

**NEWS COMMERCIALIZATION AND ITS IMPLICATION ON MEDIA CREDIBILITY
IN LAGOS, NIGERIA**

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**BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
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..... IN MASS COMMUNICATION**

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Certification

This is to certify that this research titled “**News Commercialization and Its Implications on Media Credibility in Lagos, Nigeria**”. was carried out by **Soloman, Adamu, AKPAN** with matriculation number **2023/MASS/1234** and submitted to the Department of Mass Communication, **Faculty of Information and Communication Technology (FICT)**, in partial fulfillment of the requirements for the award of **in Mass Communication**.

SUPERVISOR

.....

DATE

HOD

DATE

Dedication

This project is dedicated to Almighty God, and to my parents, **Akpan**

Acknowledgement

My profound gratitude goes to the owner of the universe the giver of knowledge, wisdom and understanding and for his mercy and kindness over my life, I own God a lot and may his name be praised forever more.

I also sincerely thank and appreciate my parents,..... For their financial support including prayer. May you enjoy the food of your labour.

Moreover, I am grateful to the Head of Department, and also to my project supervisor, for her advice and corrections to make sure the project is a success.

Also, am also indebted to all teaching and non-teaching staff of the department,. I pray that you reap your labour.

I sincerely give thanks to the world best parent, my caring dad,for strengthen me through education, it is a great privilege you have given to me.I pray you will reap the fruit of your labour and you shall not labour in vain. Amen.

I will not forget to appreciate the effort of my siblings , its a great pleasure to have you, thanks for your supports, you are wonderful. I love you.

I must acknowledge the incredible and inestimable effort of a guy, best of friend, confidant, adviser, mentor, gist partner in person of, he did everything to make sure this work is a success, thank you so much and God bless you.

To the lovely family we lived together as one, and others, thanks for been part of the beautiful memory, more success ahead.

TABLE OF CONTENTS

Title Page	i
Certification	ii
Dedication	iii
Acknowledgement	iv
Table of Contents	vi
Abstract	

CHAPTER ONE: INTRODUCTION

1.1	Background to the Study-----	1
1.2	Statement of the Problem-----	4
1.3	Objectives of the Study-----	4
1.4	Research Questions-----	5
1.5	Significance of the Study -----	5
1.6	Scope of the Study-----	6
1.7	Operational Definition of Terms-----	6

CHAPTER TWO: LITERATURE REVIEW

2.1	Introduction-----	7
2.1	Conceptual Review-----	7
2.2	Empirical Studies-----	24
2.3	Theoretical Framework-----	26

CHAPTER THREE: RESEARCH METHODOLOGY

3.0	Introduction-----	28
3.1	Research Design-----	28
3.2	Research Method-----	28
3.3	Study Population-----	29

3.4	Sample Size -----	29
3.5	Sampling Technique -----	29
3.6	Instrument for Data Collection-----	30
3.7	Validity and Reliability of Research Instrument-----	30
3.8	Data Collection Process-----	30
3.9	Method of Data Analysis-----	31
3.10	Ethical Consideration-----	31

CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION

4.0	Introduction-----	32
4.1	Data Analysis: Demographic Variables-----	32
4.2	Data Analysis: Research Questions and Related-----	35
4.3	Discussion of Findings-----	47

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1	Introduction-----	49
5.1	Summary -----	49
5.2	Conclusion-----	50
5.3	Recommendations-----	51

References

Appendix

Abstract

The research investigated the news commercialization and its implications on media credibility with a particular focus on Silverbird television and Rhythm radio station. The study was anchored on Social Responsibility Theory and Social Exchange Theory. A survey research method was used while questionnaire was adopted to elicit responses from the respondents. 92 journalists from Silverbird television and Rhythm radio station were selected. The data collected were analyzed in frequency and percentage method with the aid of tables. Findings show that majority of the respondents (40%) were aware of news commercialization in their respective media establishment to a high extent. Most of the respondents attributed poor remuneration as the major factor responsible for news commercialization among media/journalists in Bayelsa state. Although, most of the respondents (67.8%) claimed that news commercialization efforts to generate revenue for stations to enable the management run the stations. Though, substantial number of respondents (90%) admitted that news commercialization affects objectivity and balance in reporting. Similarly, the significant number of respondents (92.2%) agree that news commercialization affects professionalism and ethics of journalism. The study recommended that NBC should step in to force the broadcast media to uphold its social role of defending the public's right to accurate and truthful information while the sanctity of the news should not be compromised. The selling of airtime and commercial advertising are two examples of alternate revenue streams that broadcast owners should look into.

