

CHRISTIAN SERVICE UNIVERSITY COLLEGE

DEPARTMENT OF COMMUNICATION STUDIES

TOPIC:

**“ASSESSING THE INFLUENCE OF NEWSPAPER REVIEW BY RADIO STATIONS
ON THE PATRONAGE AND READERSHIP OF NEWSPAPERS”**

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AWARD OF A BACHELOR OF ARTS DEGREE IN COMMUNICATION STUDIES**

DECLARATION

We have read the University College's regulations in respect to plagiarism and are certified that this report is entirely our own work and does not contain unacknowledged work from any other source; we also declare that we have been under supervision for this report herein submitted.

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SUPERVISOR'S DECLARATION

I hereby declare that the preparation and presentation of the dissertation were supervised in accordance with the guidelines on supervision laid down by Christian Service University College.

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DEDICATION

We dedicate this project work to the Almighty God for seeing us through these four years of our university education. This work is also dedicated to our families for their constant love and immense support and to all our hardworking lecturers who provided the needed guidance, support and encouragement in helping us to unearth our potentials.

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ABSTRACT

This is a study on newspaper review on radio and how it affects the readership and patronage of newspapers. The analyses of the study is based on responses from newspaper vendors, radio hosts of newspaper reviews, editors and managers of newspapers and a section of the general public. In all, responses were obtained from 77 respondents.

The study focused on how frequent radio stations review newspapers by determining which days of the week and time within the day the newspaper reviews are done. The study again looked at the angle of stories they review and the kind of stories within the newspapers that are reviewed. By this we wanted to know whether the newspaper reviews covered every story within the newspapers, whether they [radio presenters] read out only the headlines of the stories or read the details of the stories and we finally looked at the effect newspaper reviews have on the readership and patronage of newspapers by examining which of the two, newspaper and newspaper review on radio do people choose in getting their daily news and information about the happenings in the country. It was made known in the study that people listen to newspaper reviews on radio to get their daily news on the happenings in the country.

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CHAPTER ONE

1.1 INTRODUCTION

1.1.1 BACKGROUND TO THE STUDY

Newspapers fall under the category of print media and they date back to 1851 in the time of early missionary work in Ghana. The first newspapers to be published in Ghana, the then *Gold Coast*, were the *Royal Gold Coast Gazette* and *Commercial Intelligencer* on April 2, 1882. Their contents were mainly reportage on economic activities of the colony, the battle to enforce the abolishing of the slave trade and the threat from the Ashanti Empire (Frempong Manso, 2008). These two were followed by the *Accra Herald* which later was known as the *West African Herald*.

However, the first newspaper to be run and owned exclusively by native Gold Coasters was the *Gold Coast Times* in Abura Dunkwa in the Central Region. Hutton Brew established the first private printing press in Gold Coast which started operation in 1874, the *Gold Coast Times* newspaper. The paper's preoccupation was with major local issues of its time. At the demise of the *Gold Coast Times* newspaper in 1885, the *Western Echo* rose up which was rather anti colonial with its reportage unlike its predecessor (Frempong Manso, 2008).

Then as time rolled by, due to industrialization and other commercial enterprises of the government in education and health, the early 1900s and late 1930s saw a huge increase in the volume of printing work done in this country (Press Reference , Ghana Press, media, TV, radio, newspaper forum, 2015).

Currently in Ghana there are over 300 registered Newspapers both in the public and private sector which help give power to democracy (Frempong Manso, 2008). A lot of Ghanaians get their daily source of information on issues of national or international concern from these newspaper publications.

1.1.2 NEWSPAPER REVIEW

Hasty (2005) in *The Press and Political Culture of Ghana*- observes that in Ghana, “newspapers constitute the very terms of local events, and recurring themes- subsuming all in an ongoing narrative frame of national news” (p.2). This observation can be accepted by the generality of Ghanaians in that for a long time in the history of this country a number of elites have depended on newspapers for information, and those who are not elites have in turn siphoned such information from their elite counterparts, through whatever means that suited their preference. In recent years there has been a popular trend of programming by media houses in the dissemination of information which is based on stories in newspapers.

This trend is termed ‘*newspaper review*’; newspaper reviews are regular programmes on radio and television in Ghana. Some media houses allocate time on their morning shows to discuss issues making news in Ghana. Some media houses allocate time on their morning shows to discuss issues making news in newspapers. These discourse attract experts on a particular topic in the item making the news and the hosts read out either the entire content of stories or just the leads on front page news items. These are passionately and extensively discussed by the pundits who make up the panel. There is a time allotted

for phone in sessions where listeners and or audiences can get interactive in the discourse through phone INS or text messages.

This practice is especially important because, according to Ghana.com, 35.8% of the populace of Ghana is estimated to be illiterates but are at the same times electorates who have a say in the democratic dispensation of the country but otherwise cannot participate fully because they are literally incapacitated (Ghana.com).

Such open discourses help raise political consciousness and education. In the past however, newspaper reviews took the form of only editorials.

1.1.3 THE GENESIS OF NEWSPAPER REVIEWS IN GHANA

In the midst of Ghana's political mood swings the media also took a back lashing! Kwame Nkrumah, while the president of the republic of Ghana, after a while began to see the media as an instrument of state authority and within a few years came to dominate them all (Press Reference , Ghana Press, media, TV, radio, newspaper forum, 2015).

He rejected the commercialization of private press calling them '*politically irresponsible*' he harassed journalists and eventually bought the *Daily Graphic* from the British in 1963 and fashioned it into his own state instrument after having shut down the Ashanti pioneer and detaining its senior editors. In 1966 the National Liberation Council (NLC) overthrew Nkrumah and publicly encouraged 'constructive criticisms' and the free flow of information; however the central newspapers had direct state influence. In 1981, Flight Lieutenant Jerry John Rawlings took over from President Hilla Limann. Jerry John Rawlings took after the style of Nkrumah such that the media was made to promote his ideals.

In that regard FL. JJ Rawlings either changed or dismissed the policies of the media to suit his regime (Press Reference , Ghana Press, media, TV, radio, newspaper forum, 2015).

In 1992, Ghana still under JJ Rawlings opted for democracy for whatever reason and drafted a new constitution which gave credence to private press in the early 1990s. after a while Rawlings described private media as Politically irresponsible because angry oppositions who were in the silence for a while voiced out corruption in Rawlings' administration. However, state-owned newspapers carried on Rawlings' agenda and propagated his parties policies.

After nineteen years of the NDC rule led by Rawlings, John Agyekum Kuffour was elected president of Ghana. Kuffour advocated for free press and an independent media devoid of government intervention and interference while urging the media to be responsible. The Kuffour administration saw a rise in private owned newspaper publications, radio and television stations. In 2001, the Parliament of Ghana unanimously repealed the Criminal Libel and Seditious Law by the passage of the Criminal Code (Repeal of the Criminal and Seditious Laws Amendment Bill), Act 2001 (Daily Graphic 30 July 2001).

“With the amendment, any prosecution instituted under any of the repealed sections, the proceedings of which are pending before any court or tribunal shall cease”

This posture has consequently given rise to sensationalism and petty scandal mongering in the media today. In the late 90s newspaper review became an item in Ghana, especially

on radio and television stations; it is done in other countries though as a regular morning show however the trend it has taken is a bit different in Ghana.

The newspaper industry in Ghana now has seen the addition of more private owned newspapers including *Daily Guide*, *National Democrat*, *New Crusading Guide*, *The Finder*, *Daily Dispatch*, *Ghana Palaver* and *Accra Daily Mail*. Currently, the newspaper industry is buffeted by an array of challenging forces ranging from challenging trends in advertising, rising costs of production and the proliferation of other media forms like radio, television and internet.

1.2 PROBLEM STATEMENT

Newspapers contain a lot of detailed information on fields such as medicine, science, politics, business and human-interest stories which people depend for a host of reasons (Owusu, 2004). Notwithstanding this, newspapers globally are having a hard time with some news houses (radio and TV) reviewing some portions of their news items on their morning shows. The introduction of newspaper review programmes in 1997 has been accompanied by a lot of complaints by various newspaper editors. (Owusu, 2004).

A new dimension to this phenomenon is that some of these news houses post segments of these news items online so their audiences can readily access them by a simple click of a button.

This new trend has caused uproar in the media circles where some key players are complaining of the act as being unethical and influencing the patronage and readership of newspapers in Ghana. There seem to be a silent war between newspapers and media houses for audience patronage. The focus of this study is to assess the influence of

newspaper review by radio stations on the patronage and readership of newspapers in Ghana.

1.3 OBJECTIVES

This study seeks:

1. To determine the scope, which include the frequency with which newspapers are reviewed on radio.
2. To assess the angle which is adopted in the newspaper reviews on radio.
3. To determine the influence the newspaper reviews have on newspaper readership and patronage

1.4 RESEARCH QUESTIONS

The following questions are to guide us in the pursuit of our study:

1. What is the scope and frequency of review of newspapers on radio?
2. What angle is adopted during newspaper reviews on radio?
3. What is the influence of newspaper reviews by radio stations on the readership and patronage of newspapers?

1.5 SIGNIFICANCE OF THE STUDY

The findings of this study will inform the Ghana Journalism Association (GJA), National Media Commission (NMC) and the general populace whether or not radio and TV are taking up the role occupied by newspapers. It will provide an update account of what

people in the print media make of the whole newspaper review saga and its influence on patronage and readership of traditional newspapers.

1.6 SCOPE OF THE STUDY

This study seeks to find out the number of times newspapers are reviewed on radio and television, how discussions are made on the stories reviewed and the general influence the reviews have on the readership and patronage of newspapers. It will cover program hosts of morning shows of selected radio and television stations, newspaper editors and respondents.

1.7 LIMITATIONS OF THE STUDY

This study was fraught with limitations of time and finances.

1.8 DEFINITION OF KEY TERMS

1. **Angle:** The kind of stories reviewed. This can be current affairs, politics, sports, lifestyle.
2. **Patronage:** This is the buying of newspapers.
3. **Readership:** How people read newspapers.
4. **Scope:** Whether the newspaper reviews are in-depth or just on the surface reading of headlines.
5. **Influence:** How newspaper reviews affect the sales and readership of newspapers.

CHAPTER TWO

2.0 THEORETICAL FRAMEWORK AND REVIEW OF RELATED LITERATURE

This chapter deals with the overview of newspaper review on radio and television and an assessment of its impact on the readership and patronage of newspapers in the country. It also talks about literature that has been written and published in the area of news papers, its impact, uses and gratifications and the review of newspapers on radio and television.

2.1 THEORETICAL FRAMEWORK

One of the appropriate theoretical frameworks for this study is Uses and Gratifications propounded by Elihu Katz. This theory posits that audiences choose the media they want depending on the satisfaction they will get from it. Uses and gratification is an approach to understanding why and how audiences seek out specific media to provide satisfaction to certain needs. It is an audience-centered approach to understanding mass communication and diverges from the effect theories that question what do media do to people and focuses on what do people do with media? It therefore says that audience are not passive participators in the choice of media as posited in the Hypodermic needle theory, but are active participants who choose media to suit their preference.

Beginning in the 1940s, researchers began seeing patterns under the perspective of the uses and gratifications theory in radio listeners. Early research was concerned with topics such as children's use of comics and the absence of newspapers during a newspaper strike. An interest in more psychological interpretations emerged during this period. In 1948, Lasswell introduced a four-functional interpretation of the media on a macro-

sociological level. He posited that media served the functions of surveillance, correlation, entertainment and cultural transmission for both society and individuals.

Jay Blumler presented a number of interesting points, as to why Uses and Gratification cannot measure an active audience. He stated, “The issue to be considered here is whether what has been thought about Uses and Gratifications Theory has been an article of faith and if it could now be converted into an empirical question such as: How to measure an active audience?” (Blumler, 1979). He then offered suggestions about the activities that audiences were engaged with in the forms of media. He classified them as:

-) Utility: this means audience use the media to accomplish a specific task.
-) Intentionality: This is when audiences prior motive determines the choice of a particular media.
-) Selectivity: This means that the use of a particular media by audiences reflect their existing interest.
-) Imperviousness to influence: This is when audience make their own meaning out of the content from the media.

Audience choice of a media is dependent on the gratification of the media content perceived by the audience and therefore will choose a media on the basis of its satisfaction derived from it by the audience. (Katz, 1959).

The assumption of this theory as stated by Katz, Blumler and Gurevitch (1974) an individual is likely to choose a particular media if the individual perceives it to greatly fulfill his or her needs. Therefore if a person perceives that newspaper will provide his or her information needs, he or she is likely to choose newspaper over let say radio.

McQuail (1987), offers the following common reasons for media use:

1. Information

-) People find out about events and conditions in immediate environments, society and the world.
-) People use the media to seek advice on issues or opinions and decision making.
-) Audience may also use the media satisfy their curiosity and general interest on matters.
-) People can self-educate themselves through the media.
-) Gaining a sense of security through knowledge.

2. Personal Identity

-) Audiences find reinforcement for their personal values.
-) People use the media to find and inculcate into their lives, models of behavior.

3. Integration and Social Interaction

-) The media helps people to gain insight into the circumstances of others thereby making audience have empathy for others.
-) People gain a sense of belonging by identifying with others.
-) Audience use the media in order to find a basis for conversation and social integration. For instance, newspapers that give readers “something to talk about” with colleagues, friends and family create a positive experience

and encourage a readership habit. If they could intensify that experience, the research suggests, they could enhance readership. (Readership Institute, 2003)

-) The media can also become a substitute for real-life companionship.
-) The media helps people to connect with family, friends and the society.

4. Entertainment

-) The media serves as an escape route, diversion from life problems for people.
-) The audience use the media for relaxation through the listening to music or watching of a movie.

Blumber and Gurevitch (1995) also argue that audience media behaviour is dependent on the audience's media needs. West and Turner (2004) puts the theory of uses and gratification into these points.

-) The audience is active and its media use is goal oriented. This point disagrees with the magic bullet theory that the media is all powerful. West and Turner believe that the audience choose the media they want to use not the other way round. By goal oriented, the audience choose a media if they perceive the media to provide for them or satisfy the needs they want.
-) People have various uses (needs) they seek to satisfy through media. West and Turner found that people have needs which are different from others. These needs

can be satisfied through the use of media. It goes to states that the media has the potential to satisfy the needs of the people that use them

-) Audience members take initiative to link need gratification to a specific media.
-) The media compete with other sources for need gratification. The media plurality has created audience fragmentation and therefore the content of media is directed towards a specific target audience.

The Uses and Gratification Theory has been criticized as being “vulgar gratificationism”. Morley (1992), acknowledges that individual differences in interpretation do exist, but he stresses the importance of sub-structural socio-economic differences in shaping the ways in which people interpret their experiences with media use. People seek out media to satisfy a personal need, especially to entertain themselves (Lull, 2002). Lull suggested that audiences don’t accept always the content of media and moreover not all media are meant to provide gratification or to a need for entertainment in people. According to Lull audiences don’t always benefit from the use of media and more important they don’t take on in media consumption willingly and independently.

Another theory that underpins this study is the Dependency theory. Media Dependency Theory focuses on audiences’ goals for media consumption as the source of their dependency. While Uses and Gratification Theory focuses on audiences; needs as drivers for media consumption, Media Dependency Theory states that as a person becomes increasingly dependent on media to satisfy their needs, that media will become more important in a person’s life and thereby have increased influence on the person. This theory states that the more an individual is on the media for having his or her needs

fulfilled, the more important the media will be to that person (Ball-Rokeach and DeFleur, 1976). For example if a person gets his or hers satisfied by reading newspaper, he or she will then depend more on newspaper for such gratification. This will make newspaper become more important to the individual.

Dependency theory proposes an integral relationship among audiences, media and the larger social system. (DeFleur and Ball-Rokeach, 1989). This theory predicts that you depend on media information to meet certain needs and achieve certain goals just like Uses and Gratification but you do not depend on all media equally. Two factors influence the degree of media dependency. First, a person will become more dependent on media that meet a number of his or her needs than on media that can satisfy just a few of his or her needs. The second factor is social stability. When social change and conflict are high, established institutions, beliefs and practices are challenged, forcing one to do a re-evaluation and make new choices. At such times, the individual's reliance on media increases and on more stable times, media dependency reduces. (Blumler, 1979).

2.2 OVERVIEW OF NEWSPAPER REVIEWS

“A weekly or daily publication consisting of folded sheets and containing articles on the news, features, reviews and advertisement” (Collins English Dictionary 5th Edition) that is one of the numerous definitions of newspaper. Newspaper review relatively is a new concept in Ghana; it actually took root in the late 1990s as a toast to morning shows.

What happens is that generally there is a panel of pundits on various issues, and usually these pundits are politicians from various political parties. These pundits review selected sections of various newspapers especially the front page issues, they delve into the entire

page by reading the entire news script or a part of it and hold extensive and sometimes impassioned discourses on issues under consideration all within a stipulated time frame. Such sessions are moderated by a host who is a TV or radio presenter. In the past, only the headlines were read as well as editorials. These days the trend has changed so that sometimes entire news items are read and discussed.

2.3 RELATED STUDIES ON NEWSPAPER REVIEW

In her book on the *Press and Political Culture in Ghana* (2005), Jennifer Hasty attempts an examination of news discourse in Ghana between 1995 and 2000, a period characterized by the consolidation of the country's young democracy, as well as liberalization and dynamic political contestation.

She locates newspapers as the nexus of Ghanaian news discourse, a discourse characterized by formal genres of mass media and informal modes of social communication. The centrality of newspapers in this sense may be arguable, given the proliferation of FM stations after the liberalization of the airwaves in the mid-1990s, and the polarization of the phone-in format of broadcasting. These factors, together with the ubiquity of radio and the more accessible discourse of broadcast news, might have propelled radio to the position hitherto occupied by newspapers.

Indeed, Kwansah-Aidoo (2001) suggests that the various Ghanaian media play similar roles in the public information and communication, an assertion that might still be subject to some debate.

However, Hasty (2005), observes that in Ghana, "newspapers constitute the very terms of local events. And recurring themes- subsuming all in an ongoing narrative frame of

national news” (p.2). Previously , media scholars such as Richard Ericson, Patricia Baranek, and Janet Chan as well as Stuart Hall have underscored the potential of newspapers vis-à-vis other news media, as sources of more discursive coverage of public affairs, allowing for the monitoring of the activities of the socio-political elite, and framing the discursive parameters of current affairs.

Thus it might have been even more useful for Hasty’s project if she had included some inter textual analysis to evidence how information from newspapers frame and motivate articulations that constitute radio and television news in Ghana.

Newspaper readership is more on political issues or current affairs. This is posited by Owusu, (2004) when she did a study on the readership behavior of residents in the Adenta SSNIT flat. The Daily Graphic news paper was found to be the most patronize and most read newspaper. In terms of story interest, most of the respondents said they will read current affairs stories before they read other stories on sports or any other.

In a study by Aliagan, (2011), where he looked at newspaper readership pattern in Ilorin, it was revealed that most people in the state of Ilorin like to read *The Punch* newspaper which is dominated by political and current affairs issues.

In an online publication on *myjoyonline* (March 7th 2014), The Graphic Communication group accused the TV and radio stations for “killing the newspaper industry through newspaper reviews”. The group issued a statement on how they disapproved of how some television and radio stations conduct their reviews of the newspapers. The statement claimed that the newspaper review has taken away the “motivation for people to buy the newspapers”. In the same story, the Managing Director of the group, Mr. Kenneth

Ashigbey, made it known that not only have the programmes started killing the newspaper industry, but it has also deprived newspapers vendors of their livelihood as the sales of the papers provides them with income to fend for themselves.

“The newspaper review is destroying the reading habits of people. Once they have heard what has been written in the newspapers, they will not be interested in buying it” Kenneth Ashigbey said. But the host of Peace FM’s Morning Show, Kwame Sefa Kayi was of the view that “not all people can read and therefore they relied on these radio and TV stations for information”. He further made a point that some newspaper houses call into the some of the television and radio stations to request that their papers be reviewed in order to “boost sales”

In another publication by the newspaper (18th March, 2014), it states that years back, the state-owned radio station (Radio Ghana) which did newspaper reviews focused on the editorials but since the liberalization of the airwaves in the 1990s, the trend has change “drastically”. Some radio stations will read just a few paragraphs of the stories but many of them (radios stations) will virtually read the newspapers from “cover to cover”. The publication goes on to say that some school of thought believe that once the newspapers from which the stories read are credited, they have not infringed on any copyright law. Newspapers publishers on the other hand argue that since the radio stations benefit financially from the newspaper reviews – through sponsorship and advertisement, the radio stations should be made to take a second look at the format.

In a publication by Daily Graphic (8th August 2013), the print media was asked to invest more in innovation and online presence as print faces the challenge of low sales across the globe. This was a comment made by some players in the newspaper industry like

Managing Director of the Graphic Communications Group Limited (GCGL), Mr. Ken Ashigbey; the Founding Editor of the Independent and Co-publisher of the Sports Concord, Mr. Kabral Blay-Amihere; the Editor of the Daily Graphic, Mr. Ransford Tetteh; the Publisher of the newspapers in the stables of the Western Publications Ghana Limited, Mr. Freddy Blay and the editor of the Ghanaian Times, Mr. David Agbenu. This was in reaction to the sale of the United States newspaper, the Washington Post to Amazon.

In the past decade, the overwhelming majority of journalists believe the internet is to blame for, plus the growing availability of a wide range of information on small devices like mobile phones and tablet computers. (The Guardian, 2009). This was a research done by The Guardian newspaper in the UK in 2009 which showed that newspaper sales has declined over the years from 2000 to 2009. They study showed that the decline cannot be attributed to a single reason but the fragmentation of society and media proliferation has contributed. There is an overlapping motives for people giving up on newspaper reading or, most importantly, failing to purchase it. We should be aware that changes in culture, lifestyle society, work and demographics are also important factors. (The Guardian, 2009).

CHAPTER THREE

METHODOLOGY

3.0 INTRODUCTION

This chapter gives details into the research method which would be employed in this study. It gives an outline of the population to be used for the research, the process of sampling, instruments that would be used to collect data, the plan for analyzing the data. Data presentation plan and issues that border on ethics would also be discussed.

Methodology is “the plan that contains all the steps in the research process and includes all the logical sequence in which the study is to be carried out. It also includes the elements of the study such as the method of data collection, method of analysis and all the administrative procedures that need to be considered without delay” (Sanrantakos, 1997)

3.1 RESEARCH METHOD

A research method offers a guideline of procedures from collecting and analyzing the data necessary to help identify a problem or to help solve the problem at hand- Tull and Hawkins (1984).

This study employs the triangulation approach since at one breath it will describe and explain the extent and the effect newspaper review has on the sales of newspapers. This information is through face-to-face interviews with the players in the newspaper industry that is editors, newspaper vendors and the owners of newspaper houses. This can be achieved through the use of qualitative method.

The quantitative method is also used since the study would like to find out the number of people that read newspapers, listen to newspaper reviews, how long they spend on reading the newspaper and how often they purchase newspapers.

3.2 STUDY DESIGN

The research design helps the researcher to give answers to the research questions very effectively. The design provides a guide for the researcher to choose the appropriate data for the study.

Wimmer and Dominick (2003) define descriptive research design as an attempt to describe or document current conditions or attitudes, that is, to explain what exists at the time.

This study used the descriptive research design to explain how newspaper review has influenced the patronage and readership of newspapers in Ghana.

3.3 STUDY POPULATION

The population for this study consists of the general public who are formally educated and can read and write, and players in the newspaper industry including, vendors, editors and owners of newspaper houses.

3.4 ACCESSIBLE POPULATION

The population to be accessed consists of news editors, hosts of morning shows on radio and television, newspaper vendors and the general literate public. The reason for the selection of this population is based on the fact that, the Newspaper industry determines

the amount of revenue they get from the patronage of their papers and the literate public can better tell how much they buy and read physical newspapers and the morning show hosts can tell us the scope and angle from which they approach the newspaper reviews.

3.5 SAMPLING PROCESS

Sampling is the process of selecting a number of individuals for a study in such a way that the individuals selected represent the larger group from which they were selected (Opoku Amankwa, 2009). The purpose of the sampling is to get a representative group from which the researcher can gain information about a population.

In this study, non-probability sampling will be used for the selection of the general public and non probability sampling will be used for newspaper houses. Daily Graphic and Daily Guide Newspapers will be selected because of their wide readership base- purposive sampling.

Purposive sampling is intentionally selecting respondents for a study based on certain qualities to meet the needs and requirements for a study (Opoku Amankwa 2009)

3.6 SAMPLING METHOD

Data for this study was collected through in-depth interviews with persons who act as stake holders in the Newspaper Industry as well as the general public who are literate and as such patronize newspapers.

Questionnaires were also given out to literate members of the public. An interview guide was prepared to enable the researcher ask specific questions that address the objectives of the study, the same rule was applied to drafting a question.

3.7 DATA ANALYSIS

This study employed qualitative data which was collected through in-depth interviews. The collected data was analyzed manually. Notes were taken during the interview and later transcribed. The same rule applied to the questionnaires.

Data collected was grouped according to the questions asked, after comparing similarities and dissimilarities emerging themes were searched for. These emerging themes were discussed in relation to the study's objectives.

3.8 ETHICAL CONSIDERATIONS

To intensify trust and goodwill between the researchers and the public as well as the stakeholders of newspaper houses in relation to the study, their consent was sought through a written letter before collecting data from them for this study.

They were also assured that the interviews and questionnaires were for academic purposes so that their privacy was not abused. Finally, copies of the findings were given to each of the newspaper houses involved in the study to show proof of the academic purpose of the information they provided.

CHAPTER FOUR

ANALYSIS, PRESENTATION AND DISCUSSION OF FINDINGS

4.0 INTRODUCTION

This chapter analyses and discusses the findings of the study with the aim of providing answers to the research questions of the study. The findings present the responses from four groups of people from the study population. Namely, radio presenters who present newspaper reviews, newspaper vendors, editors and managers of newspapers and the general public.

The data for the study was collected through interviews and questionnaires. Interviews were conducted with radio presenters, newspaper editors and newspaper vendors.

Questionnaires were administered to some sections of the general public.

The quantitative aspect of the study achieved a response rate of 80% as 64 out of the 80 questionnaires that were sent out were responded to and returned.

Table 1 Gender distribution of respondents

GENDER	FREQUENCY	PERCENTAGE
MALE	43	67.2%
FEMALE	21	32.8%
TOTAL	64	100%

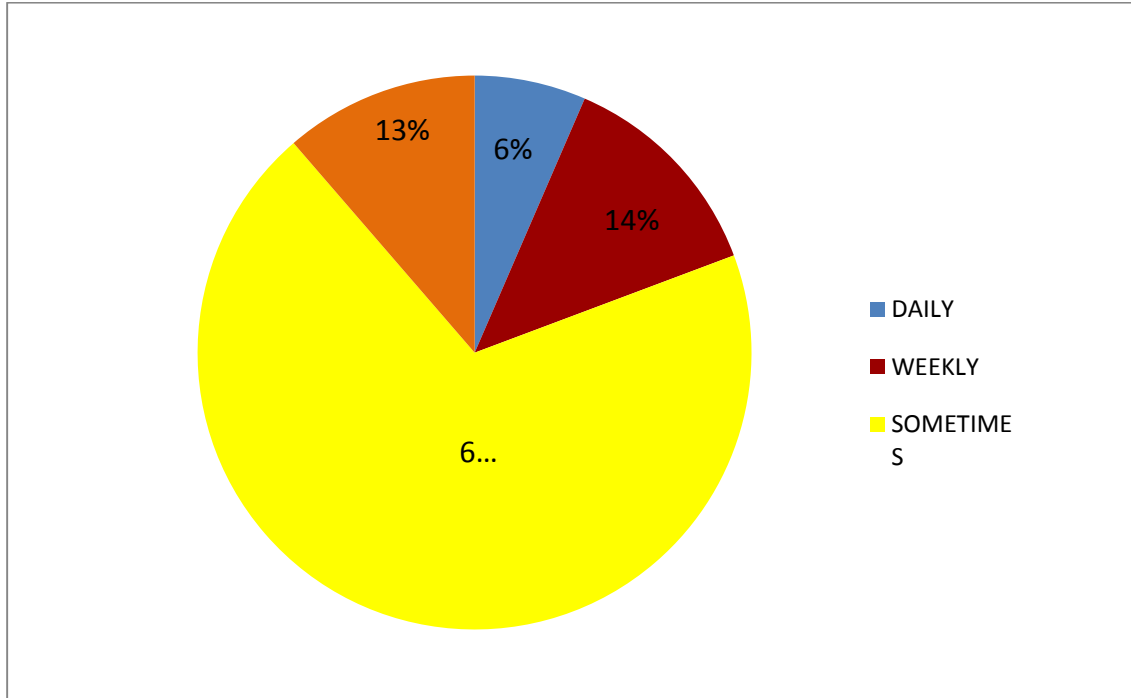
Out of the sixty-four (64) completed questionnaires, forty-three (43) were males and this represents 67.2% of the total population. Twenty-one (32.8%) were females of the total population.

Table 2 Age distribution of respondents

AGE (years)	FREQUENCY	PERCENTAGE
18 – 25	19	29.7%
26 – 35	33	51.6%
36 – 45	9	14.1%
46 and above	3	4.69%
TOTAL	64	100%

Nineteen of the respondents representing twenty-nine point seven percent (29.7%) were within the ages of eighteen and twenty-five (18 – 25). The ages between twenty-six and thirty-five (26 – 35) recorded thirty-three respondents representing fifty-one point six (51.6) percent. This happens to be the range of ages within which most of the respondents fell. Fourteen point one percent (14.1%), representing nine (9) respondents were between the ages of thirty-six and forty-five. Forty-six and above age range recorded three respondents which represented four point six nine percent (4.69%).

Chart 1 Frequency of reading newspapers



Out of the sixty-four completed questionnaires, four of the respondents, representing six percent (6%) read newspapers every day. Fourteen percent (14%), representing nine of the respondents read newspaper weekly.

Most of the respondents said they sometimes read newspapers and this accounted for sixty-seven percent (67%) which represented forty-three of the respondents. Eight of the respondents said they rarely read newspapers and this accounted for thirteen percent (13%).

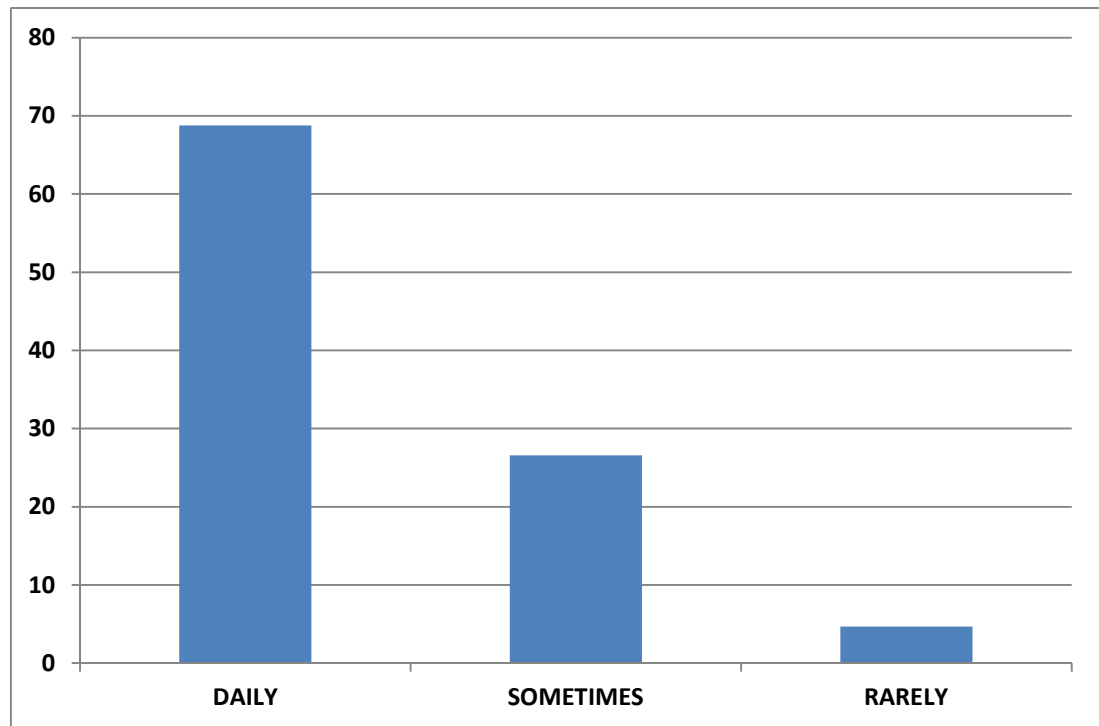
Table 3 Newspaper patronage

REGULARITY	FREQUENCY	PERCENTAGE
DAILY	11	17.2%
WEEKLY	18	28.1%
SOMETIMES	31	48.4%
RARELY	4	6.3%
TOTAL	64	100%

Eleven (11) of the respondents buy newspapers on a daily basis and this makes up seventeen point two percent (17.2%). Eighteen (18) of the respondents buy newspapers weekly. This represents twenty-eight point one percent (28.1%) of the total population.

Thirty-one (31) of the respondents do not buy newspapers regularly but sometimes do so and this represented forty-eight point four percent (48.4%). Four (4) of the respondents rarely buy newspapers and this accounted for six point three percent (6.3%).

Chart 2 Frequency of listening to newspaper reviews



Sixty-eight point eight percent (68.8%) of the total respondents listen to newspaper reviews every day. This is represented by forty-four (44) of the respondents. Seventeen (17) of the respondents sometimes listen to newspaper reviews and this accounted for twenty-six percent (26%) of the completed questionnaires.

The remaining three (3) respondents rarely listen to newspaper reviews. This is represented by four point six percent (4.6%) of the completed questionnaires.

Table 4 Readers' and listeners' preference

ACTIVITY	FREQUENCY	PERCENTAGE
BUYING NEWSPAPERS	11	17.2%
LISTENING TO NEWSPAPER REVIEW	53	82.8%
TOTAL	64	100%

Fifty-three (53) of the respondents would like to listen to newspaper reviews as against buying newspapers. This represented eighty-two point eight percent (82.8%) of the total completed questionnaires. Eleven (11) respondents say they would buy newspapers as against listening to newspaper reviews on radio and this represents seventeen point two percent (17.2%) of the total completed questionnaires.

Table 5 Respondents' source of daily news

MEDIUM	FREQUENCY	PERCENTAGE
NEWSPAPERS	13	20.3%
RADIO	28	43.8%
TELEVISION	6	9.38%
INTERNET	17	26.6
TOTAL	64	100%

Only six out of the total respondents get their daily news update from television. This represents nine point three eight percent (9.38%) of the total respondents. Twenty point

three percent (20.3%) represented by thirteen (13) respondents say their daily news update is obtained from reading newspapers. Seventeen (17) of the respondents like to visit the Internet to get their daily news update. This is represented by twenty-six point six percent (26.6%) of the total respondents. Majority of the respondents prefer tuning to a radio station to get their daily news update.

This is from twenty-eight of the respondents representing forty-three point eight percent (43.8%) of the total respondents.

4.1 INTERVIEW WITH RADIO PRESENTERS

When asked how often they review newspapers, all five (5) of the radio presenters from Angel FM, Kapital Radio, Fox FM, Sunsum FM and Kessben FM said they review them daily except on Saturdays and Sundays. When they were asked why they did not review newspapers on weekends, three (3) of the respondents said weekends are for relaxation and that they believe people would not be listening to the reviews. The other two (2) were of the view that for them as presenters they rested on the weekends and so they don't even go to work on weekends.

All five (5) of the respondents said they concentrated mostly on the front page stories during the review. This was the response to the question of areas they concentrated on during the reviews. One (1) presenter said for their radio station, they are particular about political news and even if a political story of interest to them is not on the front page, they would review it.

When asked, how detailed their reviews were, two (2) of the respondents from Fox FM and Sunsum FM said they normally do not read the whole story but read just the first and

sometimes the second paragraphs of the story and held discussions on them. Three (3) of them said they read the headlines and brought out the important details in the story which would make meaning to the listeners irrespective of where that information is within the story.

On the issue of motivation for the reviews, all five (5) respondents said that it is their responsibility as journalists to inform the audience about the current happenings in the country and the newspaper review programme is one way of fulfilling this responsibility. One (1) respondent also said it helps to boost the image of the radio station, another said they do it to meet the competition in the industry and the remaining two (2) said their motivation stems from the fact that the news stories provide a basis for their morning shows.

4.2 INTERVIEW WITH NEWSPAPER VENDORS

Five newspaper vendors at Adum, Abrepo Junction, Santase Roundabout, Asafo and Tanoso were interviewed. These vendors trade in all the major newspapers in the country and have been in the business for thirty, six, fifteen, eighteen and seven years respectively. All of them said they know and listen to newspaper reviews on radio. When asked about their views on newspaper reviews and how it affects their business, one respondent said it should be abolished by some kind of law because, it has adversely affected his business.

The other four vendors were of the view that it is not a bad idea to let people know the stories making the headlines. They believed that it will motivate people to buy the papers but their concern was that it is collapsing their business. They attributed this to the style

and format of the reviews. One respondent said that he had some people who always bought newspapers from him but they have now stopped. When he spoke with them, they all said they now listened to the stories on radio.

4.3 INTERVIEW WITH MANAGERS AND EDITORS OF NEWSPAPERS

In all, three people from Daily Guide, Daily Graphic and The Finder newspapers were interviewed. All three (3) said they have no problem with presenters reviewing stories that made news in the dailies. They believed that the radio presenters are fulfilling their responsibility of informing the audience about the current happenings in the nation.

They all said the reviews also generate mileage for the papers that are reviewed and at least people get to know of their existence and also which paper carried which story.

They were all of the view that the format and style of the review was the problem.

They believed that if the headlines were read and people were asked to go out there and buy the newspapers for the details, that could help increase their sales but for now, the style and format of the review has contributed to the decline in sales of newspapers.

4.4 DISCUSSIONS ON FINDINGS

Eleven out of sixty-four respondents say they prefer buying newspapers to listening to newspaper review on radio. This goes to prove why only six out of the six-four respondents say they read newspapers to get their daily news update. The assertion by Aliagan (2011) that newspaper patronage in Ilorin is very poor is proven by the findings in this study. Newspaper vendors, managers and editors, from the findings believe that newspaper review on radio is to partly blame for the decline in the patronage of

newspapers by the general public. This point corresponds to Owusu (2004) view that radio poses a stiff competition for the newspaper industry. The radio presenters on the other hand say that if some editors and owners of newspapers appeal to them (radio presenters) to review their newspapers on the airwaves in order to help boost the image of their newspapers, then, editors, managers and vendors of newspapers cannot put the blame on radio stations and their presenters for reviewing newspapers.

From the findings, internet is second to radio in terms of respondents' choice of getting daily news update. Newspaper owners must try and get websites of their own or get websites that will host their news stories on their websites for them. Daily Graphic has a Quick Response (QR) Code embedded in the newspaper where readers can get audio recordings, pictures and audio-visuals on stories on the Internet from scanning the code using a mobile phone or any device that has the capacity.

Owusu (2004), asserted that people like to read stories on current affairs first before reading other news items. Aliagan (2011) also states that *The Punch* newspaper, which is a political newspaper is the newspaper preferred by most readers in Ilorin. This is confirmed by the findings in this study as all five radio presenters say they concentrate their newspaper reviews on political news.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 INTRODUCTION

This chapter presents a summary of the findings, conclusions and makes recommendations for further research. The chapter also addresses salient issues that were raised in the course of the study which need improvement.

5.1 SUMMARY OF FINDINGS

The objectives of this study were to identify how often newspapers were reviewed by the radio stations, the angle and approach of the stories during the newspaper reviews and the effects the review of newspapers on radio stations had on readership and patronage of newspapers.

The study showed that newspaper reviews are done from Monday to Friday in the morning during the “*Morning Shows*” on radio. The study again revealed that almost all radio stations in the country have some form of newspaper review and not just limited to only a handful. It came to light that front page stories are the most concentrated on stories during reviews and in terms of the kind of stories, political news were the most prominent in most of the reviews. It became known in the study that the motivation for the reviews was to fulfill the responsibility of the media to inform the audience and also to make their stations competitive.

The study revealed that respondents and radio stations read and review stories related to politics and current affairs. This is in line with Owusu (2004) claim that people read stories on current affairs first when they access newspapers.

Regarding the influence that radio newspaper review programmes have on newspaper readership, the study discovered that sale and readership of newspapers has declined over the years and one contributory factor is the reviews of the major newspapers on radio. Most respondents said they would choose to listen to newspaper reviews on radio than to buy the papers. The study brought to light that newspaper reviews are not in themselves negative but the format of the review is what is “killing” the newspaper industry. Most editors interviewed, agreed that the reviews of newspapers on radio give make people aware of the newspaper and give some form of mileage to the newspaper in terms of credibility.

This confirms what Ibrahim Wiredu, chief editor of *Radio Ghana* newsroom of the Ghana Broadcasting Corporation said, that review programmes enhance the profitability of newspapers by helping to sell them through the publicity the programmes afford (Owusu, 2004). This the editors say is good but does not translate into sales as the in-depth format of the reviews makes the audience get almost all the important news in the newspapers and as such will not be motivated to purchase it to read.

5.2 CONCLUSION

On the frequency of newspaper reviews on radio, the study concluded that newspaper reviews are done from Monday to Friday between the hours of 6:00am and 12:00 in the

afternoon. It can be concluded also from the study that politics and current affairs are the stories that are mostly reviewed during newspaper reviews on radio. It can be concluded from the findings of the study that, respondents like to listen to newspaper reviews on radio than to spend money to buy the newspapers. Respondents can have the opportunity to listen to a thorough discussion on important issues and be well informed of the same on radio. It can again be concluded that due to the in-depth analysis and discussions on stories in the newspapers on radio, readership and sale of newspapers appear to have fallen.

5.3 RECOMMENDATIONS

Based on the findings and discussions, the study makes the following recommendations;

1. The format of the reviews has caused a great decrease in the sales of newspapers which is collapsing the newspaper industry. The format then should be that of just reading out the headlines and asking people to go out and buy the papers if they want to get the full story. Media practitioners must refrain from the in-depth analysis and discussions of issues in the newspapers.
2. The National Media Commission and other stakeholders in the print and broadcasting industry must devise a policy or regulation that will help balance the work of radio stations and newspapers so there can be a balance and no one (radio and newspaper) would lose revenue.
3. Again, prominence must also be given to other stories other than political news alone as some newspapers largely focus on such stories and not politics.

4. Media plurality has created audience fragmentation and as such newspapers must carry stories target at these specialized audience. Editors and managers of newspapers must therefore be strategic in news packaging in order to attract these fragmented audiences.
5. Newspaper owners are to have websites that would host their newspaper stories. This is important because internet is second when it comes to where respondents get their daily news updates from.

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APPENDIX 1

QUESTIONNAIRE

Dear respondent, we are final year students from Christian Service University College gathering data for our project work on the topic :*Assessing the influence of newspaper reviews on radio stations on the patronage and readership of newspapers*". We therefore request for your honest responses. Your responses will be used for research purposes and all information collected will remain anonymous and confidential.

Directions:

Please tick within the box your response and where possible, write your response.

Thank you for your co-operation.

GENDER: Male ☐ Female ☐

AGE: 18 – 25 ☐ 26 – 35 ☐ 36 – 45 ☐ 46 and above ☐

1. Do you read newspapers:

Yes ☐ No ☐

2. How often do you read newspapers:

Daily ☐ Weekly ☐ Sometimes ☐ Rarely ☐

3. How often do you buy newspapers:

Daily ☐ Weekly ☐ Sometimes ☐ Rarely ☐

4. Do you listen to newspaper reviews on radio?
Yes [] No []
5. How often do you listen to newspaper reviews on radio?
Daily [] Sometimes [] Rarely []
6. Do newspaper reviews influence to buy newspapers?
Yes [] No []
7. How often does newspaper reviews influence to buy newspapers?
Daily [] Sometimes [] Rarely []
8. Where do you get your daily news update?
Newspapers [] Radio [] Television [] Internet []
9. Between buying newspapers and listening to newspaper reviews on radio,
which would you choose?
Buying newspaper [] Listening to newspaper reviews on radio []

10. Please explain your reason in Question (9) above.

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APPENDIX 2

INTERVIEW GUIDE

Interview questions for radio stations:

1. Do you do newspaper reviews?
2. How often do you review newspapers?
3. Which kind of stories do you review?
4. How detailed are the reviews?
5. What is your motivation for the reviews?

Interview questions for Newspaper Vendors

1. Do you know of newspaper reviews on radio?
2. How often do people buy newspapers?
3. Is there an increase or decrease in the patronage of newspapers in recent times?
4. What do you believe affects people's patronage of newspapers lately?
5. What is your take on newspaper reviews?
6. Do you think newspaper reviews influence the patronage of newspapers?

Interview questions for newspaper Editors

1. Are you aware of newspaper reviews on radio?
2. What do you think about newspaper reviews?
3. Do newspaper reviews of some media houses affect the patronage of newspapers?
4. What are your recommendations?