**OWNERSHIP INFLUENCE IN BROADCAST MEDIA ORGANIZATION (A STUDY OF A-Z TELEVISION)**

**BY**

**OKURE, CHRISTIANA JOHN**

**UCP/H2012/MC/172**

**TO**

**THE DEPARTMENT OF MASS COMMUNICATION**

**UYO CITY POLYTECHNIC, UYO**

**DECEMBER 2014**

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**IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF HIGHER NATIONAL DIPLOMA (HND) IN MASS COMMUNICATION**

**DECEMBER 2014**

**CERTIFICATION**

This is to certify that this research work is an authentic record work carried out by Okure, Christiana John with Registration Number UCP/H2012/MC/ 172 of the Department of Mass Communication under the supervision of:

Ms. Philomena Umoren …………………

(Supervisor) Signature/Date

Pastor George Udoh, Ph.D …………………

(Head of Department) Signature/Date

**DEDICATION**

I dedicate this study to Hon. Uwem Umoren, my husband, Emperor, David and Daniel Uwem Umoren my sons you guys are wonderful.

**ACKNOWLEDGEMENT**

This work would not have been possible without the support, co-operation, advice as well as encouragement from my supervisor Ms. Philomena Umoren for painstakingly going through this work. Her comments and suggestions made this work more valuable. And also to all the lecturers in the Department of Mass Communication Mr. Emmanuel Ebong, Pastor George Udoh PhD, Pastor Enefiok Inyang, Mr. Samuel Udofia, Mr. Kingsley Ibanga God bless you all, you are wonderful.

my sincere and profound gratitude goes to my beloved husband Hon. Uwem Umoren for his financial support and moral support throughout the programme. Not forgetting my parents Mr./Mrs. John Jonah Okure, my brothers Kinglsey, Sunny, Alex and Nsikak Abasiinam.

Also my unreserved thanks goes to my sons, Emperor, David, Daniel Uwem Umoren without you this dream would not have been a reality so soon.

I also acknowledge must acknowledge my friends and course mates, Imeh, Idongesit, Uduak, Caro, Menyene and others for your encouragement. And to God Almighty whom I cannot forget and in whose hands I take refuse I say thank you.

**ABSTRACT**

This study examines critically the objectivity as one of the cornerstones of journalistic ethics, the work examines how objective A-Z television in its reporting and coverage as Enshrine by the regulatory laws binding the medium as one of the watch dogs of the society. The research also looks at the influence of Ownership co-operations of the pres objectively was measured by three criteria balance, neutrality and prominence. The study further established the dilemma of the editorials content of broadcast medium coupled with informative disposition of the press. The technique used was simple random sampling technique while data was analyzed using simple percentage. The findings show that A-Z television has lost its objectivity due to the influence on the journalistic ethics by both individual and government ownership. Based on this, it was recommended that journalist should, among other things strive harder to be objective and act more responsibly as it befits members of the fourth Estate of the Realm. so as to be relevant to audience members.

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**CHAPTER ONE**

**INTRODUCTION**

* 1. **Background of the Study**

The possessive nature of man his native tendency to desire wealth has made it mandatory on human folk to shine to own properties in which man has interests. Ownership can be put as the autonomy of an individual over an organisation.

However, media ownership can therefore be refer to as the paternity or possession of a medium of communication. The paternity here means the act of owing. The paternity may be a result partial or total influencing of a medium either by an individual, an organisation or a government.

Folarin (2000:35) write that broadcasting is the planned provision of information, education and entertainment to a large and heterogeneous audience through the medium of television or radio”

Also, Odetoyinbo (2001) adds another interesting definition of broadcast. He stated that, broadcasting is the giving out, sharing or transmission of information or massages through an electronic device.

Therefore according to Adedire, (2000 page 8) he writes that broadcast journalism has to do with radio and television, in which you gather, write and disseminate information on radio and television. This involves listening to radio and television and reviewing respectively. The world also exclusively relies on television and radio as a formable means of mass communication.

The introduction of electronics media has a lot to reduce the ignorance in the society, because from general observation, it has been observed that electronic media is a means by which information are being disseminated to the public and also enlighten and entertain the public. The rate which people listen to radio and television respectively has been very high, but the broadcast affect the society due to ownership influence. Therefore, this study is meant for showing the ways by which ownership influence affect the organisation and the society.

**Historical Background of A-Z AKBC Television, Uyo**

The A-Z television, an off short of Akwa Ibom broadcasting Corporation, Uyo was established in November 16,2005 by Mr. Aniekan Udosen and his wife. The medium situates at No.6 Udosen Uko Street Uyo Akwa Ibom State. Following the wedding ceremony of the founder as at the year of its establishment the coverage of his wedding catapulted the birth of the medium for operations

The A-Z came into limelight to compliment the role of the AKBC in dissemination of information to heterogeneous audience. The founder plays dual role as the managing director cum, chief executive officer and studied theology in the University of Calabar, Cross River State.

On graduation, has dream to float a broadcast medium dates back to 1991 when Akwa Ibom broadcasting cooperation was established. The A-Z commenced with the staff strength of fine broadcasting. Over the years, this medium has contributed immensely in information disseminating. The medium has graduated into a standard organization with over 50 staff strength.

Also, different department such as programmes, news, administration, account, marketing, library, stores, security. The revenue of A-Z television in information, neutrality, and balance in operation is glaring to its clients companies, government’s ministries, parastatals, institutions, individual’s organisations through advertising products and services.

The A-Z television is generational broadcast medium as channeled for educational and enlightenment forum. The medium programme has affected all and sundry especially on the segment target “walk it out”. The historical background is against the bankrupt of challenges, prospects of communication technology in information dissemination by private media houses amplifying the medium A-Z television coupled with the influence on governmental policy.

* 1. **Statement of Problem**

Owners (proprietorship state government) of media house are known all over the world to be dictatorship rigid in nature and having a domineering spirit over the pass that is supposed watchdog and spokesman of the people (public).

Okunna et al (1993:80) there is the believe by journalists, over the word, that the press has an adversary relationship with the government the press also has the obligation on behalf of the public to criticize the government (owners).

However, he is pertinently engage in running battle with the government, but due to the influence of the owners of the days programme (news), the press has been facing a lot of not being able to perform and keep to the ethical conduct of their professions there by giving a false or unbalance report to the audience (society)

* 1. **Objectives of the Study**

The objectives of the study are

* find out if ownership affects the contents of broadcast media organization
* examine how ownership affects the employee of broadcast media organization
* how ownership affect the organizational structure of broadcast media organization
  1. **Research Questions**

1. Does ownership affect content of broadcast media organization?
2. Does ownership affect employee?
3. How does ownership affect the organizational structure of broadcast media organisation?
   1. **The Significance of the study**

The motive of this study is to examine how the owner of each media organization be it federal government, state government. The study also seek to analyze the effects of ownership influence in broadcast media organization. This study will also serve as a useful research material to scholars in the field of mass communication.

* 1. **Limitation of the Study**

This project has been able to touch various aspect concerning the topic, but there were some factors that led to constraint in getting enough facts and materials for this project.

Financial constraints were a revolving factor in the course of searching for materials and researchers faced difficulties. Which made information out reach cumbersome within the city of Uyo. Also, time frame was another menacing factor in the course of the research coupled with academic load such as lecturers, test term papers; assignments were sacrificed to fulfill the system. Despite the uphill task of data by the researcher the secondary sources of material was adopted towards report packaging.

* 1. **Delimitation of the study**

This research project focused on the ownership influence in broadcast media (a case study of A-Z television, Uyo)

* 1. **Definition of Terms**

**Broadcast:** These are electronic devices that convey information large and heterogeneous audience.

**Television:** This is also an electronic media that combine sounds and voices to pass a cross its message.

**Radio:** This is an electronic media that convey its message through the use of sound of voice alone. It is a blind man medium.

**Broadcast Journalism:** It deals with news writing and presentation through electronic medium.

**Ownership:** Is the autonomy of an individual over an organisation.