

SPRINGBOARD Journal

No. 1, Volume 7, 2015



جامعة الحكمة، إيلورين، نيجيريا

AL-HIKMAH UNIVERSITY
ILORIN, KWARA STATE-NIGERIA

Springboard Journal of Al-Hikmah University, Ilorin

Vol. 7, No. 1 (2015)

Editor-in-Chief: Professor I.B. Bello-Imam

All Rights Reserved

ISSN: 2141 – 5196

Published by

AL-HIKMAH UNIVERSITY, ILORIN – NIGERIA

Editorial Board

1. Editor-in-Chief Prof I.B. Bello-Imam, Department of Political Science and Conflict Resolution, Al-Hikmah University, Ilorin, Nigeria
- II. Managing Editor Mr. Hamzah Abdurraheem, Department of Languages (English), Al-Hikmah University, Ilorin, Nigeria
- III. Member Dr Qasim Badmaasi, Department of Languages (Arabic), Al-Hikmah University, Ilorin, Nigeria
- IV. Member Dr. A.O.Y. Raji, Department of History and International Relations, Al-Hikmah University, Ilorin, Nigeria
- V. Member Dr. L.F. Oladimeji Department of Islamic Studies, Al-Hikmah University, Ilorin, Nigeria

Members of the Editorial Advisory Board

- | | |
|--|--|
| 1. Prof. (Mrs) N.Y.S. Ijaiya, Department of Business Administration, University of Ilorin, Ilorin, Nigeria | 6. Prof. Festus Egwakhide, Department of Economics, University of Ibadan, Nigeria |
| 2. Prof. Abdul-Baki Shuaib, Department of Arabic Studies, Usman Dan Fodio University, Sokoto, Nigeria | 7. Prof. A.O. Sanda, Faculty of Social Sciences, Babcock University, Ilishan-Remo, Ogun State, Nigeria |
| 3. Dr. Bello D. Badah, Department of English Language, Usman Dan Fodio University, Sokoto, Nigeria | 8. Prof. J.D.Y. Peel, School of Oriental and African Studies, University of London, London, United Kingdom |
| 4. Prof. Muazu Alhaji Nguru, Department of Arabic and Islamic Studies, University of Maiduguri, Nigeria | 9. Prof. Pita Ogada Agbese, Department of Political Science, The University of Northern Iowa, U.S.A. |
| 5. Prof. Aminu Mamodu, Faculty of Education, Ambrose Alli University, Ekpoma, Nigeria | 10. Prof. H.O Danmole, Department of History and Internation Studies, Al-Hikmah University, Ilorin, Nigeria. |

Contents

List of Contributors	iv
Editorial	vi

Articles in English

1. How and Why Nigerians voted the way they did in the 2015 General Elections	1
2. Essence and Operations of Advertising Agencies	39
3. Impact of Celebrity Endowment on Advertised Brand's Sales Patronage	54
4. Entrepreneurship as a Prerequisite for Self-Reliance in Nigeria: Evidences from Selected Small Business Enterprises in Ilorin West (LGA), Kwara State	70
5. Governance Issues in Administration: Institutional Work-Life Policy Practices and Civil Servants' Commitment to Work	85
6. Impact of Cost Management Techniques of Banks Performance: A Survey of Selected Nigerian Banks	105
7. Gender, Work and Family life among Bank Employees in Ilorin Metropolis	116
8. Esan Women in the Pre-Colonial and Colonial Palm Oil Production and Marketing, Esan Land, Edo State of Nigeria	126
9. Religious Tolerance as a Means for Peaceful Co-existence in Nigeria	138
10. Entrenching Good Governance in Nigeria: The Example of <i>Tajud-Din of Al-Maghili</i>	146
11. The Mystical Interpretation of the Qur'an: A Case of Some Selected Verses	157
12. Newspaper On-Air and On-Line: Boom or Doom to Readership among Journalism-educators?	170

Articles in Arabic

13. Arabic Composition and its Schools Across Ages	182
14. Critical Comments on Arabicised Words in the Holy Qur'an	200
15. A Thematic Study of Ahmad Ar-Rufai'i Tuh'fatul-l-Latifil-khabir fi Nazm Khatimatil-Musbahil'-Munir	221
16. Al-Khateeb Al-Qazweeny and the Arabic Rhetoric: His Strengths and Weaknesses	236

Newspapers On-Air and On-Line: Boom or Doom to Readership among Journalism-Educators?

by

Ebony Olatunde Ola Oketunmbi, *Ph.D.*

Abstract

Journalism-educators are concerned that there may be a phenomenal decline in newspaper readership in Nigeria. On the assumption that this could be true, this study sought to determine whether newspapers review programmes in the broadcast media and the availability of newspapers on the Internet are causal factors. Guided by seven research questions, the study purposively sampled 40 journalism-educators from five institutions in Ilorin, Maleté, and Offa metropolises of Nigeria. Relevant literature suggests that on-air and on-line newspapers would reduce readership of hardcopy newspapers. Nevertheless, analysis of results through simple percentages showed that respondents read hardcopies almost as regularly as they patronize newspapers review programmes on air, but less than half of them read on-line versions regularly. Therefore, there is no declining newspaper readership among journalism-educators. Furthermore, if the basic assumption of declining newspaper readership is indeed true, the causes must lie elsewhere in the country's newspaper clientele. The paper recommends that other researchers may verify the findings here with larger cross-country samples.

Key Words: Newspaper readership, newspaper on-air, newspaper on-line.

1.0. Assumptions and Background to the Study

The street-corner newsstand is the conventional access point for the newspaper. These days however, the newspaper is available both on-air as well as on-line! Moreover, observations have shown that the proliferation of newspaper review programmes on Nigerian radio and television stations is a daily phenomenon between 0600 and 1100 hours. It is also clear that in the drive towards a paperless society, convergence of traditional and new media has 'dragged' the newspaper from the newsstand to the 'Internet stand'! The incursion of newspapers on-air and on-line, according to the assumptions of the media substitution hypothesis explained by Atkin (1998: 476), would have far-reaching implications for readership in the country. As far back as 2000 for instance, the Newspapers Proprietors Association of Nigeria (NPAN) had "begun complaining of dwindling sales which eventually was attributed to the elaborate review of newspaper and magazine contents by radio and television stations" (Oluwolé, 2000: 44). Similarly, journalism-veterans turned journalism-

educators at several academic fora, have expressed worries on declining newspaper circulation and readership, although there is no reliable statistics to that effect.

Meanwhile, the principle of leadership by example prescribes that teachers should practice what they preach. In consonance with this, teachers of mass communication should be curious, informed, and abreast of facts, figures, and events in their domain: the public arena that they teach daily in their professional careers. To do this however, they need to access the contents of various media regularly, readership of newspapers inclusive. Nevertheless, the billion Naira question is this: do they? This paper therefore sought answers to this and allied questions against the triangular background of incursion of the newspaper into the broadcast airwaves, its appearance on-line, and the assumption in some quarters that there is declining newspaper readership in the country.

2.0 Contextual Definitions

In the context of this paper, the researcher assigned the following meanings to the expressions below. *Hard copy newspapers* refer to traditional newspapers obtainable on newsstands. *On-line newspapers* or *newspapers on-line* are electronic copies of traditional newspapers accessible on Internet websites. *Newspapers on-air* or *on-air news papers* refer to the review of traditional newspapers by broadcasters on radio and television stations. *Readership* refers to the number of people who read newspaper publications within particular geographic areas. *Regular* means that the phenomenon occurs at least once weekly. Thus, people who read newspapers at least once weekly constitute regular readership; people who listen to or watch newspapers reviews on-air at least once weekly are regulars; and people who access on-line newspapers at least once weekly are regulars. *Journalism-educators* are teachers of various aspects of mass communication in universities, polytechnics, and other tertiary institutions of learning.

3.0 Research Objective and Questions

The researcher sought to determine whether there is a connection between availability of newspapers on-air and on-line and the level of readership among journalism-educators in Ilorin, Malete, and Offa metropolises of Nigeria. To achieve this objective, the researcher sought answers to the following research questions.

1. Do journalism-educators in Ilorin, Malete, and Offa metropolises of Nigeria read newspapers regularly?

2. Do journalism-educators in Ilorin, Malete, and Offa listen to newspapers reviews on radio regularly?
3. Do journalism-educators in Ilorin, Malete, and Offa watch newspapers reviews on television regularly?
4. Do journalism-educators in Ilorin, Malete, and Offa read on-line newspapers regularly?
5. Is there a connection between newspaper reviews on radio and readership patterns among journalism-educators in Ilorin, Malete, and Offa?
6. Is there a connection between newspaper reviews on television and readership patterns among journalism-educators in Ilorin, Malete, and Offa?
7. Is there a connection between availability of newspapers on-line and readership patterns among journalism-educators in Ilorin, Malete, and Offa?

4.0 Theoretical Framework and Review of Literature

The researcher anchored the study in the following theories.

1. Uses and gratification theory;
2. Media dependency theory;
3. Cultivation theory; and
4. Media substitution hypothesis.

The uses and gratification theory is a postulation that an individual would select and use a particular communication medium rather than others due to imagined or established higher satisfaction potentials of that medium relative to other media because, as McQuail (1987:234) had observed, the audience is not passive. Rather, the audience “makes a conscious and motivated choice among channels and contents on offer”. As Stafford, Kline, and Dimmick (1999:663) have observed, “Gratification opportunities refer to the use of a particular medium in the belief that beneficial attributes of that medium allow the users to obtain gratifications more readily than other media”. This, in other words, means that the mass medium any individual selects at any point in time depends on what Wilbur Schramm (1955), as cited by Richardson (1969:19), called *the fraction of selection*. This fraction, according to Schramm, is equal to the expectation of reward divided by the effort required. Simply expressed,

$$\text{Fraction of Selection} = \frac{\text{Expectation of Reward}}{\text{Effort Required}}$$

Moreover, the uses and gratification theory is relevant to this paper in the sense that it provides an insight into whether people would choose radio, television, or the Internet because of the presence of newspapers in them or settle for traditional hardcopy newspaper because of its peculiarities or both.

Conversely, Sandra Ball-Rokeach and Melvin DeFleur's media dependency theory posits that an individual's level of dependence on a medium for meeting communicational goals is directly proportional to the level of importance attached by that individual to that medium (Infante, Rancer, and Womack 1979:385). Media dependency theory revolves around the issue of why people turn to different media to satisfy information or communication needs. It is also concerned with the issue of societal dependence or addiction to the mass media in a systemic and symbiotic sense. It implies that the audience needs the media and the media needs the audience. In other words, on-air and on-line media need the marketing potentials of the audience and the audience need the informational potentials of the newspaper on-air and on-line. The theory is relevant to this paper because it provides an insight into peoples' level of dependence on the newspaper both as a medium and as a content of the Internet and broadcast media.

On the cultivation theory, Gerbner, Gross, Morgan, and Signoriellited by Hanson and Maxcy (1999: 80) posit that perceptions of the social world on the part of heavy viewers of television will very closely resemble the structure of the world as portrayed in television contents. This means that the duration of exposure to simulated reality on television is directly proportional to individual perception of reality. If the theory is true, then the relevance of this theory to this paper is that the longer the exposure of people to newspaper reviews on television and by extension, radio and the Internet, the higher the chances that they will equate reality to the world as portrayed in those media. Consequently, they may feel no further need to read hardcopy newspapers since they had obtained what, to them, is a clear enough impression about events in the world from on-air and on-line newspapers.

However, the media substitution hypothesis, according to Krugman, Jeffres and Lin cited by Atkin (1998: 476) "suggest that the introduction of a new medium encourages a restructuring in the way consumers view established media" of communication. Given the advent of on-air and on-line newspapers,

peoples' use of hardcopy newspapers may decline. Therein rests the relevance of the theory to this paper.

Meanwhile, because of its tendency to create the false atmosphere of *all is free for all* and to foster the *monkey works but baboon eats* syndrome, the issue of newspapers reviews on-air has generated tensions among stakeholders in the country. The Newspapers Proprietors Association of Nigeria (NPAN) had complained that the manner in which broadcast stations reviewed newspapers on air was causing problems for newspapers proprietors. The association added that the stations “read virtually all the stories instead of the headline and maybe the intro or lead...with the exception of the last paragraph. Most of their listeners rely on (these reviews) instead of buying the newspapers and this is not good for sales” (Oluwole, 2000:45). It also alleged that the broadcast stations derive huge revenues from the advertisements and sponsorships the reviews generate without compensation to NPAN, the goose that laid the golden egg through the provision of the contents of such reviews.

On the metamorphosis of the newspaper from *hard* to *soft* copy, Sussman (1994:88) had observed as follows:

... (The) futuristic vision of the...newspaper is no longer science fiction. Newspapers are launching themselves into cyberspace and people have clearly fallen out of love with the old-fashioned kind of paper. About half (of) the (American) population does not subscribe to one, while almost 50% of what should be the future generation of readers –those aged 18 to 24– don't read newspapers at all. Big metropolitan newspapers have been sliding into decline...

Several inferences are clear from the literature reviewed here. The first, in line with the uses and gratifications theories is that people are likely to select and use radio, newspaper, and the Internet because of the presence of the newspaper as a *medium-content* combination in them. Secondly, people's dependence on on-air and on-line newspapers may be directly proportional to the level of importance they attach to the newspaper as a medium-content combination; their reliance on on-air and on-line newspapers may also be unswervingly proportional to the rank they assign to radio, television, and the Internet as alternative media. Thirdly, radio, television, and the Internet confer the status of *very important personality* to the newspaper medium-content by dragging it on-air and on-line. Fourthly, the fact that there is increasing preference for access to the newspaper on-air and on-line lends great credence

to the media substitution hypothesis. Therefore, the incursion of the newspaper on-air and on-line may have a decreasing effect on readership of hardcopy newspapers.

5.0 Research Design

The population of the study were communication educators in universities and polytechnics in Ilorin, Malete, and Offa metropolitan areas of Kwara State, Nigeria represented by the following institutions.

1. Al-Hikmah University Ilorin (a private university),
2. Federal Polytechnic, Offa (a federal government polytechnic),
3. Kwara State Polytechnic (a state government polytechnic),
4. Kwara State University Malete (a state government university),and
5. University of Ilorin, Ilorin (a federal government university).

The researcher purposively selected a sample size of 40 respondents, consisting of an average of eight from each of the five institutions sampled. The actual number of sample per institution depended on staff strength and their availability at the time of sampling. Instrumentation was a structured questionnaire administered to respondents in their various campuses. However, due to the industrial action by academics in public institutions at the time of the study, the researcher recovered only 31 of the 40copies administered (which give a response rate of 77.5 %) for analysis.

6.0 Data Analyses and Results

Research question1: Do journalism-educators in Ilorin, Malete, and Offa metropolises of Nigeria read newspapers regularly?Table 1 reveals that only 19.35 % (n = 6) of the academics did not read daily hardcopy newspapers at least one day per week. That suggests that the remaining 80.65% (n=25) read daily hardcopy newspapers at least one day per week.

Table 1: Respondents' readership of daily hard copy newspapers

Response	Frequency
Zero day per week	19.35 % (n = 6)
At least one day per week	35.48 % (n = 11)
At least two days per week	6.45 % (n = 2)
At least three days per week	9.67 % (n = 3)
At least four days per week	6.45 % (n = 2)
At least five days per week	9.67 % (n = 3)
At least six days per week	Nil
Everyday	12.90 % (n = 4)
Others	Nil
Total	100% (N = 31)

Similarly, Table 2 also shows that a minority or 41.93% (n = 13) of the academics did not read weekend hardcopy newspapers. This suggests that a simple majority of 58.07% (n = 18) read weekend hardcopy newspapers regularly. Therefore, journalism-educators in Ilorin, Malete, and Offa, and by extension, Nigeria read newspapers regularly.

Table 2: Respondents' readership of weekend hardcopy newspapers

Response	Frequency
Every Saturday	19.35% (n = 6)
Every Sunday	12.90% (n = 4)
Every Saturday and Sunday	25.80% (n = 8)
Neither Saturday nor Sunday	41.93% (n = 13)
Total	100% (N = 31)

Research question 2: Do journalism-educators in Ilorin, Malete, and Offa listen to newspapers reviews on radio regularly? Table 3 shows that only 12.90% (n = 4) of the respondents did not listen to reviews of newspapers on radio. This means that the remaining 87.09% (n = 27) of them were regular listeners to newspapers reviews on radio.

Table 3: Respondents' listenership of newspapers reviews on radio

Response	Frequency
Zero day per week	12.90% (n = 4)
At least one day per week	9.67% (n = 3)
At least two days per week	Nil
At least three days per week	22.58% (n = 7)
At least four days per week	9.67% (n = 3)
At least five days per week	9.67% (n = 3)
At least six days per week	6.45% (n = 2)
Everyday	29.03% (n = 9)
Total	100% (N = 31)

Table 4: Respondents' viewership of newspapers reviews on television

Response	Frequency
Zero day per week	48.38% (n = 15)
At least one day per week	12.90% (n = 4)
At least two days per week	16.12% (n = 5)
At least three days per week	6.45% (n = 2)
At least four days per week	6.45% (n = 2)
At least five days per week	3.22% (n = 1)
At least six days per week	Nil
Everyday	6.45% (n = 2)
Total	100% (N = 31)

Research question 3: Do journalism-educators in Ilorin, Malet, and Offa watch newspapers reviews on television regularly? Table 4 shows that 48.38% (n = 15) did not watch newspapers reviews on television. This suggests that a simple majority of the respondents (51.62% n = 16) watched newspapers reviews on television regularly.

Research question 4: Do journalism-educators in Nigeria read on-line newspapers regularly? Table 5 shows that 54.83% (n = 17) of the respondents did not read on-line newspapers regularly. This means that only a minority of them (45.17% n = 14) read on-line newspapers regularly.

Table 5: Respondents' readership of on-line newspapers

Response	Frequency
Zero day per week	54.83% (n = 17)
At least one day per week	32.25% (n = 10)
At least two days per week	Nil
At least three days per week	6.45% (n = 2)
At least four days per week	Nil
At least five days per week	6.45% (n = 2)
At least six days per week	Nil
Everyday	Nil
Total	100% (N = 31)

Research question 5: Is there a connection between newspaper reviews on radio and readership patterns among journalism-educators in Ilorin, Maleté, and Offa? From Table 1, the researcher inferred that 80.65% (n=25) of the respondents were regular readers of daily hardcopy newspapers; and from Table 2, the researcher established that 87.09% (n = 27) of them were regular listeners to newspapers reviews on radio. Therefore, as Table 6 suggests, there is a positive connection between newspapers reviews on radio and readership patterns among journalism-educators in Nigeria. In other words, the higher the listenership of newspapers reviews on radio among journalism-educators in Ilorin, Maleté, and Offa metropolises of Nigeria, the higher the readership of hardcopy newspapers among them.

Research question 6: Is there a connection between newspapers reviews on television and readership patterns among journalism-educators in Nigeria? Table 6 also shows that majority of the respondents read hardcopy newspapers and watched newspapers reviews on television regularly, that translates into 80.65 (n=25) and 51.62 (n = 16) respectively. Therefore, there is a positive connection between reviews of newspapers on television and readership patterns among journalism-educators in Ilorin, Maleté, and Offa. In other words, the higher the viewership of newspapers reviews on television among journalism-educators in Ilorin and Maleté, the higher the readership of hardcopy newspapers among them.

Table6: Relationship between hardcopy readership and access to newspapers on-air and on-line

Access Mode	Access Frequency		Total (%)
	Regular Users (%)	Non-Users (%)	
Hardcopy	80.65 (n=25)	19.35 (n = 6)	100 (N = 31)
Radio	87.09 (n = 27)	12.90 (n = 4)	
Television	51.62 (n = 16)	48.38 (n = 15)	
On-line	45.17 (n = 14)	54.83 (n = 17)	

Research question 7: Is there a connection between availability of newspapers on-line and readership patterns among journalism-educators in Ilorin, Malete, and Offa? Table 6 shows that there is a negative connection between availability of newspapers on-line and readership patterns among communication educators. This stems from the fact that while 80.65 (n=25) of the respondents read newspapers regularly, 45.17 (n = 14) or slightly less than half of them accessed newspapers on-line regularly. In other words, lower number of access to on-line newspapers among journalism-educators in Ilorin, Malete, and Offa metropolises of Nigeria translates to higher readership of hardcopy newspapers among them.

7.0 Discussions of Findings

The study has established that journalism-educators in Ilorin, Malete, and Offa, and by extension, Nigeria read hardcopy newspapers regularly. This finding finds anchorage in the uses and gratification theory's principle that media use depends on satisfactions derivable from user-selected media. Majority of the respondents were also regular consumers of newspaper review programmes on radio and television. The finding corroborates the postulation of the media dependency theory that an individual's level of dependence on a medium for meeting communicational goals is directly proportional to the level of importance attached by that individual to that medium.

Nonetheless, the study established that only a minority of the respondents read on-line newspapers regularly in contradiction to the media substitution hypothesis that the "introduction of a new medium encourages a restructuring in the way consumers view established media" according to Krugman, Jeffres and Lin cited by Atkin (1998: 476). The study had expected that majority of the

respondents would read more of on-line newspapers than hardcopies, but the reverse turned out to be the case.

Moreover, the media substitution hypothesis and the cultivation theory did not support the finding that the higher the exposure to newspaper reviews on radio and television among the respondents, the higher the readership of hardcopy newspapers among them. The two theories also did not support the finding that lower exposure to on-line newspapers among the respondents translates to higher readership of hardcopy newspapers among them.

8.0 Conclusions and Recommendations

The newspaper has ubiquitously invaded the broadcast airwaves and it is present conspicuously on-line. Nevertheless, despite contradictory indications in the literature reviewed here, majority of the journalism--educators in Ilorin and Maleté metropolitan areas of Nigeria read hardcopy newspapers regularly. Majority of them also correspondingly patronize newspaper reviews programme on-air. In other words, journalism-educators in the study read hardcopy newspapers as regularly as they patronize newspapers reviews programmes on-air. However, less than half of them access on-line newspapers regularly. Therefore, there is no declining newspaper readership among journalism--educators in Ilorin, Maleté, Offa and possibly other metropolitan areas of Nigeria, either on its own or due to the presence of the newspaper on-air and on-line. The causes of fears of declining newspaper readership in the country expressed in some quarters must therefore lie in other segments of the newspaper clientele.

If one is to ascertain whether there is *actually* a declining newspaper readership in Nigeria and its *causes*, there is need to have free access to past and current newspaper circulation figures in the country. However, members of the Newspapers Proprietors Association of Nigeria (NPAN) have a reputation of secretiveness on this important matter. NPAN should therefore open-up so that other researchers could use this study as a platform to separate facts from fiction on the issue newspaper readership. However, other researchers would fare better with larger samples drawn from the six geo-political zones in the country.

References

- Atkin, D.J. (1998). Understanding internet adoption as telecommunication behaviour. *Journal of Broadcasting and Electronic Media* 42 (4).
- Gerbner, G., Gross, L., Morgan, M. & Signorielli, N (1999). The 'mainstreaming' of America: Violence profile no. 11. In Hanson, J. & Maxcy, D.J. (Eds.), *Notable selections in mass media* (pp 79-313). Guilford: Dushkin McGraw-Hill.
- Infante, D.A., Rancer, A.S. & Womack, D.F. (1979). *Building communication theory*, Illinois, United States of America: Waveland Press.
- McQuail, D. (2007). *McQuail's mass communication theory* (2nd ed.). London, United Kingdom: SAGE.
- Oluwole, O. (2000). More than a review: The newspapers proprietors' association of Nigeria is drawn in a fierce battle with the electronic media over the review of its members' publications. *The Source* [Nigerian edition], 7 (23), 44-45.
- Schramm, W. (1969) "How communication works" *Dimensions of communication* L. Richardson (Ed), New York, United States of America: Meredith Corporation.
- Stafford, L., Kline, S. L. & Dimmick, J. (1999) "Home E-mail: Relational Maintenance and Gratification Opportunities" *Journal of Broadcasting & Electronic Media* 43 (4), 659-669.
- Sussman, V. (1994). Electronic newspapers. *An unlettered press*. United States of America: United States Information Agency.