



**AUDIENCE PERCEPTION OF GOOD MORNING NIGERIA ON THE NIGERIAN TELEVISION
AUTHORITY (NTA NEWS 24) AND SUNRISE DAILY ON CHANNELS TELEVISION PROGRAMMES**

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Abstract

Broadcast programming is management function of addressing the need of the society. This means that, the information need of the audience is expected to be embedded in the objectives of every programme in broadcast media. Therefore, broadcast stations especially television stations generate programme contents and scheduled them based on the information need of the audience as reflected in the programme objectives. Hence, this paper seeks to examine audience perception of “Good Morning Nigeria” on the Nigeria Television Authority (News 24) and “Sunrise Daily” on Channels Television Programmes. The two programmes under study are current affairs magazine programmes which are scheduled for 7am to 9am Monday to Saturday every week. It is imperative to examine the objectives of these programmes in relations to the information needs of the audience, identify and assess audiences’ perceptions of the programmes, examine issues discussed in the programmes and the extent of coverage. Uses and Gratifications theory was reviewed to examine the theoretical framework of the study. The survey method was adopted using questionnaire and Key Informant interview (KII) as the instruments. Presentation and the analysis of data elicited from both instruments were descriptively analysed using frequency table and simple percent for questionnaire and direct quotation approach for interview. The Proportional stratified and Purposive sampling techniques were used to select sample of 253 from the population of 690. Findings revealed that, Channels Television and Nigerian Television Authority (NTA News 24) to a large extent, they have fulfilled the directive of National Broadcasting Commission on its Code on Straight Dealing which states that the objectives of broadcasting in Nigeria are designed to further the goals of democracy and socio-economic development. It was recommended that producers of television programmes should endeavour to obey the principle of “Straight Dealing” as shrined in the Nigeria Broadcasting Code to get audiences familiar with objectives of the programme they are watching; managers, producers and presenters should endeavour to do more of audience research to understand the information need of the audience per time; they should endeavour to research into programme topics that will meet the information need of the audience in the areas of human interest, community and national development and so on

Keywords: Audience, Perception, Programme, Television, Programming

Introduction

Communication is everything in human endeavor. This is because it is considered as a vital strategic service to making sure that information is widely accessible within the public sphere. Communication is everything because it helps to engage citizens in conversation around critical reported news events and also empower citizens to participate in not only shaping government policies but also in taking up opportunities that affect their lives. Therefore, communication stands as effective and efficient tool for government to implement policies, programmes, services and projects. Carey (1988) as cited in McQuail (2010:97) defines communication as “a symbolic process whereby reality is produced, maintained, repaired and transformed”. Fatimayin (nd) describes communication as a field of study concerned with the transmission of information and broadcasting. The above explanation states the importance of channels to effective communication delivery.



Hence, one of the channels of communication is broadcasting. Broadcasting is the distribution, sharing and transmission of information or messages inform of contents to a large or specific audience through the use of electronic media. In other words, electronic media like radio and television are used to send out information or messages, inform of contents or programmes to the audience. Odetoyinbo (2005) submits that every broadcast message must be geared towards bettering the lot of the society or audience to whom the message is meant for. Roger & Jorge (2018) posit that broadcasting in its general form, is explained to the dissemination of information, entertainment educational programmes, and other programmes for simultaneous receiver by a scattered audience with appropriate receiving medium.

As explicitly explained above, broadcasting generally communicates to audiences through programming. Programming in broadcast parlance, can be described as the practice of scheduling of broadcast media programmes in a daily, weekly, monthly, quarterly or season-long schedule. In his words, Odetoyinbo (2017) states that programming is an act of formulating, controlling and coordinating the style and formats that programmes of a station will take. The import of the above is that, programming is the process of planning and scheduling of programmes for transmission for television, radio and internet or online. Pizzi & Jones (2010) assert that, broadcasting has grown to include primary functions of generating audio or audiovisual media content, and the dissemination of such content to audiences. The primary function of any broadcast station is to provide programmes that will appeal to some part of the audience (Encyclopedia.com, 2012).

Broadcast programmes especially that of television stations cover information, news items, politics, edutainment programmes, socio – cultural programmes, religious programme, developmental projects and hold all arms of government account to the society. Nzeji (2014) notes that, television today is channel of disseminating information which include the issues in Socio – economic, politics, culture, events, conflicts and debates and the way in which these stations package and broadcast the information has an influence on the audience. This is because the through television and other mass media, the audience learn, judge, analyse, makes contexts and make informed decisions about their political leaders.

The bottom-line of the above is that, broadcast programmes are designed with utmost consideration to the audience. The reason all broadcast stations generate programmes and schedule such programmes to suit the need of the audience. This in essence means that, the consideration of the influence of programmes on the audience is imperative to the success of any broadcast programming. Nsikan-Abasi & Miriam (2016) posit that audiences are very important in communication and the media are constructing and conveying information for the audience in which otherwise, the media would not exist. Therefore, programmes in broadcasting especially television must be geared towards influencing its audience (Nsikan-Abasi & Miriam, 2016).

Advancing the importance of audience to media contents, Graham (2007:14) noted that, “the questions "Who is listening?" or "Who is watching?" are surely not unwarranted or even remarkable questions to ask. Certainly, the broadcasters need to know something about the people who are watching or listening”. In all kinds of human communication activity, we think about the person or persons with whom we are communicating’. Therefore, Senam, Joshua & Christopher (2022) submitted that, the consumers of the messages transmitted through the mass media especially television constitute the real audience of the media. It is in this regard that Hasan (2013) cited in Senam et al (2022:30) defines “mass media audiences as all the recipients of mass media contents. They are the recipients or receivers of the message of mass communication”.

Since programmes are designed for audience, broadcast stations strategically scheduled their programme flow to gain audience attention and loyalty. Eastman and Ferguson (2013) posit that, programme schedule is used to deliver shows to audiences when they are most likely to want to watch them and deliver audiences to advertisers in the composition that makes their advertising most likely to be effective. In the same vein, stations deliberately plan proper and effective placement for programmes to fill the station’s air – time and gain the attention of the audience. In the case of television, Channels Television, Nigerian Television Authority (News 24) and some other television stations



schedule their programmes to arrest the attention of and gain the loyalty of audiences. They deliberately fix their current affairs magazine programmes as breakfast programmes to suit the audience information need at the breakfast time.

Therefore, the perception of audience towards programme contents and the overall objectives is very important to the success of the programme. Senam et al (2022) submit that the option of plurality for today's mass media audience and the increasing culture of selectivity make it very imperative for any mass media outlet that hopes to remain in business, to take out time to understand its audience members and what they want as such knowledge can only be gained through mass media audience research. The perception of audience regarding television programme contents is very imperative to understanding the opinions of the audience as regards how a programme is doing in terms of content delivery and credibility. Hence, perceptions of credibility have been found to be influenced by the content of the programme especially current affairs such *Sunrise Daily* of Channels Television and *Good Morning Nigeria* of Nigeria Television Authority (News 24) and characteristics of the programmes' presenters, suggesting that perceptions of credibility may be influenced by presentation variables (Nzeji, 2014). Thus, audience perception is the aggregate of individual attitudes or beliefs in a programme content and delivery and can also be seen as the complex collection of opinion of many different people and the sum of all their views or as a single opinion held by audience about a station's programme. It is against the above background that, this paper seeks to examine this paper seeks to examine audience perception of *Good Morning Nigeria* of the Nigeria Television Authority (News 24) and *Sunrise Daily* of Channels Television Programmes.

The current socio – political and economic challenges confronting the country and the dire information need of the audience made it imperative for mass media to understand what they need and how to meet the need. Hicks (2021) asserts that mass media audience research is the process of collecting as much information as possible about the audience of a particular mass medium, to better understand who they are and what they care about. Hence, researching into media audience especially for television of *Good Morning Nigeria* of the Nigeria Television Authority (News 24) and *Sunrise Daily* of Channel Television Programmes is critically important. In the light of the above, Nzeji (2014) reiterates that despite the efforts of the private electronic media to help in the growth of the country, by keeping audience informed about socio - political and economic activities in the country through their news and programmes, these media organisations have challenges and these have hindered them from giving the audience the right and proper information. The messages or agenda are usually marred with political advertorial, propaganda and negative/abusive campaigns. Most times, broadcasting stations invite political commentators and analysts who are either partisan, political affiliates or lack in-depth knowledge of the political issues in the country. Hence, this paper seeks to examine audience perception of *Good Morning Nigeria* of the Nigeria Television Authority (News 24) and *Sunrise Daily* of Channels Television Programmes.

Objectives of the Study

- i. To ascertain the objectives of *Good Morning Nigeria* on Nigerian Television of Authority (News 24) and *Sunrise Daily* on Channels Television Programmes
- ii. To find out the extent the topics discussed on the programmes help to shape the opinion of the public on socio – political, economic and national issues.
- iii. To ascertain the extent of the coverage of *Good Morning Nigeria* on the Nigerian Television Authority (News 24) and *Sunrise Daily* on Channels Television Programmes
- iv. To find out the rate of feedback of *Good Morning Nigeria* on the Nigerian Television Authority (News 24) and “*Sunrise Daily*” on Channels Television Programmes.



Research Questions

- i. What are the objectives of *Good Morning Nigeria* on Nigerian Television of Authority (News 24) and *Sunrise Daily* on Channels Television Programmes?
- ii. To what extent do topics discussed on the programmes help to shape the opinion of the public on socio – political, economic and national issues?
- iii. What is the coverage of *Good Morning Nigeria* on the Nigerian Television Authority (News 24) and *Sunrise Daily* on Channels Television Programmes?
- iv. What is the rate of feedback of *Good Morning Nigeria* on the Nigerian Television Authority (News 24) and *Sunrise Daily* on Channels Television Programmes?

Theoretical Framework

Reviewing the theories would reveal the presumed audience perception of the two programmes in terms of objectives, contents, agenda setting, credibility and programme penetration. Therefore, the theory consider for the study was Uses and Gratification Theory. According to Baran and Davis (2010), Herta Herzog is usually accorded originator of the Uses and Gratifications approach through her research on fans of a popular quiz show in 1940 and soap opera listeners 1944 to know how and why people listened to the radio. Uses and Gratification theory found its root in traditional mass communication research on how the audience sought a specific media and selected to provide their needs for information, entertainment and educational contents. The theory was propounded in 1974 by Katz, Blumler, and Gurevitch in 1974 (Chiang, 2013). Mehrad and Tajer (2016) assert that the study of Katz, Blumler and Gurevitch in 1974 was considered as evolution in mass communication research which earned the proponents of the uses and gratification theory. The theory strongly proposed the idea of an active audience, revealing how the audience members understood and deploy the media for their needs or gratification. Therefore, the theoretical approach helps researchers explain both reason media messages did not always work and how audiences rejected categorization as an undifferentiated mass (Soukup, 1997 cited in Baran and Davis, 2010). It is important to note that, the current tensions and conflicts emanating from social institutions as well as the government can make audience seek information from television broadcast stations especially Channels Television and Nigerian Television Authority (News 24) as perceived to be credible. The extent of fake news, misinformation and quest to be kept abreast of socio – political trending in the country would make audience choose credible television stations and definitely construct their own meaning of the message of the producer or presenters as well as the guest(s) on the programme.

Empirical Studies/Review of Past Studies

Researching into the “TV News Presentation, Source attractiveness, and Credibility: An Audience Perception Study”, Sanusi, Daniel, Olanihun & Olanrewaju (2022) sought to find out audience perception of news credibility as it pertains to TV news presentations. To achieve the objectives of this study, they deployed the convenient sampling technique to gather data from 392 respondents of Oshogbo metropolis using a structured questionnaire. In their findings, it was discovered that the majority of the respondents disagreed that the dressing appeal of a news presenter informed their decision on how credible news is. *The Study on “Audience Perception of Africa Independent Television (AIT) coverage of political news Programmes in Enugu metropolis”* by Nzeji (2014), consisted three research questions which guide the study and data were gathered through various Likert scale questionnaire administered to 400 respondents using statistical analyses of frequency distribution, percentages, and tables. The finding of her study indicated that the audiences of African Independent Television (AIT) embrace the importance of status and pedigree of the station. This therefore influence audience perception and believes in the political news programme of the station. The study further revealed that the audience perception of the African Independent Television (AIT) political news coverage is that the programme is of good quality, timely, precise and detailed political news programs.



Nsikan-Abasi & Mirriam (2016) in their study on *Audience Participation in and perception of AIT’s current affairs programme “Focus Nigeria”* Sampled 384 respondents based on Krejcie and Morgan’s sample selection procedure with 358 fulfilling the final selection criteria. Primary findings revealed that, the audience of the programme refused to maximize the opportunity presented by the programme despite the importance of feedback in a democracy, and opportunity created for audience participation in current affairs programmes. The study also revealed that the programme has not sufficiently provided the opportunity for meaningful dialogue due to the political nature of issues, media screening of participants as well as timing. Most respondents also perceive the programme as too political in concept and content. The researchers then recommended that better audience enlightenment should be carried out for better participation, and other issues than politics incorporated into it. Also, **Ogah & Kenechukwu (2021)** in their study on “*Public Perception of Television Continental ‘Journalists’ Hangout’ Public Affairs Programme in South West, Nigeria: Perspective on the Nigerian States of the Nation*”, discovered that audience perception of the programme is that, TVC Journalists Hangout programme give fair representation to all political views in the states of the nation and has been able to satisfy the Nigerian audience information needs over the years. The audience held perception that, TVC ‘Journalist hangout’ public affairs programme set agenda for public discourse in Nigeria.

Methodology

The research designs adopted for the study were quantitative and qualitative designs with use of questionnaire and Key Informant Interview as research instruments. The academic staffers of the Moshood Abiola Polytechnic, Abeokuta and the Federal Polytechnic, Ilaro were considered as the population of the study. The population of the staffers of both institutions are 460 for the Federal Polytechnic Ilaro (ASUP President) while 230 for Moshood Abiola Polytechnic, totaling 690 staffers as population ((ASUP Members) while sample size of 253 was selected using Taro Yamani Formula. The paper adopted proportionate stratified and purposive sampling technique. Based on the above, the sample of 253 was proportionately divided as following:

Institution	No of Staff (Population)	Sample Size	Percent
The Federal Polytechnic Ilaro Ogun State	460	169	66.8
Moshood Abiola Polytechnic, Ojere, Abeokuta Ogun State	230	84	33.2
Total	690	253	100

Source: Field Survey 2023

Research Question 1. What are the objectives of *Good Morning Nigeria* on the Nigerian Television Authority (News 24) and *Sunrise Daily* of Channels Television Programmes?

Table 2: What are the objectives of *Sunrise Daily* of Channels Television Programmes?

SN	Variable	A	SA	D	SD	U	Total
1	To provide information need of the audience	146 (66.4%)	64 (29.1%)	-	-	10 (4.5%)	220 (100%)
2	To set agenda on issues of National and Public Interest for public discussion	179 (81.4%)	31 (14.1)	-	10 (4.5)		220 (100%)
3	To provide Advocacy on issues of Public Interest	155 (70.5%)	11(5.0)	44 (20.0)	-	10 (4.5%)	220 (100%)
4	To contribute to Peaceful Resolution of conflicting issues	115 (52.3%)	73 (33.2%)	22 (10.0)		10 (4.5)	220 (100%)
5	To hold the governments and its agencies accountable and responsible to the people	137 (62.3%)	53 (24.1%)	20 (9.1%)		10 (4.5%)	220 (100%)
6	To set agenda for political actors	82 (37.3)	64	53	11	10	220



			(29.1%)	(24.1%)	(5.0%)	(4.5%)	(100%)
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Source: Field Survey 2023

The analysis in the table above indicated that, majority of the respondents to a large extent are familiar and agreed with the objectives of Channels Television’s *Sunrise Daily*. A Significant majority of the respondents clearly showed their knowledge of various objectives of the programme.

Table 3: What are the objectives of *Good Morning Nigeria* on the Nigerian Television Authority (News 24)?

SN	Variable	A	SA	D	SD	Ud	Total
1	To provide information need of the audience	114 (51.8%)	54 (24.5%)	31 (14.1%)		21 (9.5%)	220 (100%)
2	To set agenda on issues of National and Public Interest for public discussion	82 (37.3%)	85 (38.6)	42 (19.1%)		11 (5.0%)	220 (100%)
3	To provide advocacy on issues of public interest	103 (46.8%)	43 (19.5%)	53 (24.1%)		21 (9.5%)	220 (100%)
4	To contribute to peaceful resolution of conflicting issues	94 (42.7%)	63 (28.6)	42 (19.1%)		21 (9.5%)	220 (100%)
5	To hold the governments and its agencies accountable and responsible to the people	55 (25.0%)	61 (27.7%)	83 (37.7%)		21 (9.5%)	220 (100%)
6	To set agenda for political actors	84 (38.2%)	31 (14.1%)	63 (28.6%)	11 (5.0%)	31 (14.1%)	220 (100%)

Source: Field Survey, 2023

The table above depicts that, majority of the respondents to a large extent familiar and agreed with the objectives of *Good Morning Nigeria* on Nigerian Television Authority (NTA) News 24. The analysis reveals that, though significant number of the respondents disagreed with the station’s objectives of the programme especially in the area of setting agenda for political actors, majority of them agreed that the programme still performed these functions.

Research Question 2: To what extent do the topics discussed on the programmes help to shape the opinion of the public on socio – political, economic and national issues

Table 4: To what extent do the topics discussed on the programmes help to shape the opinion of the public on socio – political, economic and national issues?

SN	Variable	A large extent	An extent	To no extent	U	Total (100%)
1	To what extent do the programmes help to shape audience opinions on political issues	104 (47.3%)	95 (43.2%)	11 (5.0%)	10 (4.5%)	220 (100%)
2	To what extent do the programmes shape audience opinions on national issues i.e governments’ policies and implementation, review of constitution etc	104 (47.3%)	94 (42.7%)	22 (10.0)		220 (100%)
3	To what extent do the programmes shape audience opinion on issues of public interest i.e flooding, building collapse, new naira note etc	104 (47.3%)	64 (29.1%)	42 (19.1%)	10 (4.5%)	220 (100%)

Source: Field Survey, 2023

The table above indicates that, majority of the respondents indicated that to a large extent, the topics discussed on the programmes help to shape the opinion of the public on socio – political, economic and national issues. In other



words, 199 (90.5%) of the respondents indicated that to a large and to an extent, both programmes on Nigerian Television Authority (NTA News 24) and Channels Television help to shape audience opinions on political issues, 198 (90%) indicated that to a large and to an extent respectively, the programmes shape audience opinions on national issues i.e., governments’ policies and implementation, review of constitution etc. Also, 168(76.4%) signified that, both programmes shape audience opinion on issues of public interest i.e., flooding, building collapse, new naira note etc.

Research Question 3: What is the coverage of *Good Morning Nigeria* on the Nigerian Television Authority (News 24) and *Sunrise Daily* on Channels Television Programmes?

Table 5: What is the coverage of “*Good Morning Nigeria*” on the Nigerian Television Authority (News 24) and “*Sunrise Daily*” on Channels Television Programmes?

SN	Items	A	SA	D	SD	Ud	Total
1	The programmes are watched across the country	115 (52.5%)	64 (29.1%)	31 (14.1%)		10 (4.5%)	220 (100%)
2	The programmes have audience across social media platforms	127 (57.7%)	41 (18.6%)	32 (14.5%)	20 (9.1%)		220 (100%)
3	The programmes coverages beyond the shores of Nigeria	118 (53.6%)	70 (31.8%)	11 (5.0%)	11 (5.0%)	10 (4.5%)	220 (100%)

Source: Field Survey, 2023

Analysis of data in the above table depicts that, majority of the respondents are not only familiar with the audience penetration of “*Good Morning Nigeria*” on the Nigerian Television Authority (News 24) and “*Sunrise Daily*” on Channels Television Programmes but also agreed and strongly agreed that the audience penetration cuts across the country (179 - 81.6%), social media platforms (168 – 76.3%) and beyond the shores of Nigeria (188 – 85.4%) respectively.

Research Question 4: What rate of feedback do *Good Morning Nigeria* on the Nigerian Television Authority (News 24) and *Sunrise Daily* on Channels Television Programmes have from their audiences?

Table 6: Respondents' Reaction to how often they watch the programmes

Variable	Frequency	Percent
Often	147	66.8
Seldom	63	28.6
Not at all	10	4.5
Total	220	100.0

Source: Field Survey, 2023

Table 6 above shows that, 147 (66.8%) of the entire respondents often watch the programmes, 63(28.6%) seldom watch while the remaining 10 (4.5%) do not watch the programmes at all.

Table 7: Respondents' Reaction to how interactive with audiences are *Good Morning Nigeria* on NTA and *Sunrise Daily* on Channels Television

Variable (NTA)	Frequency	Percent
Very Interactive	87	39.5
Average Interactive	91	41.4
Not Interactive	21	9.5



Can't Say	21	9.5
Total	220	100.0
Variable (Channels TV)	Frequency	Percent
Very interactive	105	47.7
Averagely Interactive	83	37.7
Can't say	32	14.5
Total	220	100.0

Source: Field Survey, 2023

Table 7 above indicates that, majority of the respondents find both *Good Morning Nigeria* on Nigerian Television Authority (NTA News 24) and *Sunrise Daily* on Channels Television very interactive. In the case of NTA, 91 (41.4%) respondents find *Good Morning Nigeria* averagely interactive and 87(39.5%) find it very interactive. On the other hand, 105(47.7%) respondents find Channels Television's *Sunrise Daily* very interactive and 83(37.7%) find it averagely interactive.

Table 8: Respondents' Reaction to the feedback mechanism

Variable	Frequency	Percent
Phone in	164	74.5
Audience Tweeting	56	25.5
Total	220	100.0

Source: Field Survey, 2023

The analysis in table 8 above explains that majority of the respondents which constituted 164 (74.5%) indicated that the stations deploy phone in as their feedback mechanism while 56(25.5%) indicated audience tweeting as the feedback mechanism.

Table 9: Respondents' Reaction to whether audiences' feedbacks help to shape programmes contents

Variable	Frequency	Percent
Yes	164	74.5
No	56	25.5
Total	220	100.0

Source: Field Survey, 2023

The information in table 9 above depicts that majority of the respondents who constituted 164 (74.5%) of the entire respondents indicated "Yes" that audiences' feedbacks help to shape programmes contents while 56(25.5%) indicated "No".

Qualitative Description of Interview Responses

4.5.1 Research Question 1. What are the objectives of *Good Morning Nigeria* on the Nigerian Television Authority (News 24) and *Sunrise Daily* on Channels Television Programmes?

Responding to the above question, producer of *Good Morning Nigeria (GMN)* on Nigerian Television Authority (NTA News 24), Mr. Wada Ibrahim, said that they discovered a gap in station's initial current affairs magazine programme tagged *Morning Edition* which did not address the need of Nigerians (audience) at that moment and this prompted the management of the station to come up with a very important current affairs programme in 2014 and this gave birth to *Good Morning Nigeria (GMN)*. According to the Mr. Wada Ibrahim, the programme is designed to discuss issues of national interest, issues that will make Police Makers and Nigerians to be educated, informed and to some extent a little of entertainment. He asserted that, most importantly, the programme is aimed at information and



education and to be able to tell policy makers where they are not taking right decisions, they will be directed to such areas by bring him some key players who are knowledgeable in various fields on subjected matter to point out what is right and what is not right. Responding to the same question, the former producer of *Sunrise Daily* on Channels Television who made himself available for the interview, Mr. Chris disclosed that, the programme was conceived to address conversation around socio – political issues that bother on national interest and development. He asserted that, they X-ray the issues to have a better insight on them, look at them from various perspective; from the angle of the law and security.

Research Question 2: To what extent do the topics discussed on the programmes help to shape the opinion of the public on socio – political, economic and national issues?

To answer the above research question, the former producer of *Sunrise Daily*, Mr. Chris said that “because of most of the discussion, strong decisions are taking by the government of the day, not even government of the day, individuals, viewers, they take strong decisions based on issues raised”. On the other hand, the produce of *Good Morning Nigeria* (GMN) on Nigerian Television Authority (NTA News 24), Mr. Wada explained submitted that the programme is indeed helping to change public opinions on issues of national interest and development.

Research Question 3: What is the coverage of “*Good Morning Nigeria*” on the Nigerian Television Authority (News 24) and “*Sunrise Daily*” on Channels Television Programmes?

Reacting to the above question, the producer of *Good Morning Nigeria*, Mr. Wada revealed that the programme doesn’t only have audience within the country but its cut-across in and outside Nigeria because they receive calls from many viewers out of the country. While Mr. Chris of Channels Television disclosed that, the penetration of Channels Television is *very wide*. He said that, once the programme starts at 7 AM, people watch it online and across the country and beyond. He explained that since the station is on both Satellite and Terrestrial, that makes the penetration wide because audience are watching it various platforms which include social media, digital media and multimedia platforms of the station.

Research Question 4: What rate of feedback do *Good Morning Nigeria* on the Nigerian Television Authority (News 24) and *Sunrise Daily* on Channels Television Programmes have from their audiences?

Fielding question on the above research question, Mr. Wada of Nigerian Television Authority (NTA News 24) revealed that, the programme has platforms for getting feedback and these include platforms include among others; Twitter, Phone in, SMS or WhatsApp. According to him, “*Some have to tweet and we read them on air, at times, we pick because we see so many of them. At times, they will say the programme is good let have more of them, then we too will try to reply. Some sent messages to producer, presenter, even the DG in form of SMS or WhatsApp. Even the one we did yesterday, there were messages on the Lagos Inter-Premiership. Like yesterday we discussed unregulated preaching and preachers. So, we just pick vitals messages, and today we have somebody sent message all the way from Cameroon after watching one programme that we do on young entrepreneurs, he wants to have their contact, so that he can reach out to them, you know he spent some days in Nigeria to reach out to them, and have some discussion. People call us from US, Canada, and co*” In the case of *Sunrise Daily* on Channels Television, Mr. Chris disclosed that the station has a dedicated email for *Sunrise Daily*, a twitter handle and other social media platform means of getting feedback for viewers. According to him “the audience to contribute and they use either the twitter handles, the mails. Those who are not satisfied with what is discussed want to express themselves and we allow them to express themselves through our feedback platforms.



Discussion of Findings

It was discovered that; respondents could identify with the programme objectives of both *Good Morning Nigeria* on Nigerian Television Authority (NTA News 24) and *Sunrise Daily* on Channels Television. Majority of the respondents which constituted about 185 (84.1%) and 145 (69.0%) clearly showed their understanding and knowledge of the objectives of both programmes. The import of the above is that, it shows that audiences of the programmes are knowledgeable about the objectives of both programmes. Corroborating the above, the producers of the two programmes clearly states the objectives of their programmes. According to the Mr. Wada Ibrahim of *Good Morning Nigeria* on Nigerian Television Authority (NTA News 24), “the programme is designed to discuss issues of national interest, issues that will make Police Makers and Nigerians to be educated, informed and to some extent a little of entertainment”. The programme is aimed at information and education and to be able to tell policy makers where they are not taking right decisions, they will be directed to such areas by bring him some key players who are knowledgeable in various fields on subjected matter to point out what is right and what is not right. And in the Channels Television, Mr. Chris revealed that, the *Sunrise Daily* was conceived to address conversation around socio – political issues that bother on national interest and development. It is used to set agenda for national discursion and to Xray issues that bother on law and security.

To find out the extent the topics discussed on the programmes help to shape the opinion of the public on socio – political, economic and national issues.

Findings revealed that, to a large extent, the topics discussed on both *Good Morning Nigeria* on Nigerian Television Authority (NTA News 24) and *Sunrise Daily* on Channels Television help to shape the opinion of the public on socio – political, economic and national issues. The analysis in table 4 indicated that, 104(47.3%) and 84 (38.2%) agreed and strongly agreed respectively that, to a large extent the topics discussed on the programmes help to shape the opinion of the public on socio – political, economic and national issues. It further disclosed that, to a large extent the two programmes help to shape audience opinions on political issues, audience opinions on national issues like governments’ policies and implementation, review of constitution; and public interest like flooding, building collapse, new naira note etc. Reiterating the above, the producers of the programmes indicated that to a large extent, issues discussed help to call government attention to critical issues of national development and human interest and cause them to make strong decision. It was also revealed that, the programmes help to call the attention of policy makers to relevant and irrelevant policies as well as the right implementation of such policies. The interview also revealed that, the two programmes help to shape viewers opinions on critical issues and help them to make informed decision.

To ascertain the extent of coverage of *Good Morning Nigeria* on the Nigerian Television Authority (News 24) and *Sunrise Daily* on Channels Television Programmes

Table 5 in the analysis of research question 3 disclosed that, 120 (54.6%) and 58 (26.4%) agreed and strongly agreed that, to a large extent, the coverage of *Good Morning Nigeria* on the Nigerian Television Authority (News 24) and *Sunrise Daily* on Channels Television Programmes is wide. Study revealed that majority of the respondents were not only familiar with the audience penetration of “*Good Morning Nigeria*” on the Nigerian Television Authority (News 24) and “*Sunrise Daily*” on Channels Television Programmes but also agreed that the audiences’ penetration cuts across the country, social media platforms, and beyond the shores of Nigeria .This above is supported by the interview conducted, it was revealed that the programmes do not only have audiences within the country but its cut-across in and outside. It was discovered that, audiences watch the programme via various platforms which include satellite, terrestrial, online and multimedia platforms.

To find out the rate of feedback of “*Good Morning Nigeria*” on the Nigerian Television Authority (News 24) and “*Sunrise Daily*” on Channels Television Programmes.



Analysis in table 7 which addressed research question 4, it was revealed that 87 (39.5%) and 91 (41.4%) agreed that *Good Morning Nigeria* on the Nigerian Television Authority (News 24) is very Interactive and averagely interactive while 105 (47.7%) and 83 (37.7%) agreed that *Sunrise Daily* on Channels Television Programme is very Interactive and averagely interactive. Analysis of both quantitative and qualitative analyses revealed that majority of the respondents indicated that the stations deploy phone – in and audience tweeting as the feedback mechanism. The import is that, the audiences of both programmes are familiar with the feedback mechanism of the programmes. This is supported by interview conducted. it was revealed that the rate of feedback of “*Good Morning Nigeria*” on the Nigerian Television Authority (News 24) and “*Sunrise Daily*” on Channels Television Programmes is high. Study disclosed that, producers, presenters, heads of programmes departments and Stations’ Managers receive messages inform of feedbacks from audiences, governments, and policy makers. They receive these messages via Twitter, Phone in, SMS or WhatsApp.

Conclusion

According to research findings, audiences could identify with the programme objectives of both *Good Morning Nigeria* on Nigerian Television Authority (NTA News 24) and *Sunrise Daily* on Channels Television. They are knowledgeable about the objectives of both programmes. On the part of Channels Television and Nigerian Television Authority (NTA News 24) to a large extent, they have fulfilled the directive of National Broadcasting Commission on its Code on *Straight Dealing* which states that “the objectives of broadcasting in Nigeria are designed to further the goals of democracy and socio-economic development. These objectives challenge the broadcasting industry to assume a major role in the establishment of democratic culture in the country. To achieve this, all programmes shall display a transparent concern for fair play, honesty and integrity. Straight dealing requires that all the objectives of a program shall be clearly evident at every stage of its production and presentation”. This means that, the stations are regularly making their audiences aware of the objectives of programmes to understand the essence of watching the programmes in the first instance and then satisfy the needs and gratification of watching them.

Hence, the objectives of the programmes as revealed by the study include among others, designed to discuss issues of national interest, issues that will make Police Makers and Nigerians to be educated, informed and to some extent a little of entertainment, aimed at information and education and to be able to tell policy makers where they are not taking right decisions, they will be directed to such areas by bring him some key players who are knowledgeable in various fields on subjected matter to point out what is right and what is not right. They are also packaged to address conversation around socio – political issues that bother on national interest and development. It is used to set agenda for national discursion and to Xray issues that bother on law and security.

Recommendations

Based on the findings of the study and conclusion drawn, the following recommendations are suggested that producers of television programmes should endeavour to obey the principle of “Straight Dealing” as shrined in the Nigeria Broadcasting Code to get audiences familiar with objectives of the programme they are watching. Programmes managers, producers and presenters should endeavour to do more of audience research to understand the information need of the audience per time. Also, hey should endeavour to research into programme topics that will meet the information need of the audience in the areas of human interest, community and national development and so on. Lastly, management of television organisations should endeavour to release more fund toward the production of more current affairs magazine programme like *Good Morning Nigeria* on Nigerian Television Authority (NTA News 24) and *Sunrise Daily* on Channels Television, to address audience’s need and yearning for information, education and entertainment.

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