**INFLUENCE OF NEWSPAPER ON READERSHIP AMONGST ACADEMICS IN TERTIARY INSTITUTIONS IN AKWA IBOM STATE**

**BY**

**OKPO, EUNICE MICHAEL**

**UCP/H2015/MC/002**

**TO**

**THE DEPARTMENT OF MASS COMMUNICATION**

**UYO CITY POLYTECHNIC, UYO**

**AKWA IBOM STATE**

**SEPTEMBER, 2017**

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**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF HIGHER NATIONAL DIPLOMA (HND) IN MASS COMMUNICATION**

**SEPTEMBER, 2017**

**CERTIFICATION**

This project “Influence of Newspaper on Readership Amongst Academics in Tertiary Institution in Akwa Ibom State” by **Okpo, Eunice Michael** with a Registration Number **UCP/H2015/MC/002** was carried out under strict supervision and meets the requirements for the award of Higher National Diploma (HND, in Mass Communication, and is approved for its contribution to knowledge.

Mr. Ime Udofia .……………….

(Supervisor) Signature/Date

Mr. Victor Ikpatt …………………

(Head of Department) Signature/Date

**DEDICATION**

This research work is dedicated to God Almighty for his infinite love and mercy throughout my stays in school. To my father Engineer Jeremiah Eshiet, to my God-father Dr. G. E. Icon prelate world Missionary church (African Communion), to my lovely sisters for their love, care, and support throughout my years in school.

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To my lovely sisters; Uduak, Itoro, Joy, Enobong, Idongesit, and to my nieces and Nephews; Patience, Emediong, Victor, Queen Esther, Rejoice, Gideon, God’s power, who has made this journey a brighter one for me, and without you guys, I can do nothing, thank you God bless you.

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Okpo Eunice.

**UCP/H2015/MC/002**

**ABSTRACT**

The study anchored its search lights on influence of newspaper readership amongst academics of tertiary institutions in Akwa Ibom State. The study’s design was the survey method, that means that the study’s tool was the questionnaire. The study’s scope was Uyo City Polytechnic and the international institute of journalism all located in Uyo metropolis. The population of the study was 85. A sample of 50 was determined from the population of the study through the simple random sampling technique. In analyzing the data the researcher adopted simple percentage as statistical. Findings revealed that ownership pattern affected the PIONEER newspaper to reveal facts mostly on governmental issues. Also the PIONEER newspaper was so delimited to disseminate information to its audience whereas the GLOBAL CONCORD newspaper displayed its objectivity. The study recommended that ownership of newspaper should be disregarded by the government. Then, a decree should be fully specified. Journalists should be trained and qualified personnel who have had journalist rudiments should be employed to execute journalism.

**TABLE OF CONTENTS**

Cover page

Title Page

Certification - - - - - - - i

Dedication - - - - - - - - ii

Acknowledgements - - - - - - - iii

Abstract - - - - - - - - - iv

Table of contents - - - - - - - v

**CHAPTER ONE: BACKGROUND OF THE STUDY**

* 1. Introduction - - - - - - 1
  2. Statement of the Problem - - - - 5
  3. Objectives of the study - - - - - 6
  4. Research question -- - - - - - 7
  5. Significance of the study - - - - - 8
  6. Scope of the study - - - - - - 9
  7. Limitations of the study - - - - - 9
  8. Definition of terms - - - - - - 10

**CHAPTER TWO: REVIEW OF RELATED LITERATURE**

**2.1** Introduction - - - - - - 11

2.2 Review of concepts - - - - - - 11

2.3 Review of Opinions - - - - - - 17

2.4 Review of Studies - - - - - 20

2.5 Theoretical Framework - - - - 24

**CHAPTER THREE: RESEARCH METHODOLOGY**

**3.0** Introduction - - - - - - 30

3.1 Area of Study - - - - - - - 30

3.2 Design of the Study - - - - - - 31

3.3 Population of the Study - - - - - 32

3.4 Sample and Sampling Procedure - - - 32

3.5 Instrumentation - - - - - - 33

3.6 Validation of the Instrument - - - - 33

3.7 Reliability of the Instrument - - - - 34

3.8 Method of Data Collection - - - - 34

3.9 Method of Data Analysis - - - - 35

**CHAPTER FOUR:** **PRESENTATION OF DATA, ANALYSIS AND DISCUSSION OF FINDINGS**

* 1. Introduction - - - - - - - 36
  2. Presentation of Data - - - - - 36
  3. Discussion of Findings - - - - - 47

**CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATION**

5.1 Introduction - - - - - - - 48

5.2 Summary - - - - - - - 48

5.3 Conclusion - - - - - - - 49

5.4 Recommendations - - - - - - 51

**REFERENCES**

**APPENDICES**

**CHAPTER ONE**

**BACKGROUND OF THE STUDY**

* 1. **Introduction**

Newspaper readership cannot be undermined considering the evolution of the Nigerian press after the country’s independence. In addition every average Nigeria needs basic information and that why readership of newspapers becomes inevitable. The reason for such argument is that newspaper readership is done in several ways sometimes through placing or at time through effective reading of the newspaper.

Basically, newspaper readership has effects on the audience concerned. That why it is necessary to state that communication process begins with gaining the attention of the audience. It is in the same that it could be ascertained that information is power. For a long time the question has been that what is the actual influence of the newspaper readership on individuals? Over the years, this has been a thorny question, spreading across so many related disciplines such as English language, linguistics, psychology, foreign languages.

There is no limit to the newspaper readership because the contemporary society has assumed an ever increasing complexity in terms of information dissemination.

As such readership of newspaper is practiced more by different individuals. As also readership which is a process of reading newspaper and extracting meaning become a great concern of individuals as well as academic of tertiary institution. It is based on this that Adesanoye (2000: 44) opines that; all the mass media the most exciting in terms of word usage are the print media. This is where a winter’s register of words: utilization of sentences, clauses and phrase, the deployment of the rhythm and the power of persuasion are most prominent and exciting. Being the pioneer of all mass media, the print media enjoy that latitude and elasticity of verbal usage that tends to border on poetic exuberance.

A newspaper is a regular publication the frequency of which ranges from daily to weekly. That definition was advanced by Jonas (2000). It would be therefore agreed that around the world, newspaper readership brings about a wide range of newspapers circulations in millions. Having viewed Adesanoye’s view on the influence of print media in terms of its readership, it would b e agreed one of the influences of newspaper readership could be termed power of persuasion. Sometimes newspaper readership brings about persuasive thought on the readers. A particular message could persuade them to accept the message.

In Nigeria, newspaper readership is based on government and private newspapers. At this level, the world picture of communication, particularly of ownership, financing and management patterns, shows a wide variety of practices and a decidedly pluralistic image on newspaper readership. Across board, the media especially, the print media come under private control.

Generally, the dominant patterns of media ownerships mostly the print will also include the private ownership as it is obtained in Nigeria. In most of the so-called third world countries, the government takes active interest in the establishment and control of the media. In Nigeria, the federal government involvement in the media business range found financial to political reasons.

However, private in addition private individuals have been permission by the government to establish their private newspapers. In Nigeria readership of private newspapers seems to be expanding on daily basis. The newspapers are the pioneer and the Global Concord etc and readership of government newspapers is not left out, these are the Daily star, the new Nigerian, the Daily times etc.

* 1. **Statement of the Problem**

As newspapers are spreading into greater numbers into circulation newspaper readership amongst academics has been pronounced. In addition, most newspapers have always drawn the attention of its audience by informing them of latest news across the world. The academic have been involved into newspaper readership but at the same time they are still in confusion because of news contents they have found in either government or private owned newspapers. It becomes very difficult to ascertain exactly which of the newspapers government owned or private owned have so far influenced readership amongst these academics.

It is based on this argument that this study would want to find out the extent in which the influence of newspaper readership amongst academics of tertiary institutions in Akwa Ibom State could be ascertained. This will be done in order to suggest changes that could be added into newspapers so as to attract more readerships amongst academics of tertiary institutions in Nigeria and in Akwa Ibom State in particular.

* 1. **Objectives of the study**

The objectives of the study are to:

1. Determine the extent in which academics in tertiary institutions in Akwa Ibom State have been involved into newspaper readership.
2. Assess the influence of newspaper readership amongst academics in tertiary institution in Akwa Ibom State.
3. Examine and compare the degree of newspaper readership of government owned and established newspapers and private owned newspapers.
4. Ascertain newspaper readership, news contents and perception amongst academics in tertiary institutions in Akwa Ibom State.
   1. **Research question**

The research questions formulated were:

1. To what extent in which academics in tertiary institutions in Akwa Ibom State have been involved into newspaper readership?
2. Does the influence of newspaper readership amongst academics in tertiary institutions in Akwa Ibom State can be assessed?
3. To what degree newspaper readership of government owned and established newspapers and private owned newspapers can be examined and compared?
4. How newspaper readership news contents and perception amongst academics in tertiary institutions in Akwa Ibom State can be ascertained?
   1. **Significance of the study**

The study is significant because it will bring wealth of knowledge to academic research; this implies that it will contribute immensely to academic growth as it will create further researches on the existing topic. The study will be of significance to students in the Department of mass communication, Uyo City Polytechnic and other tertiary institutions and as well as other sisters departments such as: foreign language, English language, linguistics etc.

The study will be of great significance to academic staff of tertiary institutions in Akwa Ibom State and in Nigeria as a whole. Lastly, the study will be significant to both government and private owned newspapers bodies and to management of these designated owned newspapers.

* 1. **Scope of the study**

The study’s boundary shall be Uyo City Polytechnic and the International Institutes of Journalist. The study will focus on academics of these two institutions on the influence of newspaper readership.

* 1. **Limitations of the study**

During the study, the researcher experienced lack of funds which hampered the study in the aspect of the researcher who was unable to get to the sampled population in terms of obtaining adequate information on the issue on influence of newspapers on readerships amongst the academics in Uyo City Polytechnic and the international institutes journalists. Then the attitude of the respondents was so neutral that most of them exhibited neutrality in terms of answering the questions promptly.

* 1. **Definition of terms**

Key terms are defined they are:

**Influence**

It is the impact of newspaper packaging or readership amongst academics

**Newspaper**

Unbound publication often supplemented with pictures, published on daily or weekly basics.

**Packaging**

It refers to manipulation and graphic design of newspapers in order to attract readership.

**Readership**

This refers to the number of academics that are involved in reading newspapers on daily basis.

**Academics**

These are researchers involve into lecturing and are employed in higher institutions i.e Uyo City Polytechnic and the University of Uyo.

**Tertiary institutions**

These are post secondary institutions.