF NAN

A new development in the history of the mass media in Nigeria took place in 1976, with the establishment of an independent Wire service. The News Agency of Nigeria (NAN) by the Federal Government.

NAN came into existence through the News Agency of Nigeria Decree No. 19 of 1976 which made NAN 'S function straight and plain. Before the birth of NAN , the Nigerian mass media-print and electronic were heavily subscribing to foreign news agencies based in the developed world.

Without exception all Nigerian Newspapers, magazines, radio and television stations depended on these foreign wire services for their international news, including news on events taking place in sister African countries.

They were subscribing to the British news agency, Reuters based in London , United Press International (UPI) and the Associated Press (AP) based in New York and Washington in the United States of America , Agency France Press (AFP), the French News Agency based in PARIS, AND TASS, the Russian News Agency based in Moacow.

Reuters of London had played a key role in the dissemination of international news in Nigeria for many years and also trained some Nigerian Journalist in the art of world news gathering even after Nigeria had attained sovereign Nationhood.

Reuters was loved for its indepth news reporting and analysis before the emergence of NAN . Reuters ran into trouble in Nigeria in the wake of military and counter military coups, especially the July 29, 1975 coup d'etat which brought General

Murtala Mohammed to power and the February 13, 1973 abortive coup which led to his death.

Reuters was accused of biased reporting of events in Nigeria to the world. The Nigerian authorities openly accused it of mischief and prejudiced journalism against Nigeria, which was unpleasant to the country, its image at home and abroad. It was therefore sacked from Nigeria, it therefore ceased its operation in Nigeria.

As a result of this incident, the federal Military Government set up its own indigenous news agency to avoid the temptation of the Nigeria media seeking the services of Reuters again.

3:2 FUNCTIONS OF NAN

Like its counterparts in London and Paris (Reuters and AFP), NAN was set up for the pre-press of gathering international, regional, local and other news, news material and material and features, and distributing same to its subscribers.

NAN's subscribers include radio and stations in Nigeria, private and government-owned newspapers, magazines and journals. It also sells news to foreign news agencies.

The decree which set up the agency vests the monopoly of collecting news in Nigeria for sale to News Agency of Nigeria.

The federal military Government headed by Lt General Olusegun Obasanjo having decreed the setting up of NAN gave October, 1978 as the time for its commencement of full operations.

Although the establishment of NAN has been attributed to federal military Government at the time in question, this was because it piloted the machinery that gave it a practical face. The idea to set up a News Agency of Nigeria similar to Ghana News Agency was conceived earlier before the military came to power in Nigeria.

3:3 SERVICES RENDERED BY NAN

The News Agency of Nigeria categorized its services into ten at that time. They

are news services, Bulletins, press Review, News-in-depth, impact service, cultural service and Daily News Digest. It is necessary here to analyze these ten services of NAN in details.

- NEWS SERVICE:** This refers to home and foreign news reports supplied by NAN .
- 2) **BULLETINS:** They include profiles fillers, interviews, features and updates.
 - 3) **PRESS REVIEW:** This involves, among other major news items in the press and on Radio and Television.
 - 4) **NEWS-INDEPTH:** is designed to present subscribers with what is called news behind the news; that is, an indepth information on events.
 - 5) **IMPACT SERVICES:** This designed to be of tremendous service to foreign writers and critics of the political and socio economic development in Nigeria enlightens them on the true position of things in Nigeria . Its main focus will be on reactions at home and abroad to the policies, programmes and projects of the Federal Government.
 - 6) **ECONOMIC SERVICE:** This service of NAN focuses attention on stock market reports, foreign exchange report, community prices trading volume, investment notes and briefs on financial, economic and business interests.
 - 7) **SPORTS SERVCIES:** This covers sports news.
 - 8) **FOOTBALL SERVICE:** This focuses attention on football news as well as pools forecasts and results.
 - 9) **CULTURAL SERVICE:** Concentrates attention on reports on cultural events and the projection of the cultural heritage of the various peoples of Nigeria.
 - 10) **DAILY NEWS DIGEST:** This deals with summary of the major national and international news of the day, including diary of coming events.

3.4 MANAGEMENT OF NAN

The News Agency of Nigeria has correspondents and offices in all the states of the

federation from where it distributes its news to subscribers based in those states.

The Agency has a Board of Directors made up of experienced people in the field of Mass communication. NAN 's chief executive is its General Manager who is assisted by the editor-in-chief and other top officials.

At present, NAN has spread its functions and services to most of the media houses in Nigeria and can be found in all the 36 states of Nigeria , including Abuja , the new federal capital. It also has offices and correspondents in many parts of the world. NAN'S head offices at Iganmu in Lagos shares compound with the National theatre.

4.0 CONCLUSION

From our discussion, it is apparent that NAN was a child of necessity. It's establishment introduced a new dimension to news gathering and dissemination in Nigeria . The function of selling news to subscribers reduced the stress cause by scarcity of news on media Houses. Like other News agencies in the world, NAN has come to stay.

5.0 SUMMARY

From the foregoing, we have traced the history of NAN and established the functions of services rendered by NAN

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6.0 TUTOR-MARKED ASSIGNMENT

- 1) When and where was NAN established ?
- 2) Discuss four functions of NAN ?

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MODULE 4

UNIT 4 DEREGULATION OF BROADCASTING IN NIGERIA

1.0: Introduction

2.0 Objectives

3.0 Main Content

3.1 History of Deregulation of Broadcasting in Nigeria

3.2 Issuance of Licenses

3.3 Establishing the First Private Broadcasting in Nigeria

3.4 AITS Coverage

3.5 Challenges of Deregulation in Nigeria

4.0 Conclusion

5.0 Summary

6.0 Tutor-Marked Assignments

7.0 References and Further Readings

1.0 INTRODUCTION

Deregulation involves a complete shift from Government ownership of the broadcasting media to private ownership. The public participation in the broadcasting industry opens a chapter in the emancipation of the media in Nigeria . Since the 1990s, many privately owned electronic media have sprung in all parts of Nigeria , adding serious flavour to what the Nigerian audience received as programme content for Government-owned radios and Television.

2.0 OBJECTIVES

At the end of this, you should be able to

- Trace the history of deregulation of broadcasting in Nigeria
- To establish how AIT was founded
- Understand the coverage extent of AIT
- Appreciate the problem of deregulation in the country.

3.0 MAIN CONTENT

3.1 HISTORY OF DEREGULATION OF BROADCASTING IN NIGERIA

The clamour for deregulation of the broadcasting media in Nigeria began during the colonial era when the Nationalists pressured the British government to allow the indigenous participation in the affairs of state-controlled broadcasting stations in the country. The Nigerian Government was soon to find out why the colonial masters held on tight to the broadcasting, there is still the reluctance to allow a full-blown deregulation.

The Government's response in 1992 to the demand for private participation in the ownership and management of the broadcast media was a great relief. But five years after the National Broadcasting Commission (NBC) Decree came into force, the government is not as open as expected in the issuance of licenses to applicants.

3.2 ISSUANCE OF LICENCES BY NBC

The NBC has screened over 321 applications but only thirty three stations have commenced radio, television and satellite transmission nation-wide. Satellite television re-distribution takes the highest number with 21 approved licenses; the television transmission stations have risen to ten while the radio licences remain at two.

3.3 ESTABLISHING THE FIRST INDEPENDENT BROADCASTING

In the early 1990s, as a result of the historic National Broadcasting Commission decree, according to Muyiwa Oyinlola (2004), Nigerian media was dominated by the Government only. Information was only disseminated from Government-owned broadcast owned broadcasting firm. However, the Head of State then, General Ibrahim Babangida issued another decree which allowed private Broadcasting in Nigeria .

After this decree came the first private television Network, Africa Independent Television (AIT). AIT was pioneered by Dr. Raymond Dokpesi and was also Africa 's first satellite TV station.

Today, Dokpesi is regarded as the media guru of Nigeria . This is because Dokpesi not only pioneered the first satellite TV but also the first privately owned Radio Station in Nigeria . Also, he set the standard for salary structure in the media industry, which was imitated by Nigeria Television Authority.

SELF ASSESSMENT EXERCISE

What do you understand by deregulation in the broadcast media?

3.5 CHALLENGES OF DEREGULATION IN NIGERIA

The NBC has screened over 321 applications but only 33 stations have commenced radio, television and satellite transmissions Nationwide. Satellite Television re-distribution takes the highest number with 21 approved license, the television transmission stations have risen to 10 while the radio licenses multiply.

The greatest problem NBC has is that the applications it is receiving are mostly coming from one part of the country.

4.0 CONCLUSION

Deregulation has introduced competition in the Nigeria broadcasting industry. It has created more jobs for the teeming population of youths in the country. Today, Government owned electronic media are striving to keep the pace set by the privately owned stations.

5.0 SUMMARY

This unit has at least revealed the history of Deregulation of broadcasting in Nigeria , the issuance of licenses, the establishment of AIT and challenges of deregulation in Nigeria .

6.0 TUTOR-MARKED ASSIGNMENT

- 1) Who established the first TV station in Nigeria ?
- 2) Mention two problems of Deregulation
- 3) Who issues licenses to private stations?

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