PROPAGANDA IN SELECTED PROGRAMMES OF ONDO STATE RADIOVISION CORPORATION AND ADABA FM

BY

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CERTIFICATION

This is to certify that this research work was carried out by FATOKI, Victor Oluwafemi, in the Department of Dramatic Arts, Obafemi Awolowo University, Ile-Ife.

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DEDICATION

AINA AYISATU:

The only one woman who was ever there.

Who gave me much but left with nothing

Who would not take mine even when it is plenty

And left with nothing after the scanty

The soul reason I sob in solitary.
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I also appreciate Mr. Tolu Adedayo, Mr. Femi Akinjolire and Mr. Kareem Adedayo, the Director of Programmes, OSRC, the Director of Commercials, OSRC and Marketing Manager Adaba FM respectively for giving me the time and chance to interview them to fulfill the content of my proposal. Your own children will get to the top in Jesus name.
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ABSTRACT

This study identified and examined the use of propaganda in the selected programmes of Ondo State Radiovision Corporation and Adaba FM. It also examined the sensational and sentimental aspects of the programmes. In addition, the study analysed the negative effects of the programmes on members of the State who constituted the audience of the stations. This was with a view to enhance understanding of the use of media as instruments of propaganda and appendages of political parties, financiers and proprietors.

The study employed both primary and secondary data. The primary data included some audio CD’s of the selected programmes. Interviews were conducted with the Director of Programmes OSRC, Director of Commercials and Business Affairs, OSRC and the Marketing Manager, Adaba FM. An audience survey was also conducted through a well-structured questionnaire, administered on 120 purposively selected respondents in Ondo State. The secondary data included books, journal articles and the Internet. The data collected were analysed, using the Normative Theories of the Press and the Statistical Package for Social Science (SPSS) program software.

The findings showed that the two media stations were propaganda tools used for sentimental and sensational purposes in the selected programmes by the political parties. These were as a result of the proprietors’ and financiers’ over-bearing influence on these media stations for political gains. The study showed that apart from the proprietor’s influence, financial gains played a lot of influence on Adaba FM, while OSRC was only influenced by the State Government. The study also revealed that the truth and fact of news and events appeared to have different sides to Adaba FM and OSRC. The study likewise identified political romance, economic challenges, indiscipline and unprofessionalism on the part of the staff and management teams as
other factors that influenced the stations to being propaganda elements for political parties. Finally, the study showed that media apathy, misinformation, violence, widespread of an ethical broadcast media stations, uninformed decision and wrong choices of electoral candidates were some of the consequences propagandist media had over the people of Ondo State in particular, and Nigeria at large.

The study concluded that proper regulatory policies for the broadcast media, stiffer penalties for defaulters of NBC rules, an absolute separation between the government and the media should be introduced. The study also concluded that special fund for the media stations in Nigeria which would not come directly from either the executive or the legislature, like the consolidated fund, and the establishment of a central training school for electronic media personnel in Nigeria, like the Nigerian Law School be introduced. This is in a bid to stop the media stations from continuing to be propaganda tools and mere appendages of political parties, financiers and proprietors.

Name of Supervisor: Dr. (Mrs) V.O. Adeniyi

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Media and politics are two strange bed fellows that feed on each other irrespective of the administration, system of government and the person in power. During the military era in Nigeria, the media (print and electronic) had interactions with the people in government directly and those in politics, however unpalatable they were. As the fourth estate of the realm, the media perform complementary roles to the government by relating to it and by broadcasting its activities and achievements to members of the public who constitute the citizenry. Without the media, the government with its organs, agencies, programmes and achievements are hidden. Likewise, the media need the government for smooth running and transmission of their programmes. According to Galadima (2000), cited in Asemah (2011), the government needs the media for the reasons which include the following:

a. for propaganda;
b. to sharpen public opinion because the success of any government depends on public opinion;
c. to publicise its policies, programmes and actions to its citizenry;
d. to support its programmes;
e. to persuade and mobilize the people; and
f. for information dissemination.

However, the media also need the government for the following reasons:

a. to serve as a good source of news for the media;
b. to protect the interests of the media and also provide the law that will make the media operate effectively;

c. to give the media the permission to operate, issuing licences; and

d. to advertise in the media and this makes the media to need the government.

The above analysis of reciprocal interaction between the government and the media has proven that a good relationship needs to exist between them. The relationship between the media and the government is determined by the political system. Media operations are determined by the political system. In a military government for instance, authoritarian theory of the media is prevalent, where the government ownership and control of media activities are strictly in the hand of government dictators. Private owners of media outfits are stiffened and booted out of business when the government can no longer tolerate their criticisms. Such were the murder, detention, incarceration of journalists and closure of their business premises. Few of such cases include the death of Dele Giwa, Editor-in-Chief of News Watch in 1987 through a letter bomb. This happened during Babangida regime and the incarceration of Kunle Ajibade by General Sanni Abacha. During the two regimes, several thousand copies of magazines, newspapers were seized. A number of print and electronic media stations were also closed down. According to Asemah (2011), in April 1992, over 300 staff of The Concord Group of Newspapers were thrown out at gun point and the premises sealed off. The offence was for publishing a special report on the catalogue of political and economic policies of the Babangida regime and their strategic consequences for the country. In 1993, following the critical commentaries on the annulment of the June 12, 1993 election, the Ogun State Broadcasting Corporation was closed down alongside other five print media outfits.
The establishment of Nigeria Broadcasting Commission (NBC) in 1992 was however a new era in the development of electronic media in Nigeria. The right for private individuals to own and establish broadcast stations was a departure from the authoritarian theory of the media to the Libertarian and the Democratic Participant Media Theories which allowed for the decentralisation of media outfits and their subsequent freedom. However stiff and unbearable the restriction and hostility that greeted the media job in the years after 1992, they laid the foundation for private ownership and multiplicity of the profession which is now on the increase in the democratic regimes beginning from the commencement of the Fourth Republic in 1999. The 1999 Constitution, section 39 (1) provides the freedom of expression and press:

Every person shall be entitled to freedom of expression, including the freedom to hold opinions and to receive and impart ideas and information without interference, without prejudice to the generality of subsection (1) of this section, every person shall be entitled to own, establish and operate any medium for dissemination of information, idea and opinions. (1999:56)

The media currently have the freedom to perform their functions without any hindrance or hostility from any quarter with the dictate of the 1999 Constitution above. Since 1999, the media have, particularly the electronic medium, abused the freedom accorded them by the 1999 Constitution under democratic regimes as against the treatment meted them under the military regimes in Nigeria. Beyond the selfish propaganda and sensational ideologies that many broadcast media outfits pursue at present in Nigeria, their moral and constitutional functions to the society in a democracy are sacrosanct.

In a democratic state, what the functions of media outfits should be are collated and summarised in the March 15th-17th 1991, African Leadership Foundation’s Farm House Dialogue with the theme “Media in Democracy”. This seemed like a preparation.
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