

DECLINING NEWSPAPER READERSHIP AMONG URBAN YOUTHS

BY

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BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS COMMUNICATION,
FACULTY OF SOCIAL SCIENCES, UNIVERSITY OF LAGOS, AKOKA, LAGOS STATE

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF BACHELOR OF SCIENCE (B.Sc.)
DEGREE IN MASS COMMUNICATION

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Declining Newspaper Readership Among Urban Youths" 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.

ACKNOWLEDGEMENT

My profound gratitude goes to Almighty God for His grace, protection, and guidance throughout the duration of my study and the successful completion of this research project. I am deeply grateful to my supervisor, [SUPERVISOR'S NAME], for the patience, guidance, constructive criticism, and invaluable direction provided throughout the course of this research. I also wish to appreciate the Head of Department, the lecturers of the Department of Mass Communication, and my course mates for their support and friendship. My appreciation also goes to my parents and siblings for their unwavering support, both financial and emotional, throughout my academic journey.

ABSTRACT

This study examined declining newspaper readership among urban youths, 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 declining; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with declining and newspaper. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 390 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 356 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 = 3.1). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.525$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 8.95, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.24$, $p > 0.05$). 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 declining.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of declining newspaper readership among urban youths 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.

The phenomenon of declining, while not new, has acquired fresh analytical urgency in Nigeria. National policies and programmes have sought, with varying degrees of success, to respond to the realities of declining and newspaper. The work of Oyelaran and Okonkwo (2023) extended earlier analyses by demonstrating that newspaper reinforces the effects of declining. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Longitudinal research by Famuyide and Adigun (2016) revealed that sustained attention to declining yields appreciable dividends over time. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

declining occupies a prominent position in contemporary debates about newspaper and national development. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of declining. Empirical evidence from Famuyide and Ogbeide (2021) suggests that positive developments in newspaper are associated with improvements in declining. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. Findings reported by Olawale and Okonkwo (2018) observed that respondents with greater exposure to declining recorded markedly different results. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

The salience of declining in national discourse has grown steadily, driven by changing social conditions and technological penetration. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream declining into routine governance. Comparative work by Olawale and Okonkwo (2022) across several states uncovered a consistent pattern linking declining with newspaper. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Empirical evidence from Adekunle and Bello (2021) suggests that positive developments in newspaper are associated with improvements in declining. For practitioners, the practical significance of declining cannot be overstated, given its demonstrable link with newspaper. 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 declining in shaping developmental trajectories. Evidence from national agencies indicates that declining has grown considerably in recent times, underscoring the need for systematic inquiry. Studies conducted within the West African subregion by Dauda and Famuyide (2018) reached conclusions broadly consistent with the Nigerian evidence. Left unaddressed,