STUDYING THE PLURALISATION OF BROADCASTING IN NIGERIA: FROM PERSPECTIVES TO PRACTICE

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ABSTRACT

This paper examines the pluralisation of broadcasting in Nigeria with public service and business models as a paradigm of explorative discourse noting that the direction from government monopoly and funding practice to market-driven broadcasting ownership/investment. This policy changes brought about the co-existence of public, private/commercial and community broadcasting stations across the country, with National Broadcasting Commission as a regulator of the competitive broadcasting. Furthermore, the study noted the diversity of programmes format and genres being offered on these stations competing for the attention of audience and programming schedules as a platform on decision-making on choice programme resulting as well, audience polarisation and preference for stations. The author isolates potential benefits of competitive broadcasting landscape and gives further pointer for policy visitation that could enhance the performance of broadcasters and their proprietors on appropriate policy- making and decisions. This study therefore contributes to knowledge and the literature in broadcasting policy research and critical-qualitative research doctrine.

Keywords: Public service model Business model, National Broadcasting Commission (NBC), Fragmentation, Polarisation

INTRODUCTION

The aim of this article is to explore the changing policy regarding broadcasting as an institution of national interest and information service delivery for public consumption. Broadcasting policy today has opens-up wider accessibility to information (programmes) through diversity and plurality of ownerships of broadcasting station via public service and private commercial broadcasting systems. Under this development is the emerging concept of broadcasting pluralism referred to as the plurality of ownerships and control of broadcasting outfit, diversity of programmes and accessibility to such programmes and reception in society (see ARTICLE 19, 2006:19; WordPress.com weblog, 2015), Coase, 2007:31) explains that pluralism is all about ownerships and simultaneous diversity of content (programmes flow for public receptivity and consumption) citing further Morisi, (2012) three directions of media pluralism and are i. source pluralism (diversity of media outlets (public, private/commercial and community broadcasters) ii. content pluralism (format or programme/type diversity, demographic diversity, idea-viewpoint diversity) and iii. exposure pluralism (audience as citizens/consumers, audience fragmentation) adding that these can potentially influence policy formulation and regulation (see also Spigelman, 2013:47-49)

This paper replicates these dimensions with modification to examine the patterns of broadcasting pluralism in Nigeria and the models of broadcasting practice that has informed

its broadcasting policy processes and practice. The discussion begins with the models of broadcasting pluralisation, using public service and business model as a discourse.

Explaining Operational Models Relating to Broadcasting Pluralisation

Broadcasting organisations around the world has undergone major policy revision with two competing models to explain this transformation (Nyamnjoh, 2003; McQuail, 2010). The first of this model is public service model in which the role of public service broadcasting is tantamount to serve the public sphere through accessibility to information and knowledge require for effective participation in the affairs of society and governance. The model emphasises the importance of content (programmes) that could open-up opportunities for people or people participation in broadcasting without restriction. Thus, guaranteeing the free flow of information. The moral obligation and or social responsibility become the watch-word of broadcasters and operational funding being the responsibility of government. The second is the business model explains that the economics of broadcasting operations becomes an alternative means of broadcasting services to the public, providing further expanse of programmes flow thereby increasing the choice of programmes access and consumption. The model relates back to the issue of market influence as a determinant factor in revenue generation strategy through sales of airtime for advertisement.

The structure of broadcasting organisations can take the form of public service model or combination of public service model and the business model with institutional regulation to act as check and balance on ownerships and broadcaster's behaviour as well as flexibility of programmes content for public interest fulfilment. The UK is an example of country with public service model of the British Broadcasting Company (BBC) with mandate under the royal charter provide public interest broadcasting based on moral obligation, programming diversity, editorial independence and assured funding (Abbott, 2016) and the business model of the Independent Television Network, a network of television channels which operate regional television services as well as sharing programmes between each other to be displayed on the entire network. The ITV network is empowered under Parliamentary Act of 1954 and all ITV network are licensed to provide broadcasting services (broadcast programming of public importance) with funding derive from the sales of airtime to advertisers. Common to both broadcasting organisations is the role of Office of Communications (Ofcom) with responsibilities to regulate broadcasting services (Wikipedia, the free encyclopaedia; Smith, 2006)

In contrast to UK models, the American broadcasting systems drives on business model with free enterprise and competition, and regulatory processes are the hallmark of engineering ownership and control of broadcasting stations. Put simply, the American broadcasting policy and practice lies on business model and of libertarian principles in which diversity in ownerships and control of broadcasting stations provide for democratization of public opinions and audience participations in public affairs programmes. The Federal Communications Commission (FCC) act on behalf of government and public in monitoring and supervising the operations of the broadcasting stations and networks (Davis,1991; Barbrook, 2007).

Elsewhere in Africa, Manda, (2007) studied of Malawi broadcasting system provides useful illustration of broadcasting diversity of public service model comprising mixture of government broadcasting stations (treasury funded stations), community broadcasting stations (community funded broadcasting stations) and business model of private/commercial broadcasting stations (private funded broadcasting stations). Institutional regulation via established agency of government, with responsibilities to monitor the operational behaviour of broadcasters is evident.

These studies provide the setting with which to understand the growing influence of public service and business model in broadcasting policy-making and pluralisation around the world, depending on the political, economy and socio-cultural colouration of every society. More explicit to locate are the connecting relations of theories of the press which categories the world into four media systems: social responsibility, libertarian, authoritarian and communist theories of the media (see Siebert, Peterson and Schramm, 1956).

Thus, the public service model is practically connected to social responsibility and libertarian principles on which the UK broadcasting and Malawi broadcasting systems drives while the libertarian principles influence US broadcasting policy direction and practice. These discursive models are important to underscore the platforms on which the broadcasting system in Nigeria sits and the policy direction that has influence its pluralisation and diversity which is further discussed.

Broadcasting Pluralisation in Nigeria

Moores, (2000:12-41) sees broadcasting as an institution and industry for the manufacture of symbolic goods (production of programmes of different forms and format) with particular professional practices as a basis of fulfilling the expectations of society and by specific relationships to the state or the market, highlighting as well, the relationships of audiences who are listeners and viewers of radio and television programmes in everyday life. Similarly, the Nigeria Broadcasting Commission, (2010) refers to broadcasting as a creative medium, characterized by professionalism, choice and innovation, to serve the interest of the public noting the utilisation of audio or audio and video technology in reaching the audience simultaneously. Fairchild (cited in Amadi, 1986:20) says that organised broadcasting has reference to the production and transmission of programmes by standard stations for public consumption

These discursive definitions provide ground to suggest that broadcasting is a valuable institution in Nigeria society serving geographically dispersed population of 193.3 million people leaving in different states across the country (Thirty-six states and Federal Capital Territory (FCT), and 774 local government areas) (see Chinwe, 2015; Nairaland, 2016; (NBS cited in Ukwu, 2017; Adejokun, 2017). Ajibulu, (2013) viewed broadcasting in Nigerian context as an aspect of modern mass media on which its signals are sent out to anyone who possesses the equipment to pick it up the signals via programmes for audience receptivity and consumption. This view appears to indicate the significance of radio frequency spectrum, meaning the electronic highway for the transmission of radio and television signals for the reception of the populace (Osazee-Odia, 2001). The next discussion explores evolution of broadcasting as an institution of national media system.

Evolution of Broadcasting Systems in Nigeria

Broadcasting system in Nigeria has both public service and business models and has influence broadcasting policy framework and development direction. Two constitutional frameworks set the setting for the development of the Nigerian broadcasting: the McPherson colonial constitution of 1951 put broadcasting on the concurrent list legislative that is, within the administrative jurisdiction of both the federal and regional governments on which the autonomy of broadcasting was pursued. The 1979 constitution provide further opportunities for diversification of broadcasting with states ownership of broadcasting stations

Section 39 (2) subsection (1) of the 1979 constitution states "every person shall be entitled to own, establish and operate any medium for the dissemination of information, ideas and opinions" Furthermore, sub-section 2 states that "no person other than government of the federation or of a state or any other person or body authorized by the President, shall own,

establish or operate a television or wireless broadcasting station for any purpose whatsoever [44], [45]

Radio Broadcasting: The Beginning of Public Service Model

The foundation of broadcasting system in Nigeria is trace to the British Broadcasting Corporation (BBC) with public service model and the philosophy of social responsibility broadcasting in setting the stage for public interest broadcasting. The BBC listening post in 1932 and the radio distribution system, oversee by the department of Post and Telegraph marked the beginning of a functional broadcasting system for the country, radio broadcasting institution with the aim of serving the information need of the British colonial administration. The 1950 establishment of the Nigerian Broadcasting Service extended the public service broadcasting, with transmission location in various parts of the country on shortwave and medium wave transmitters. The responsibility of the NBS was stipulated to include the provision of educational services as well as the provision of independent and impartial broadcasting service. Following the Federal government decision to expand broadcasting to Nigerians, the Nigerian Broadcasting Corporation came on-board. The Act of 1956 spelt out the functions of NBC among which to provide as a public service independent and impartial broadcasting services by means of wireless

telegraph television for general reception with in Nigeria (see Amadi, 1996:27) and Voice of Nigeria (VON) as external service broadcasting in 1962 with mandate to provide as a public service, in the interest of Nigeria, radio broadcasting services for global reception, ensure that its services reflect views of Nigeria as a country, give adequate expression to the culture, characteristics, affairs and opinions of Nigeria as well as ensure that news and programmes enhance Nigeria's foreign policy and image (see Wikipedia, the free encyclopaedia). The Nigerian Broadcasting Corporation was reorganized in 1978 to become the Federal Radio Corporation of Nigeria, FRCN with mandate in serving as a national public service channel based on the exclusive right to broadcast on the Short wave band to effectively covers transmitting location in different states, and broadcast in 15 languages to meet the need of the diverse multi-ethnic groups in Nigeria society (see Pate, 2000). These developments suggests broadcasting pluralism and public service model with government control and culture-driven programmes as policy practice (Akashoro, Okidu and Ajaga, 2013; Udeajah, 2004)

Television Broadcasting: Public Service versus Business Model

Television broadcasting commence in the 1950s with regional government establishment of television station in respective region. For examples, the Western Nigeria Broadcasting Service (WNBS)in 1959, The Eastern Nigeria (ENBS) Broadcasting Service in 1960; the Broadcasting Company of Northern Region (BCNN) in 1962; Midwest Television (MTV)/NTV Benin (1973); Benue-Plateau Television (BPTV)/NTV Jos (1974); North-West Television (NWT)/NTV Sokoto (1976) and KSTV Kano (1976) (see Folarin, 2000 as cited in Chioma, 2014; Ariye, 2010). These stations extend further the BBC model of public service broadcasting with responsibilities to provides public interest broadcasting that could foster education, social and economic development (Chioma, 2014). The problem of funding instigated all the broadcasting stations decision to allow for commercialisation of services via advertising (see Ibenegbu, 2017).

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[44] 1999 Constitution of the Federal Republic of Nigeria. pp. 40

[45] Legal and constitutional framework
http://nigeriacommunityradio.org/legal_framework.php [Accessed 5August, 2017]

A more liberalisation of broadcasting was again evident from 1979-1982, with the establishment of state governments funded broadcasting stations. This saw the end of Federal government monopoly of broadcasting stations to the emergence of broadcasting liberalisation resulting into mixed ownership of broadcasting stations: Federal and states broadcasting and of public service model. The influence of commercial value to strategically support funding of broadcasting operations found its way in broadcasting policy practice of both federal and states (collusion of business model). Iredia, (2015) explains broadcasting stations, Federal and states pursue internally generated revenue policy, in addition to budgetary allocation (subvention) to meet operational requirements and as such the commercial or marketing has become a frontline department in broadcasting organisations. Internal control and supervision constitute measures to ensure broadcasters conform to self-regulation behaviour and sustain public interest broadcasting For examples, the Federal Ministry of Information control Federal government owned broadcasting stations: Nigerian Television Authority-NTA, Federal Radio Corporation of Nigeria-FRCN, Voice of Nigeria-VON while the States Ministry of Information and National Orientation oversees states owned broadcasting stations. What this means is that Federal stations broadcasters are accountable to the Federal government through their Board of Governor and Minister and the state broadcasters through their Board of Directors to the Commissioner of Information implying the variance in the supervisory process (see Udomsior, 2013)

Private Broadcasting: Diversity and Regulation

The ground for private sector participation in broadcasting is capture in Sub-section 2 of 1979 Constitution of Nigeria on which the rationale for private broadcasting ownership and service platforms was pursued citing freedom of expression, promoting democratic principles and values, sustaining the unity and cultures, expansion of economic activities and development, and programmes diversities reflective of the overall interest of the people and the country were convincing argument for then Military administration to shift ground for the deregulation and liberalisation of broadcasting (reversion from monopoly to pluralisation of broadcasting ownership and funding). Decree No.38 of August 24, 1992 set the stage for a full blown broadcasting deregulation and market liberalisation of broadcasting services. This development appears to redefine public service broadcasting to a new redefinition of broadcasting policy and regulation (see Steemers, 1999; Oketunmbi,. 2006 & 2007; Barbrook, 2007; Shittu, 2010; Ajibulu, 2013)

Thus, the public service and business model has repositioned the broadcast media policy direction and practice with private and public broadcasting stations competitively operating side-by-side. Today, the structure of broadcasting stations lies on three-tier systems of operations and programmes delivery, and are;

- Public broadcasting stations, made of federal broadcasting stations (NTA, FRCN: FM radio stations and Voice of Nigeria: VON- shortwave international broadcasting) and States broadcasting stations; made of all states FM radio and Television stations in thirty-six states and Abuja)

- Private/Commercial broadcasting (made up of private FM radio and television broadcasting stations)

- Community broadcasting stations: These stations are community based and serve grassroot populace with local news programmes and all related programmes as primary responsibilities of grassroot broadcasters (see Ajibade and Alabi,2017)

The progression in the number of public broadcasting stations (federal and states) to private/commercial broadcasting stations demonstrate the pluralism of broadcasting

Available figure on the number of broadcasting stations in the country shows 27 privately owned television stations, most of which has additional outlets in various parts of the country. For examples, African Independent Television has 10 transmission locations; Channel Television four transmission locations. Public television broadcasting stations comprising federal and states has 71 transmission stations [46,47] and FM radio broadcasting stations comprising of public and private/community radio stations has 343 transmission locations across the country suggesting higher diversity of radio stations, compares to television stations (Akoh, Jagun, et al, 2012; Aleshi, 2013; Solomon, 2016; Nairaland, 2017).

These diversities of broadcasting stations corroborate with the liberalisation of the airwaves for public and private broadcasting utilization. Adetona, Koledoye and Alebiosu, (2013) notes the usage and allocation of broadcast frequencies enables public (federal and states) and private/commercial television stations to fulfilled their social responsibilities to the society and on designated frequency spectrum space. For examples, the Nigerian Television Authority NTA transmits on Very High Frequency (VHF) space, States and private-owned television broadcasting stations: transmits on Ultra High Frequency (UHF) spectrum space.

For radio broadcasting stations, Federal Radio Corporation of Nigeria (FRCN) transmits on VHF 11 FM space allocation for FM radio broadcasting while Voice of Nigeria (VON) transmits on High Frequency (HF) for shortwave international broadcasting, All states and private radio broadcasting stations transmits on MF and HF spectrum space (see Folarin, 2000; Osazee-odia, 2001; Longe, 2011; Adetona, Koledoye and Alebiosu, 2013; Gbenga-Ilori and Ibiyemi, 2016; Okorogu, Alumona et al, 2016)).

Essence of Broadcasting Pluralisation

The diversification of broadcasting stations with public service and private/commercial broadcasters' rivalry suggests that the public interest broadcasting of years past has embrace free market broadcasting, seen as a critical advantage of plurality and social responsibility (see Cooper,1982; Napoli, 2001). Adaba, (1994) sees the advantages of plural broadcasting as a purveyor of democracy, cultural values and ultimate liberator of the mind, innovative programmes and money spinning venture. Thus, a new obligation of broadcasting behaviour has emerged for the benefits of Nigeria populace. Oketumbi, (2007) refers to the new direction as gains of broadcasting liberalisation and suggested that; First; the contents of radio and television broadcast signals have increased in terms of varieties and durations noting wider latitude in programming, refers to as the process of determining and scheduling the contents of broadcast operations in relations to what radio listeners would hear, and what television viewers would see on their sets in a predetermined order. Second, higher altitude in creativity refers to as the ability of evolving and mounting innovative programmes and of dynamic, hour long presentation of an array of newscasters and reporters, and competitive round the clock programmes offering spread across various transmission stations in the country. Third, enhance broadcaster's performance and professionalism implying that dynamism, self-expression, and use of initiative have become self-regulation discipline in programme packaging and presentation noting that investigative journalism actively pursue by private/commercial broadcasters has put public sector broadcasters in checks. Fourth, freedom of expression has enlarged with public and private/commercial broadcasting stations

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[46] List of television stations in Nigeria
https://mediaextraordinaire828.wordpress.com/2014/07/07/list-of-radio-stations-in-nigeria/   [Accessed   10 August, 2017]

[47] List of Private TV Stations in Nigeria including their Owners, Frequencies and Locations and focuses
https://newsnowmagazines.blogspot.com/2017/05/list-of-private-tv-stations-in-nigeria.html
[Accessed 10 August 2017]

playing a key role, providing extensive avenue for participation in public discourse and involving the social responsibility of the media. That is i. providing society with information that could enable Nigerians to make responsible decisions and participate in the democratic processes of governance ii. acting in a responsible and objective way as a watchdog and a gatekeeper over those elected to govern and manage. iii. contributing to education iv. promoting own literature and drama, music, science history and v. protecting cultural identity (see Siebert, Theodore and Schramm, 1956; Fourie, 2008). Fifth, expansion of audience/viewers' options in terms of choice of stations and programmes citing healthy intra-industrial rivalry as an explanatory parameter and reinventing professionalism, creativity, programming, operation hours, audience choices and expansion of the public arena as a focus of realities practice. Sixth, the engagement of broadcasting stations as a platform of market paradigm for service delivery has beef up social, economic growth and development in the country providing employment opportunities for Nigerians (employment market in the broadcast sector) and a medium for advertisers and advertising practitioners.[48]

These analyses indicate that the converging platform of public and private/commercial broadcasting plays positive role for society and public interest obligations. As Keane, (1991:52-91) puts it media liberalisation and market-based competition provides listeners and viewers alternative sources of information (freedom of information flow) and programmes choice, and treat them as the ultimate judges of their own interest, noting that advertiser-supported broadcasting as an industry generating economic value and resources (justification for marketing/commercial department in radio and television stations).

Regulation of Broadcasting Pluralism

Regulation of broadcasting liberalisation is becoming a new form of policy intervention in handling market-driven competition among broadcasting operators and their broadcasters. Regulation therefore becomes a means of ensuring broadcasters keeps to standard practice of broadcasting behaviour (self-regulation and observation of extant code of conduct) as well as safeguard audiences from undue service rendering (ensuring public interest programmes relative to their taste, choice of what to watch or listen and receptivity) (See also Ihechu and Okugo, 2013; Erhusani, 2014)

McQuail, (2010) discusses the rationale for the regulation of broadcasting and suggests that; i. to ensure universal availability to the general population of the country of broadcast services ii. to allocate frequencies and broadcasting concessions in an equitable and orderly manner and supervise conformity to the rules laid down iii. to ensure a wide range of services and access opportunities according to the needs of society - meaning diversity in social, political, cultural and local/regional terms iv. to promote high quality of content provided as far as possible according to locally decided values and standards, with reference to information, education, advertising, culture, taste and decency and v. to look after the basic interests of the state in matters of security and good order, as locally interpreted. These submissions are indication to assert the importance of regulation in broadcasting.

In Nigeria, the necessity for broadcasting regulation became more apparent following the pluralisation of the nation's broadcasting sector and the establishment of the Nigerian Broadcasting Commission (NBC) via Act 38 of 1992 as amended by Act 55 of 1999 provide the framework for regulation through its code of practice[49]. The code serves as a bye-law for

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[48] History of The Nigerian Mass Media Media Essay
https://www.ukessays.com/essays/media/history-of-the-nigerian-mass-media-media-essay,php

[49] History of The Nigerian Mass Media Media Essay

the internal governance of broadcasting organisations and their broadcasters, on which subsequent citation in this paper is drawn (see Saidu, 2002:24-50). This paper examines the functions of NBC in two sub-headings, the first of this is the regulation function and the second is the content regulation.

Regulation

The NBC's objectives of broadcast regulation are well capture in Section 0.1.1.3 of the 2010 code and it states: to ensure that broadcasting plays significant role in the social, cultural, technological, economic, and political lives of the people of Nigeria and in specific spelt the direction for attainment.

- Broadcasting shall adhere to the general principles of legality, decency, truth, integrity and respect for human dignity as well as the cultural, moral and social values of the people within the provisions of the Constitution

- Broadcasting shall meet the best professional standards

- Regulation of broadcasting in Nigeria shall meet local needs without compromising international standards

- Broadcasting in Nigeria shall provide the entire range of sound and vision services that cater for, and reflect the diverse range of Nigerian cultures and communities through effective distribution of public, commercial and community broadcasting services

- Broadcasting shall ensure the protection and the development of women, children and other persons requiring special care and consideration

- Broadcasting shall be mindful of the degree of harm and offence likely to be caused by the inclusion of any material in programming in general or in specific terms

- Broadcasting in Nigeria shall be at least 70% owned and operated by Nigerians.

- Broadcast frequency bands, a scarce resource, shall be efficiently utilized in line with the international best standards in the planning, co-ordination, assignment registration, and monitoring of the broadcast spectrum

- Universal access to broadcasting, including technologies, content and services shall be promoted

- Providers of broadcasting services shall respect community standards in the provision of programme materials

- Broadcasters shall establish the mechanism for addressing complaints as well as feedback

- Broadcasters and their employees shall uphold the rights and obligations of the mass media as provided in the Constitution

- Fair and sustainable competition shall be the hallmark of the broadcast industry in Nigeria

- Self-regulation shall be employed within the framework of professional standards.

Content and Programmes Regulation

The word *content* as applies to broadcasting refers to radio and television programmes and of different format and genres, produce and put on air for audience receptivity and consumption.

It also means the number of programmes that are aired on radio and television on daily basis or periodically. For content pluralism, audience can access different types of programme being offer on radio and television broadcasting, and programming becomes the means by which audience take decision on the choice of programme in relation to duration of time and convenience emphasising that content regulation serves as a protective measure in audience-programme relationships in broadcasting. Salomon, (2008) notes that regulation of content or broadcast material has to do with protection: protecting viewers and listeners from being harmed or offended, and in their role as consumers- protected against misleading advertising claims noting that the co-existence of public and private/commercial radio and television broadcasting means more pluralisation of programmes and competitive programming for audience attraction. Morisi, (2012) notes that the interpretation of content pluralism requires three levels of discursive analysis First, format or program-type diversity, i.e. the range of choices between different types of radio and television programs, such as news, dramas, comedies, documentary, talks. For instance, Obono and Madu, (2010) comparative study of programme content of selected public and private broadcasting stations revealed high level programmes diversity with competitive programmes showing among the stations noting that the private broadcasting stations have more competitive edge over public broadcasting stations. The authors conclude that this diversity of programmes enable to viewers have a wider variety of items to choose from and audiences' choice of stations. Second, demographic diversity, i.e. the representation of minority or ethnic groups within radio and television stations programs. For example, Nigeria is society with diverse linguistic/ethnic groups and young generation between the ages of 15 and 25 years constitute 70% demographic population and similar age categories of audience were identifiable relative to programmes exposure on radio and television (see Nwagbara, 2013; Asodike and Udoh, 2014; Obayi and Edogor, 2016).. Furthermore, Subsection 3.12 (b) of the NBC code: local programme content regulation states radio and television stations provide diversity in types of programming content for the widest audience through the limitless variety in the cultural landscape of Nigeria. The use of audience takes cognisance of ethnicity and socio-economic demographics of people in Nigeria society and Third; idea-viewpoint of diverse opinions on social, political, and cultural issues reflecting the content presentation in broadcasting. These explain the benefits of broadcasting stations diversity to Nigeria populace. Section – NBC code. .1.1.2.1 subsection (b) provides for the freedom of expression as a platform for ideas and viewpoint through audience discussion programmes or programmes production on all aspects of societal or national interest programmes. NBC code section 0.1.1.4: subsection (d) emphasise the need for broadcasters to project balance representation of information on socio-economic, political and cultural activities of society and governance.

Programmes Regulation

Programmes for on-air transmission and reception are a major responsibility of radio and television broadcasting stations. Mambwe, (2017) explains that programmes are the products of broadcasting on which the responsibility of broadcasting station depends serving as well three main function: that of informing, educating and entertaining and in some programmes a combination of two or three functions; that is informing as well as educating and at other times, entertaining, Similarly, Duyile, (2005) refers to programmes as a broadcast material created to meet certain specific needs or attain some set objectives and transmitted to some pre-determined target audience.

In Nigeria broadcasting landscape, programmes packaging, production and transmission is regarded as a function of broadcasters in serving the interest of the wider society and government. Following the liberalisation of broadcasting, diversity of programmes is accessible

for audience of public and private radio and television broadcasting stations. The NBC code programmes conform to standard practice and professionalism in line with national programmes objectives and aspirations as a watchword. Section 4.0.1 of the NBC code provides specific guidelines to broadcasters relating to different programmes genres and formats, reflective of the objectives and peculiarities of the target audience. For examples, discussion programme (reflect the various viewpoints; panel-lists shall be of comparable status and relevance); Children and young person's programmes (viewers and listeners under 18 is particularly vulnerable to influence and therefore ensure protection from broadcast materials likely to lead it into anti-social behaviour and depart from honourable life-style, lower their self-esteem and devote at least 10 percent of total airtime to children programming and within the children's belt; Religious programmes should take cognisance of the different faiths and varying sensibilities of the people (equal opportunities and equitable airtime be available to all religious groups in the community it serves; presented respectfully and accurately; religious broadcast not to exceed 20 percent of the total airtime of any broadcast); Instructional programmes 9presentation with accuracy and decency, reasonably knowledgeable in the subject; presentation of artistic and literary materials be objective and respect the rights of the owner.

Furthermore, Section 5 provides guidelines for broadcasters regarding news and affairs programmes stating that broadcast news is the most potent of all forms of news and current affairs programmes constitute the most powerful medium of mass mobilization, influencing democracy and social engineering. Subsection 5.0.2 of the code emphasise, news should, among other things, promote the following: a) a truthful, comprehensive and intelligent account of each day's local, national and international events; b) a forum for the exchange of views, representing every stratum of society, for national consensus;; c) a presentation and clarification of the goals and values of society; d) news and current affairs programmes to be guided by the ethical standards of journalism; e) commercials in news and current affairs programmes should be clearly identified and presented in a manner that shall make them clearly distinguishable.

Programmes and Programming Indicators for Broadcasters

Programmes and programming indicators as applies to radio and television broadcasting borders on the capacity of programmes signals to reach wider geographical coverage (urban and rural communities), accessibility to diversity of programmes and programming, quality of services (content relevant to diversity of audience, local cultures and language diversity, reliability and values of programmes content, and policy framework and regulation (see ITU, 2014)

In Nigeria, the plurality of broadcasting stations, public and private radio and television stations with transmission locations in thirty-six states and Abuja, capital of Nigeria and 250 ethnic groups/language diversity means more of programmes diversification and flexibility of programming schedule for audience choice and receptivity (7 Makinwa, 2017)

Thus, the role of NBC in programmes and programming regulation is well spelt out in its code for broadcasters' performance. For example, Section 3.2 of the NBC code requires broadcasters to ensure programmes production and presentation on radio and television is guided by the principles of accuracy, objectivity and fairness. This implies that accurate presentation of programmes in whatever form and format should be handle with desirable knowledge and sensibility, free from biases and prejudices, and transparently risen above subjective mind-set as well as ensure fairness and balance in any issue of public interest with equitable presentation.

Section 3.4 of the NBC code provides for integrity of programmes in which accuracy, credibility, right of reply are guaranteed to any person or body with genuine claims of misrepresentation emphasising compliance with laws relating to piracy, copyright, privacy, sedition and libel. Moreover, Section 3.6 of the NBC code requires broadcasters to ensure programmes are reflective of good taste and decency and Section 3.7 of the NBC code emphasise morality and social values in programmes production and presentation.

Furthermore, the issue of local programmes content is given prominence in the NBC code, on which broadcasters are required to observes measures of self-regulation. For example, Section 3.2 of the NBC code stimulates broadcasters should pursue local programmes content aimed at promoting and sustaining Nigeria's diverse cultures, more folklores and community life; provide diversity in types of programming content for the widest audience through variety in the cultural

landscape of Nigeria; promote Nigerian content and encourage the production and projection of Nigerian life and the attainment of 100 percent local content, and local content production to be handle through creative producers and creatively controlled by Nigerians.

Indicators for Community Broadcasters

Community broadcasting around the world plays complementary role with public and private broadcasting stations and their broadcasters, offering distinct local content programme for the community serving essential marker of development and democracy, and desirable of public policy guidance and regulation (see UNESCO, 2015).

Ojomo, Olusegun et al, (2015) explains that community radio is the radio station established and operated by the people of a specific community to advance, promote and protect the community's common interest and objectives. Stuart and Chotia, (2012) notes that community radio plays an important role in broadcasting environment providing local information for specific communities and create opportunity for advertisers to target their commercials to very specific audiences in their own language and helping local communities to participate in local events and enabling radio personalities to become community celebrities.

In, Nigeria, community broadcasting is the third tier of Nigeria's broadcasting landscape and serves as a grassroots medium of information service delivery for the reception of community members (see Section 9.0.1 of the NBC code).

Moreover, Section 9.0.2 of the NBC code require community broadcaster to be member of the community who reside among the people and understand the community language in terms of spoken and written expressions in relations to the community culture, values and norms. The code further requires community broadcaster to use broadcasting to inculcate the virtues of community development and empower the people towards effective participation using local content programmes as a sensitisation strategies and mobilisation.

Ojomo, Olusegun et al, (2015) notes that the centrality of community radio involves access and participation, volunteerism, independence, localism, and diversity and point out that the purpose of community radio is to build community life citing further community broadcasters are artisans or crafts people who are creating images with sounds and drawing on a passion for the medium and a belief that community broadcast can make a difference in people's lives and livelihoods

Audience Plurality and Programmes Exposure

Audience plurality is becoming a critical factor in determining broadcasting stations performance and programmes receptivity. The plurality of broadcasting systems influences

audience diversity and fragmentation along stations programmes, choice and consumption behaviuor (see also Webster, 2005; Webster and Ksiazek, 2012). Spigelman, (2013:47-49) sees audience as citizens and consumer of public service media on which diversity of media outlets (radio and television broadcasting stations) provide the medium of exposure to programmes and programming schedules for choice of genres or types of programmes.

In Nigeria, audience polarisation preceded the democratisation of the broadcasting system, a mixed of public, private and community broadcasting stations. These sectors are impacted by audience fragmentation, along various broadcasting stations programmes and programming schedules relative to their taste and preference (see p.8 above on the number broadcasting stations nationwide)

Obono and Madu's (2010) comparative study on programming content of public (Nigerian Television Authority NTA) and private broadcasting stations (African Independent Television: AIT, Silverbird Television STV) noted that each station aired diversity of programmes and on a consistent programming of a 24-hour time schedule for a period of 274 days transmission noting that the total programme per each station are; NTA (113), AIT (91) and STV (118). These variations connote programmes pluralisation and fragmentation of programming for audience exposure and 85 percent of the programmes transmissions are local content programming and the projection of indigenous programmes. The finding further indicates programmes competition and programmes genres for audience option between public and private stations. For examples, NTA aired more informative and entrepreneurial programmes compared to AIT and STV with audience oriented entertainment programmes. Moreover, AIT appears to focus more on political discourse as a private station and freedom to discuss and critique the political issues of public interest. Evidence of audience polarisation was obvious with youth population who more incline to entertainment programmes (see related study of Webster, 2005; Webster and Ksiazek, 2011). As Lievrouw, (2001) explains audiences have always been somewhat selective, seeking sources of information and entertainment that fit their particular needs or interests.

CONCLUSION AND RECOMMENDATIONS

The study of pluralisation of broadcasting in Nigeria with public service and business models as paradigm of evaluation informed new dimension of broadcasting policy and practice to which public service, private/commercial, and community broadcasting systems are now operating side-by-side in a competitive broadcasting service platform. Thus, the era of fragmented radio and television broadcasting stations (number of broadcasting stations outlets) and audience polarisation and programmes content/programming diversity become a new form of broadcasting practice, with National Broadcasting Commission (NBC) providing the regulatory framework (tagged NBC code) to put broadcasting stations and their broadcasters in check and conform to self-regulation in broadcasting to Nigerians. The benefits arising from the pluralistic of Nigeria's broadcasting system is therefore summed up;

1. Pluralisation of broadcasting institutions has open-up more investment and diversification of radio and television stations in terms of ownership and funding, expanding more of radio and television transmission locations across the country

2. Diversity of programmes content.in relations to variety of format in a wide of range of issues on public sphere, noting flexibility of programming schedules in enabling decision-making on specific programme choice and time duration on radio and television broadcasting stations.

3. Audience polarisation becoming more and more visible on public and private radio and television programmes and functionality to individual listener and viewer of programmes in relation to their interest and needs

4. Competitive journalism and news reporting are opening diverse viewpoints from public and private radio and television broadcasters in shaping public opinions and the interaction of public opinion with political and state institutions. Thus, the gatekeeping functions of radio and television journalists and news presentation is creating diversity of news flow audience receptivity and functions to them (see Charon and Ridel, 1994)

5. Relaxation of radio spectrum space for private broadcasting, in addition to the public service broadcasting domination. This extension of market-driven approach to spectrum allocation to licensed broadcasting stations has increase polarisation of access to the airwaves and the universality of radio and television transmission to the public (further segmentation of audience of radio and television programmes and programming)

Beyond this summation are identifiable observations which require policy visitation and in which the following recommendations are informed:

1. The polarisation of radio and television broadcasting stations nationwide is uneven. This suggests that the ownership patterns of radio and television is more of urban transmission location to the disadvantage of rural communities noting that 60 percent of the population are rural and therefore not in the mainstream of broadcasting (see Ajibade and Alabi, 2017). Thus, information gap between the urban and rural population remain visible. This can be bridge with more encouragement through private sector investment and ownership in rural community radio broadcasting outlets, concessionary grant to potential investors (reduction in license fees and special designated spectrum space target potential investors in rural set up of community radio broadcasting) and flexibility of foreign exchange provision for broadcasting equipment procurement.

2. National Broadcasting Commission NBC should conduct comprehensive assessment of public and private/commercial broadcasting stations to know the extent of adaptation to innovative journalism and journalistic practice relative to the new media environment. The justification for this is that broadcasting industry is going through technological changes following the reversion from analogue to digitalisation and modern equipment are turning digital and journalists themselves need to move with times (see Solomon, (2016). As Saltzis, Dickson and Mathews, (2015) argue journalists need to understand the nature of convergence, integration and organisational implication of the new media in journalism practice and user-generated content.

3. NBC funded research is suggestive for a better knowledge on audience opinion regarding the competitive landscape of broadcasting services and broadcasters' compliance with its code of practice in programmes content production and on-air presentation. This investigation will help provide in-depth knowledge on how broadcasters and producers fare in programmes production and on-air presentation, strengths and weaknesses of broadcasting stations and their broadcasters with a view to undertake policy revision and strengthen identifiable lapse.

4. NBC should pursue policy development and implementation strategies on periodic training and re-training of broadcasters and producers on the influence of business

model in broadcasting operations and service delivery noting such re-training will equip them to understand the relationship between broadcasters/producers and the audiences who are the ultimate consumer of their programmes and programming (to know audience preference for stations, programmes and convenience) advertisers and sponsors (to know what advertisers thinks on advert placement and with what satisfaction and as revenue yielding potentials) and professionalism (audiences opinions as determinant of professionalism skills in terms of creativity and ability in programmes production)

The overall submission of the study is its contribution to the advancement of knowledge in broadcasting policy research for which researchers (developed and developing society) will derive understanding of Nigeria's broadcasting plurality and the models that have helped advance its progression in relation to global broadcast media policy and practice. Moreover, this study is line with the critical and qualitative research doctrine (Napoli, and Friedland, 2016)

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