

Analysing the Level of Public Affairs Broadcasting for National Development in Nigeria

Nwambam Maduka^{1*}, Ajasa Ayoola Olalekan², Orumade Emmanuel Nze³, Igwe Kingsley Udochukwu⁴

^{1,3,4}Department of Mass Communication Mountain Top University

²Department of Mass Communication Southwestern University

*Corresponding author

DOI: <https://doi.org/10.51244/IJRSI.2025.12030019>

Received: 30 January 2025; Accepted: 07 February 2025; Published: 31 March 2025

ABSTRACT

Public affairs broadcasting is very important for national development. Public affairs broadcasting is a type of media operation in which the general public exercise their rights to information dissemination, freedom of expression, and knowledge of events taking place both inside and outside of their immediate environment. The main objective of this study is to ascertain the level of public affair broadcasting for national development in Nigeria. The specific objectives are to: determine the level of public affairs broadcasting for national development in Nigeria; ascertain various areas Nigeria has achieved development through public affairs broadcasting and uncover the challenges facing public affairs broadcasting in Nigeria. Survey and in-depth interview were used. The study population is 37, 413,699, while 385 was the sample size. It was found that (35.3%) respondents indicated that there is average level of public affairs broadcasting for national development in Nigeria, (36.1%) reported that the level of freedom for public affairs broadcasting in Nigeria is average, (34.5%) said that public affairs broadcasting in Nigeria has brought about security development at average level, (41.10%) selected that political environment is the challenge to public affairs broadcasting in Nigeria. The study concludes that the practice of public affairs broadcasting for national development in Nigeria is within average level, and it faces many challenges especially the political environment in Nigeria. This study has contributed to knowledge by providing empirical evidences to prove that public affairs broadcasting for national development in Nigeria is within average level. Key recommendation: those in the positions of authority should always allow journalists to access information and data, to enable them serve the publics.

Keywords: Public, Affairs, Broadcasting, National, Development.

INTRODUCTION

Public affairs broadcasting is very important for national development, as people have more value for information than the past decades. Public affairs broadcasting gives information, and brings opportunities to people's doors. It tells the masses about new events, problems, opportunities, scientific discoveries etc. Public affairs broadcasting is any form of electronic media, such as radio and television, whose main goal is to serve the public. In the view of Orjiakor, Ani, Anyanwu, and Nnabuife (2015), public affairs broadcasting is a type of media in which the general public can exercise their rights to information dissemination, freedom of expression, and knowledge of events taking place both inside and outside of their immediate environment. Public broadcasting is described as "a meeting space where all citizens are welcomed and regarded equal" (Jegade 2022). It is a tool for information, education and development that is intended for everyone, regardless of their social or economic backgrounds.

According to Akingbulu (2010), a "public broadcasting service" is a broadcasting that is responsible to serve the public as a whole. Public affairs broadcasting institutions in a certain nation transmits in many languages, as it is the situation in South Africa, where transmission is done in all of the country's official languages. In the past, public broadcasting which, as one might imagine, public affairs programs were the predominant form of

broadcasting in the majority of nations. The idea of public affairs broadcasting in Africa, for instance, began in Nigeria with the premise that development and democracy can only flourish in a state where there is an open and free access to information and where issues affecting the people are given priority. It is a tool for knowledge, education, and cultural advancement, but its purpose also extends to amusement and strong appeal to the imagination of people. The requirement for conscious quality consideration distinguishes public broadcasting from commercial broadcasting. Public broadcasting, in contrast to commercial broadcasting, is not in the business of making money (Orjiakor et al. 2015).

Based on the analysis by Udomisor (2013), Nigerian broadcasting is a complicated warren of linking global and local media relations that have an impact on content, which in turn has an impact on political, social, and cultural issues. The introduction of radio broadcasting by Nigeria's colonial overlords in the 1930s recorded the start of the industry's difficulties since it was used to forward a political propaganda. As a result of this development, indigenous Nigerian leaders established television broadcasting. Tens of decades later, the sector still faces severe difficulties in trying to serve the masses (Chioma, 2014).

In 1992, the Federal Government of Nigeria, led by then Commander in Chief General Ibrahim Babangida, signed the National Broadcasting Decree 38 into law, opening a new era for broadcasting industries in Nigeria. This gave way for the liberalization of the broadcast sector, which ended the government's monopoly over broadcast in Nigeria, and allowed for private participation through investment and operation. The broadcast media were automatically split into two major categories as a result of the deregulation: media owned by the public and media owned by businesses. The commercial media include all radio and television stations owned and operated by individuals, groups of individuals, and organizations, whereas the public media include all federal and state-owned radio and television stations.

However, the NBS Act was passed in Nigeria shortly after, making broadcasting a concurrent legislative issue. By 1957, the Radio Distribution System (RDS) also changed its name to the Nigerian Broadcasting Corporation (NBC), providing a domestic and external service which nationally representative was the main goal of this adjustment. It was at this point that colonial ownership of broadcasting stations came to an end, paving way for federal and local government control. The NBC Act was revised in 1961 to grant the Federal Minister of Information the authority to direct NBC in general, and with regard to particular issues, such as board appointments and policy matters. Despite the constitution's guarantee of journalistic freedom, Nigeria has no formal protection for it. As a result of the constitution's inherent contradictions, journalists do not enjoy press freedom. For instance, section 39 of the 1999 Nigerian constitution guarantees press freedom and tacitly restricts press and freedom of expression (Apuke, 2017).

The National Broadcasting Commission, a broadcast regulating organization, was established as a result of the liberalization of the broadcast industry (NBC). Section 2 (1) of the 1992 Act specifies the following duties for the NBC: providing guidance to the federal government on the implementation of broadcasting policies, processing and recommending to the president, broadcasting license applications, through the information minister, conducting research and development, creating an industry code and setting standards, responding to public complaints, upholding equity and fairness, promoting indigenous cultures and community life, measuring audiences and penetration levels, and harmonizing government policies. The NBC helped in many ways including liberating Nigerian broadcasting from restrictions, general standard of broadcasting in Nigeria, improvement in picture quality, increased programming diversity, modernized equipment, trained broadcast staff, opened doors for collaboration with foreign news media, attracted Nigerian broadcasters overseas, and provided more avenues through which the audience could satisfy their demands (Chioma, 2014). A presidential veto led to the creation of a new ownership and control structure, and more competition in the broadcast industry. This assertion is supported by NBC (2009), which states that the revolution in the country's broadcast industry has led to a rise in the number of broadcast stations in Nigeria to 394 from less than 30 prior to deregulation.

In terms of broadcasting restrictions, Nigeria's 1999 constitution provided for something entirely distinct from what the USA did. In USA, the regulation on broadcast media is rooted in the first amendment of the American Constitution "that the congress shall not make any law abridging freedom of speech or of the press (Innocent & Uzoma, 2013). Nigerian law is therefore created to preserve the legislative intent, which is the ostensible safeguarding of national interests. The freedom of the press and of expression are guaranteed by the Federal

Republic of Nigeria's Constitution 1999, page 22–23. Everyone has the right to expression, including the freedom to hold beliefs and the freedom to freely seek, receive, and share ideas and information, as stated in Section 39-(1). A mandatory government or government agency authorization is one of the prerequisites for ownership of broadcast firms that are provided in subsection two. It is further noted that nothing in subsection 3 invalidates any legislation that is logically justified in a democratic society. The conditions are made very clear. First provided is freedom of expression in subsection 1. The terms for enjoying the freedom are laid out in subsection 2, and the freedom is kindly retracted in subsection three. It is implied that everyone who satisfies the criteria set forth by the government and its departments NBC will be given a license for a broadcasting station.

It also shows that just because stations have licenses doesn't mean they have the freedom to transmit anything they think is beneficial for society. The provision is instead constructed such that the stations will always comply with the directives of the ruling class. For this reason, the provisions of subsection three were put in place. Who ultimately determines if extra legal variations are rational and necessary? The state decides and funds nasty schemes to use its apparatus to censor the broadcast stations. When African Independent Television (AIT) was shut down for three days in 2006, the State Security Services (SSS) were at the scene. However, public affairs broadcasting has many characteristics which include: 1. National reach. Public Affairs Broadcasting ensures that the public's right to information is upheld uniformly throughout the country; as a result, broadcast messages have a broad reach (both in rural and urban communities); for example, the signal of Radio Nigeria can be picked up in various regions of Nigeria. 2. Promotes cultural fusion and diversity: this is a responsibility of public service broadcasting, especially in developing nations like Nigeria. It shows how crucial broadcasting is to encouraging a sense of involvement, belonging, and national development. In this sense, it is possible to say that public affairs broadcasting's purpose is to foster the respect and rights of multiculturalism. 3. Editorial Freedom: the major goal of public affairs broadcasting organizations is to provide high-quality programming to meet the informational, amusement, advertising, and developmental needs of the general public. These objectives cannot be achieved if public broadcasters are not given the needed freedom.

The impartiality of the programmes: impartiality is clearly linked to independence, which suggests that the majority of the programmes should be created to inform and educate the people rather than to advance the interests of the government. 5. A wide choice of programming options: public broadcasting companies should provide a selection of shows that are informative, educational, cultural, agricultural, entertaining, political which would lead to national development. It is the duty of station managers to produce various programmes to see that the varied needs of the audience are met.

Despite the characteristics of public affairs broadcasting above, a number of factors affect public affairs broadcasting in Nigeria, which include: political environment, media regulation, strategic silence, lack of information freedom, framing the news or gate keeping process (Jegede, 2022). Public affairs broadcasting is an essential platform for public awareness and information sharing, education, political engagement, and development. In the place of public affairs broadcasting, through airing of campaign messages, interviews, news, speeches, commentaries, documentaries, debates and advertisements, broadcast media have the power to influence voting choices of the individuals. The electorates mostly rely on electronic media in every electioneering campaign time to receive the accurate information to enable them make wise decisions (Rasheed, 2016).

In public affairs broadcasting, the capacity of the media to reach public interest is the primary focus of media content. Media contents therefore serve little or no purpose when they do not pique the public's interest. Public interest refers to the worries, important aspirations, and informational requirements of society's participants. The public affairs broadcasting role in creating a secure, healthy, and well-functioning society is recognized by the general public in Nigeria. Public interest is defined by the press complaint commission code as includes, but not limited to, identifying and exposing criminal activity or other significant misconduct and guarding against the public being deceived by a particular organization's actions or statements (Nsiakn, 2023). Under public affairs broadcasting, the majority of the elements in a radio or television programmes support the development of human character, intellect, and physical prowess. This is one of the benefits of radio and television in moral education of a child. For kids, teenagers, and even adult listeners, radio and television programmes most frequently offer alternatives to official or informal education. These two forms of public communication and education provide knowledge of all kinds and teach people about other people's customs,

manners, and ways of life, so they can not only be aware of them but also better appreciate and judge them. As a result, one gets exposed to the opinions, cultures, and circumstances of other people through the radio and television (Nwankwor, 2010).

In the recent times, The Federal Government of Nigeria has increasingly used sanctions against broadcast media outlets for articles that have been broadcast that its agencies believe harm the nation's reputation. By way of a letter from Babarabe Illela, the director general of the National Broadcasting Commission, media stations were penalized for airing films concerning theft and violence in Nigeria. According to The Punch Newspaper, 11 August (2022), NBC fined Arise TV, African Independent Television, and Channels Television between N2 million and N3 million each on October 26, 2020, for covering the EndSARS protests. The Commission claimed that the media outlets were responsible for the escalation of violence across Nigeria as young people protested against police brutality. The Lekki Toll-Gate shootings on October 20, 2020, marked the culmination of the protests.

Also, on April 26, 2021, NBC served Channels TV a letter outlining the station's responsibility and obligation for code violations in relation to its broadcast concerning the Indigenous People of Biafra on April 25, as related to Politics Today, and imposed a N5 million fine on the station. The same thing happened on May 2, 2021, when NBC fined Inspiration FM N5 million for airing a report on IPOB. NBC claimed that the broadcast from Channels TV and Inspiration FM encouraged separatist, aggressive, and offensive remarks. The Inter-process Communication IPC's press freedom officer, Melody Lawal, referred to the development as an "arbitrary fine" in a statement. She urged the organizations supporting press freedom and freedom of expression in the nation, including the Nigerian Guild of Editors, the Nigerian Union of Journalists, and the Broadcasting Organizations of Nigeria, to "rise in unison in condemnation of this new development and hostility by the government."

In response to the fines, Joseph Otteh, the convener of Access to Justice, claimed that NBC's actions were deliberate and intended to create an environment of fear and dread among the media. In support of his claim, he referenced Section 39 of the Constitution, which protects the right to "freedom of expression, including freedom to hold opinions and freedom to receive and impart ideas and information without interference." Otteh continued, "while that right, like many others, may be curtailed for the good of the nation, what NBC has done, to his own view, is unquestionably to exact politically-motivated retribution on the media over the publication of uncomfortable truths that worsen the government's embarrassment over insecurity in Nigeria. Moreover, on March 5, 2022 Bandits Warlords of Zamfara, a documentary produced by the British Broadcasting Corporation Africa Eye, was shown on various television stations, and on August 3, 2022 Nigeria's banditry. The inside story was a documentary that Trust Television aired. The suspension letter from NBC said that the media allegedly promoted banditry and undermined Nigeria's national security in violation of the Nigeria broadcasting code (6th edition, 2016). The authorities cited provisions 3.1.1, 3.12.2, and 3.11.2 of the laws, which specify that media outlets should not publish material that can cause mass panic, political and social unrest, security breaches, or other disruptions by inciting or being likely to encourage violence among the public (Punch Newspaper 11 August 2022).

The documentary that the stations broadcast according to NBC and the Minister of Information and Culture, Lai Mohammed, glorified terrorism. On July 28, The Minister made a threat that the Federal Government will penalize Trust Television and the BBC Africa Eye. The Information-Minister called the broadcast of the BBC Africa Eye documentary "unprofessional," claiming that it gave interviews to terror bands and bandit warlords, inciting "terror" throughout the nation. A different lawyer, Yomi Alliye, SAN, claimed that the constitution provides freedom of speech and information, and argued that it is not possible for the broadcast of a terrorist's speech to inspire violence, anger, or other negative emotions in the public. He declared, "NBC is being draconian by interpreting its code too strict. As far as broadcasting speech from anyone is concerned, the media are just doing their job as the fourth realm of the state, disseminating information, and cannot be executed. NTA-StarTimes Limited, MultiChoice Nigeria Limited, the proprietors of DSTV, and TelCom Satellite Limited later received a N5 million fine note from NBC for the BBC Africa Eye broadcast. The letter stressed that failing to comply would result into imposition of a stiffer sentence and the fines were to be paid by August 30, 2022 (Punch Newspaper 11 August 2022).

Looking at the laws in Nigeria, it seems that Nigeria is actually practicing public affairs broadcasting.

Unfortunately, no research finding could provide substantial evidence about the nature of public affairs broadcasting in Nigeria. Many studies related to public affairs broadcasting in Nigeria narrowly brushed around the factor, without proper verification about the volume of public affairs broadcasting practice in the country. It is against this backdrop that this study was meant to ascertain the level of public affairs broadcasting in Nigeria.

Statement of Problem

Public affairs broadcasting is one of the factors that foster national development in every country.

This is achievable through wide range of programming options that are informative, educative, cultural, entertaining and political, which would lead to national development. Nigerian constitution has provided for freedom of information which aids public affairs broadcasting for national development. Section 39-(1) of the 1999 Constitution states that everyone has the right to expression, including the freedom to hold beliefs and the freedom to freely seek, receive, and share ideas and information. Unfortunately, there are lots of factors impeding public affairs broadcasting in Nigeria, especially the political environment. Therefore, the nexus of this study was to analyse the level of public affairs broadcasting for national development in Nigeria.

Objectives

The objectives of the study are to:

1. determine the level of public affairs broadcasting for national development in Nigeria.
2. ascertain various areas Nigeria has achieved development through public affairs broadcasting
3. uncover the challenges facing public affairs broadcasting in Nigeria.

RESEARCH METHOD

This study was conducted in South-south, Nigeria. Survey research design and in-depth interview were used for data collection. The population of study is 37, 413,699, while 385 was the sample size, through Australian Calculator. Multi stage sampling technique was adopted. At the first stage, three states were randomly selected from the six states in South-south Nigeria. Simple random sampling technique was adopted to give every state the chance of being selected as part of the sample. The selected states are: Rivers, Cross River and Akwa-Ibom State. One local government area (LGA) was purposively selected from each of the selected states, making it three LGAs. Purposive sampling was adopted to select LGAs in urban and suburban areas, where people can give much information about public affairs broadcasting in Nigeria. Thus, Obio-Akpor LGA was selected from Rivers State, Ogoja LGA from Cross River State and Ikot Ekpene LGA from Akwa-Ibom State. Two communities were further selected from each of the selected LGAs, making it six communities studied. Purposive sampling technique was used in selecting communities in urban and suburban areas, where exposed people and journalists dwell, who could willingly give out information about public affairs broadcasting. From Obio-Akpor LGA, Choba and Elelenwo communities were selected, in Ogoja LGA, Ewinimba and Bansara communities were selected, and in Ikot Ekpene LGA, Akanaan and Ibiakpan communities were selected. Copies of questionnaire were purposively administered to individuals who have the knowledge of public affairs broadcasting in Nigeria, as thus: Choba=65, Elelenwo=64, both in Obio-Akpor LGA, Rivers State; Ewinimba=64, Bansara=64 both in Ogoja LGA, Cross River State; Akanaan=64, Ibiakpan=64 both in Ikot Ekpene LGA, Akwa-Ibom State. However, 374 copies of the questionnaire were retrieved from the respondents, and that is the sources of quantitative data for this study. Qualitatively, two experienced journalists were purposively selected from each community, making it twelve journalists who were interviewed. The reason for purposive sampling is to enable the researcher get accurate information from experienced journalists.

Data presentation and Analysis

The data gathered for this study were analyzed using simple percent, for the purpose of determining the level of public affairs broadcasting in Nigeria. The quantitative data were all presented on frequency tables. All the qualitative data elicited for this study were carefully collated and descriptively presented. Every qualitative data was analyzed immediately after the quantitative data. The essence is to shed more lights on the quantitative results.

Table 1: Level of public affairs broadcasting for national development in Nigeria

Variable	Frequency	Percent
Average level	132	35.30%
Very high level	113	30.20%
High level	102	27.30%
Low level	14	3.70%
Very low	13	3.50%
Total	374	100%

Source: Field survey

The data presented on table 1 depict that majority respondents, 132 (35.3%) selected that there is average level of public affairs broadcasting in Nigeria, followed by 113 (30.2%) respondents, who were of the opinion that the level of public affairs broadcasting in Nigeria is very high, 106 (28.3%) respondents said that the level of public affairs broadcasting in Nigeria is high, 14 (3.7%) respondents indicated that the level of public affairs broadcasting in Nigeria is low, while 13 (3.5%) respondents maintained that the level of public affairs broadcasting in Nigeria is very low. Qualitatively, 11 (91.7%) said that public affairs broadcasting in Nigeria is at average level, while 1 (8.3%) respondent held that public affairs broadcasting in Nigeria is at high level. The implication of this result is that public affairs broadcasting in Nigeria is not efficiently practiced.

Table 2: Level of freedom for public affairs broadcasting in Nigeria

Variable	Frequency	Percent
Average level	135	36.10%
Very high level	115	30.70%
High level	107	28.60%
Low level	12	3.20%
Very low	5	1.30%
Total	374	100%

Source: Field survey

The data recorded on table 2 portray that majority respondents 135 (36.1%) reported that the level of freedom for public affairs broadcasting in Nigeria is average, followed by 115 (30.7%) respondents, with the opinion that the level of freedom for public affairs broadcasting in Nigeria is very high, 107 (28.6%) respondents selected that the level of freedom for public affairs broadcasting in Nigeria is high, 12 (3.2%) respondents said that the level of freedom for public affairs broadcasting in Nigeria is low and 5 (1.3%) indicated that the level of freedom for public affairs broadcasting in Nigeria is very low. In the qualitative data, 10 (83.3) respondents said that the level of freedom for public affairs broadcasting in Nigeria is average, 1 (8.3%) respondent said that the level of freedom for public affairs broadcasting in Nigeria is high, and another 1 (8.3%) respondent also held that the level of freedom for public affairs broadcasting in Nigeria is low. Generally, this result shows that public affairs broadcasting in Nigeria is average and does not have total freedom.

Table 3: Public affairs broadcasting and political development in Nigeria

Variable	Frequency	Percent
Average level	127	34.00%

Very high level	119	31.80%
High level	109	29.10%
Low level	11	2.90%
Very low	8	2.10%
Total	374	100%

Source: Field survey

The result on table 3 shows that majority respondents 127 (34%) respondents selected that public affairs broadcasting in Nigeria has resulted into political development at average level, followed by 119 (31.8%) respondents who said that public affairs broadcasting in Nigeria has resulted to political development in Nigeria at high level, 109 (29.1%) respondents held that public affairs broadcasting in Nigeria has resulted to political development at a very high level, 11 (2.9%) respondents said that public affairs broadcasting in Nigeria has caused political development at a low level and 8 (2.1%) respondents indicated that public affairs broadcasting in Nigeria has brought about political development at a very low level. The qualitative data revealed that 8 (66.7%) respondents were of the opinion that public affairs broadcasting in Nigeria has contributed to political development at average level, 2 (16.7%) respondents said that public affairs broadcasting in Nigeria has resulted to political development at high level, 1 (8.3%) respondent said that public affairs broadcasting in Nigeria has contributed to the political development at very high level, and another 1 (8.3%) respondent said that public affairs broadcasting in Nigeria has just resulted to political development at low level. The combination of quantitative and qualitative results shows that public affairs broadcasting in Nigeria has substantially resulted to political development.

Table 4: Public affairs broadcasting and security development in Nigeria

Variable	Frequency	Percent
Average level	129	34.50%
High level	114	30.50%
Very high level	111	29.70%
Low level	13	3.50%
Very low	7	1.90%
Total	374	100%

Source: Field survey

The record on table 4 portrays that majority respondents 129 (34.5%) reported that public affairs broadcasting in Nigeria has brought about security development at average level, followed by 114 (30.5%) respondents who said that public affairs broadcasting in Nigeria has helped in security development at high level, 111 (29.7%) respondents indicated that public affairs broadcasting in Nigeria has resulted to security development at a very high level, 13 (3.5%) respondents selected that public affairs broadcasting in Nigeria has resulted to security development at low level and 7 (1.9%) respondents said that public affairs broadcasting in Nigeria has only resulted to security development at a very low level. Qualitatively, majority respondents 9 (75%) responded that public affairs broadcasting in Nigeria has contributed to the security development at average level, 2 (16.6%) respondents said that public affairs broadcasting in Nigeria has contributed to the security development at high level, and 1 (8.3%) respondent said that public affairs broadcasting in Nigeria has contributed to security development at low level. This result shows that public affairs broadcasting in Nigeria has significantly contributed to security development in the country.

Table 5: Public affairs broadcasting and moral development in Nigeria

Variable	Frequency	Percent
Average level	138	36.90%
Very high level	107	28.60%
High level	98	26.20%
Low level	23	6.10%
Very low	8	2.10%
Total	374	100%

Source: Field survey

The data presented on table 5 contain that majority respondents 138 (36.9%) said that public affairs broadcasting in Nigeria has contributed to moral development at average level, 107 (28.6%) respondents selected that public affairs broadcasting in Nigeria has resulted to moral development at high level, 98 (26.2%) respondents said that public affairs broadcasting in Nigeria has caused moral development at a very high level, 23 (6.1%) respondents answered that public affairs broadcasting in Nigeria has resulted to moral development at low level, while 8 (2.1%) respondents indicated that public affairs broadcasting in Nigeria has contributed to moral development at a very low level. Looking at the qualitative data, 7 (58.3) respondents chose that public affairs broadcasting in Nigeria has resulted to moral development at average level, 3 (25%) respondents said that public affairs broadcasting in Nigeria has resulted to moral development at high level, while 2 (16.7%) respondents held that public affairs broadcasting in Nigeria has resulted to moral development at low level. This is a clear indication that public affairs broadcasting in Nigeria has significantly contributed to moral development among Nigerian residents.

Table 6: Challenge to public affairs broadcasting in Nigeria

Variable	Frequency	Percent
Political environment	157	42.00%
Media regulation	105	28.10%
Strategic silence	73	19.50%
Lack of information freedom	33	8.80%
Gatekeeping process	6	1.60%
Total	374	100%

Source: Field survey

Table 6 has the record that majority respondents 157 (42%) said that political environment is a challenge to public affairs broadcasting in Nigeria, followed by 105 (28.1%) respondents who said that media regulation is a challenge to public affairs broadcasting in Nigeria, 73 (19.5%) respondents selected that strategic silence is a challenge to public affairs broadcasting in Nigeria, 33 (8.8%) held that lack of information freedom is a challenge to public affairs broadcasting in Nigeria, and 6 (1.6%) responded that gate keeping process is a challenge to public affairs broadcasting in Nigeria. In the qualitative data, greater number of the respondents 8 (66.7%) bemoaned that political environment is a challenge to public affairs broadcasting in Nigeria, 3 (25%) respondents said that lack of absolute freedom of information in Nigeria is the challenge to public affairs broadcasting in Nigeria, and 1 (8.3%) of them said that media regulation is a challenge to public affairs broadcasting in Nigeria. This result shows that a number of factors especially political environment affects public affairs broadcasting in Nigeria.

Table 7: Level of challenge to public affairs broadcasting in Nigeria

Variable	Frequency	Percent
Very high level	179	47.90%
High level	102	27.30%
Average level	72	19.30%
Low level	19	5.10%
Very low level	2	0.50%
Total	374	100%

Source: Field survey

The data presented on table 7 above depict that majority respondents 179 (47.9%) indicated that there is a very high level of challenge to public affairs broadcasting in Nigeria, followed by 102 (27.3%) respondents who said that there is high level of challenge to public affairs broadcasting in Nigeria, 72 (19.3%) respondents were of the opinion that there is average level of challenge to public affairs broadcasting in Nigeria, 19 (5.1%) respondents selected that there is low level of challenge to public affairs broadcasting in Nigeria, and 2 (0.5%) respondents said that there is a very low level of challenge to public affairs broadcasting in Nigeria. Qualitatively, 9 (75%) respondents said that public affairs broadcasting in Nigeria has a very high level of challenge, 2 (16.6%) respondents maintained that public affairs broadcasting in Nigeria has a high level of challenge, while only 1 (8.3%) respondent said that public affairs broadcasting in Nigeria has average level of challenge. This result clearly portrays that there is a very high level of challenge facing public affairs broadcasting in Nigeria.

DISCUSSION OF FINDINGS

The data presented on table 1 revealed that majority of the respondents, (35.3%) said that there is average level of public affairs broadcasting in Nigeria, Qualitatively, (91.7%) reported that public affairs broadcasting in Nigeria is at average level, while (8.3%) respondent said that public affairs broadcasting in Nigeria is at high level. The findings above depict that public-affairs broadcasting in Nigeria is not efficiently allowed. This is in line with the dictum by Udomisor (2013), which avers that Nigerian broadcasting is a complex warren of linking international and national media relations that have effect on contents, which invariably has an impact on political, social and cultural issues.

The data of table 2 revealed that majority respondents (36.1%) reported that the level of freedom for public affairs broadcasting in Nigeria is average. In the qualitative data, (83.3) respondents explained that the level of freedom for public affairs broadcasting in Nigeria is average, (8.3%) respondent said that the level of freedom for public affairs broadcasting in Nigeria is high, and another (8.3%) respondent also held that the level of freedom for public affairs broadcasting in Nigeria is low. This result shows that the level of freedom for Nigerian public affairs broadcasting is average. This is in tandem with statement by Apuke (2017), which states that despite the constitution's guarantee for journalistic freedom, Nigeria has no formal protection for it. As a result of the constitution's numerous contradictions, the media does not enjoy freedom for public affairs broadcasting.

The result of table 3 shows that greater number of respondents (33.10%) said that public affairs broadcasting in Nigeria has resulted into political development at average level. The qualitative data portray that (66.7%) respondents reported that public affairs broadcasting in Nigeria has contributed to political development at average level, (16.7%) respondents said that public affairs broadcasting in Nigeria has resulted to political development at high level, (8.3%) respondent answered that public affairs broadcasting in Nigeria has contributed to the political development at a very high level, and another (8.3%) respondent maintained that public affairs broadcasting in Nigeria has just caused political development at low level. The results proved that public affairs broadcasting in Nigeria has resulted to political development just little beyond average level. This finding is related to the axiom by Rasheed (2016), which maintains that through public affairs broadcasting,

airing of campaign messages, interviews, news, speeches, commentaries, documentaries, debates and advertisements can influence voting decisions among the electorates, as they mostly rely on broadcast media during electioneering campaigns for information to make wise choices.

The record on table 4 portrays that majority of the respondents (34.5%) reported that public affairs broadcasting in Nigeria has brought about security development at average level. Qualitatively, majority respondents (75%) reported that public affairs broadcasting in Nigeria has contributed to the security development at average level, (16.6%) respondents said that public affairs broadcasting in Nigeria has contributed to the security development at high level, and (8.3%) respondent said that public affairs broadcasting in Nigeria has contributed to the security development at low level. This result shows that public affairs broadcasting in Nigeria has highly contributed to the security development in the country. This is in corroboration with the precept by Nsiakn (2023), that public affairs broadcasting contributions in enhancing a secure, healthy, and well-functioning society is recognized by the general public in Nigeria.

The data presented on table 5 revealed that majority of the respondents (36.9%) said that public affairs broadcasting in Nigeria has contributed to moral development at average level. In the qualitative data, (58.3) respondents said that public affairs broadcasting in Nigeria has resulted to moral development at average level, (25%) respondents reported that public affairs broadcasting in Nigeria has caused moral development at high level, while (16.7%) held that public affairs broadcasting in Nigeria has just resulted to moral development at low level. This is a clear indication that public affairs broadcasting in Nigeria has contributed to moral development among Nigerian residents. These findings corroborate the assertion by Nwankwor (2010), which portends that greater number of the items in a broadcast programme encourage the development of human characters, intellect, and physical prowess. This is one of the benefits of broadcast media in moral education of a child. For children, teenagers, and even adult viewers, broadcast programmes frequently provide alternatives to official or informal education.

Table 6 has the record that majority respondents (41.10%) said that political environment is a challenge to public affairs broadcasting in Nigeria. In the qualitative data, greater number of the respondents (66.7%) bemoaned that political environment is a challenge to public affairs broadcasting in Nigeria, (25%) respondents were of the opinion that lack of absolute freedom of information in Nigeria is the challenge to public affairs broadcasting in Nigeria, and (8.3%) respondents said that media regulation is a challenge to public affairs broadcasting in Nigeria. This result shows that many factors especially political environment affects public affairs broadcasting in Nigeria. This result is an affirmation to the maxim by Jegede (2022), who outlined the challenges of public affairs broadcasting in Nigeria to include: political environment, strategic silence, media regulation, gate keeping process and information freedom.

The data presented on table 7 depict that majority respondents (47.9%) indicated that there is a very high level of challenge to public affairs broadcasting in Nigeria. Qualitatively, greater number of respondents (75%) cried out that public affairs broadcasting in Nigeria has a very high level of challenge, (16.6%) respondents maintained that public affairs broadcasting in Nigeria has a high level of challenge, while (8.3%) respondent reported that public affairs broadcasting in Nigeria has average level of challenge. This finding is a clear indication that public affairs broadcasting in Nigeria has a very high level of challenge. Relatively, in Punch Newspaper 11 August (2022), Yomi Alliyu, (SAN) said that the Nigerian Constitution provides freedom of speech and information, and declared that "NBC is being draconian by interpreting its code too strictly. In the same vein, Melody Lawal, referred to the charges against broadcast stations as an "arbitrary fine". She encouraged the organizations supporting press freedom and freedom of expression in Nigeria, including the Nigerian Guild of Editors, the Nigerian Union of Journalists, and the Broadcasting Organizations of Nigeria, to "rise in one accord in condemnation arbitrary laws against broadcast media by the government."

CONCLUSION

The practice of public affairs broadcasting for national development in Nigeria is at average level. Although public affairs broadcasting has highly contributed to political, security and moral development of the country, a number of factors impede the practice of public affairs broadcasting in Nigeria, especially political environment. Therefore, this study concludes that public affairs broadcasting in Nigeria is at average level.

RECOMMENDATIONS

As a way of improving on the level of public affairs broadcasting for national development in Nigeria, the following recommendations were made:

1. Those in the positions of authority should always allow journalists to access information and data, to enable them contribute in national development programmes.
2. The regulations and fine against broadcast media should be stopped to enable the media explore variety of opportunities and equip Nigerians with informative and educative programmes for national development.
3. The gatekeepers and journalists should be very careful with the information they cast. They should broadcast with the sense of social responsibility, giving accurate and credible information for national development.
4. There is a need for variety of programmes using the local languages of Nigerians for developmental programmes across different works of life.

Ethical Approval

The ethical approval was obtained from the communities before conducting the research. The essences was to assure the participants that the information received from them would be used only for the research purposes, and would be treated with utmost confidentiality.

Conflict of Interest

There was no conflict of interest among the authors.

REFERENCES

1. Akingbulu, A. (2010). Public Broadcasting in Africa: Nigeria. Retrieved from <https://books.google.com.ng>.
2. Apuke, D. O. (2017). Exploring the extent of press freedom in Nigeria. *International Journal of International Relations, Media and Mass Communication Studies*. 3, (2). 28-31.
3. Chioma, P. E. (2014). A comparative evaluation of the pre and post deregulation challenges of broadcasting in Nigeria. *Journal of Research and Development*. 1 (8).
4. Innocent, P. I. & Uzoma, C. O. (3013). Broadcasting regulation and broadcasting in Nigeria: An overview of the approaches. *Research on Humanities and Social Sciences*. 3 (2), ISSN 2222-2863. Jegede O. (2022). Public affairs broadcasting bcj316. Retrieved from <https://nou.edu.ng>.
5. Joseph, O. (2022). The NBC's actions were deliberate and intended to create an environment of fear and dread among the media. *Punch Newspaper* 11 August 2022.
6. NBC (2009). Grant of radio and television network service licences. Information Memorandum Abuja: Retrieved from <http://www.nbc.gov.org.php>.
7. Nsiakn, S. (2023). public service broadcasting. Retrieved from <https://nou.edu.ng/coursewarecontent/BCJ%20433>.
8. Nwankwor, I. J. (2010). The radio and the television in the moral education of a child. Retrieved from file:///C:/Users/101891-1-10-20100816-1.pdf
9. Orjiakor, I., Ani, M., Anyanwu, J. & Chinwe, N. N. (2015). Public affairs broadcasting in Nigeria: myth or reality. *Communication Panorama African and Global Perspectives. A Multidisciplinary International Research journal*, 1 (1).
10. *Punch Newspaper* 11 August (2022). NBC's fines on media firms violate press freedom.
11. Rasheed, B. O. (2016). Broadcast media as an instrument of change during 2015 electioneering campaigns in Nigeria. *Arabian Journal of Business and Management Review (Nigerian Chapter)* 3 (12).
12. Udomisor, I. W. (2013). Management of Radio and Television Stations in Nigeria. *New Media and Mass Communication*. 10, ISSN 2224-3267.
13. Yomi, A. (2022). Nigerian constitution provides freedom of speech and information. *Punch Newspaper* 11 August 2022.