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## **Journalists' Perception of News Commercialization and its implication on Media Credibility in Nigeria**

**Apuke Destiny Oberiri**

Department of Mass Communication, Faculty of Arts and Social Sciences, Taraba State University, Jalingo, P.M.B 1157, Nigeria

E-mail address: [apukedestiny@gmail.com](mailto:apukedestiny@gmail.com)

Phone Number: +23407068851417

### **ABSTRACT**

This study investigates the perception of journalists in Nigeria on news commercialization and media credibility with special reference to Journalists in Jalingo Metropolis. The quantitative survey design was used. The population comprised of Journalists in Jalingo Metropolis which are about 293. The researchers employed Taro Yame's formula to sample size out 75 Journalists which formed the sample frame. Questionnaire was used as the instrument for data collection. The questionnaires were administered among 75 Journalists in Jalingo Metropolis registered under NUJ who were purposively selected on the basis of on-the-job experience. All the questionnaires distributed were duly filled and retrieved by the researchers. Data gathered were presented using tables while frequency counts and simple percentages were used for analysis and interpretation. Findings revealed News commercialization affects objectivity and balance in reporting. The study further revealed that poor remuneration, personal greed and corruption are some of the reasons why news commercialization strives. Some of the recommendations proffered for reversing this trend are: Media professional bodies should be serious in maintaining ethics in the media industry by sanctioning defaulting journalists to ensure that journalism practitioners adhere to laid down codes of practice, sound education and professional training of journalists should be provided this will serve as a good antidote for solving the problem of news commercialization.

**Keywords:** Perception; Journalist; News commercialization; objectivity and balance; media credibility

## **1. BACKGROUND OF THE STUDY**

“The mass media ought to play the role of gathering, analyzing and disseminating news and information about people, events and issues in society which could be in form of news, commentaries, editorials, advertorials, news analysis, profiles, columns, cartoons, pictures or magazine feature via mass communication medium such as radio, television news papers, magazine, digital TV, face book, you tube, 2 go and other numerous social media to a heterogeneous audience simultaneously or about the same time” Ogunkwo (1999) in Suntai and Vakkai (2014). But reverse is the case in Nigerian Journalism practice as the issues of news commercialization has prompted the mass media to tilt away from objectivity and balance in reporting. The media be it broadcast or print have lost their credibility as they have slowly negate the social responsibility of journalism to an income generated journalism practice.

As Asogwa & Asemah (2012) put it:

There is an increasing commercialization of the media in Nigeria, the situation that has brought the integrity of the mass media enterprise to question. The social responsibility theory holds that while the press functions as a free enterprise, as guaranteed by the libertarian theory, it must be responsible to a society in which it operates. Based on this theory, the mass media are able to raise issues of public importance. Our mass media today do not seem to perform this social, duty as issues that set agenda for national development are compromised for “naira and kobo”. This abuse at practice has received the attention of mass communication scholars and other stakeholders who now advocate for a reinvention of our media contents to make the media realize their potentials as tools for national development.

Onoja (2009) sees news commercialization as “a situation whereby stations begin to raise revenue by charging fees for news reports they should normally carry free”. This implies that, broadcast stations are meant to package and produce news free rather than commercializing it for profit making and gain.

Chioma (2013) sees news commercialization “as a tactful strategy through which the media relegates its responsibility of surveying the society”. Johnson (2001, p. 2), cited in Okigbo (1997) argues that balancing the cost of high quality journalism against corporate profit is one of the significant changes in journalism practice today. By implication broadcast media are meant to serve the public by dishing out news and entertainment rather than selling news and entertainment for profit making. As Kenneth and Odorume (2015) put *it*, “the broadcast media organizations should exist to serve public interest. However, recent journalism practice in Nigeria seems to be plagued with the malady of news commercialization. What this portends is that only the rich will get their ideas communicated to the public thus relegating the common to the background. Media organizations are undeniably expected to protect the public interest of their audiences.”

McManus (2009 Pp. 219 & 220), sees news commercialization as ‘any action intended to boost profit that interferes with a journalist’s or news organization’s best effort to maximize public understanding of those issues and events that shape the community they claim to serve’.

Also, Nwodu (2006) in National Open University of Nigeria (nd p.28) describes news commercialization as “the deliberate presentation of sponsored information to unsuspecting media audience who perceive these information as conventional public interest-oriented news”.

Against this backdrop news commercialization could be a packaged, produced and disseminated information by a sponsor who pays a media organization. It could also be message/information/idea/thoughts payed for by an unidentified sponsor whose idea is trumpeted via a media organization to a large heterogeneous audience in order to influence or modify their thinking. This act of commercializing news by journalist and media organization, greatly affects the objectivity and balance of reporting as Ekeanyanwu and Obianigwe (2012, p. 517) put it “monetary gifts could pressurize a journalist into doing what the giver wants, and this makes the journalist unable to be objective in his reporting of events and issues involving the people who give such gifts.

Thus, the news stories produced are likened be commercial products that have been paid for by the customer which should serve the need to which the product is expected, in favor of the customer” Asogwa & Asemah (2012) say “there are many reasons for which media outfits are established; some ideally set up the media to perform social functions of reflecting society and setting agenda for national discourse; others show more interest on generating income; hence, the media are profit oriented. In Nigeria, the latter may be a strong factor, given that media content is considered a commodity for sale, just like other commodities in a capitalist environment”

This implies that a journalist who sells his conscience for money with the justification that it is news commercialization will end up deterring his reportage to suit the buyer of his conscience. “He who pays the piper dictates the tune” comes to play here. News commercialization is therefore liken to a wheel while brown envelop journalism is the spook that enhances the wheel to thrive on.

That is why Ekerikevwe (2009), sees brown envelope as the commonest practice in journalism in Nigeria. “It is a situation whereby journalists demand for bribe or other forms of gratification before they cover any events or even publish stories from such events”. The implication of brown , envelope causes huge threat to journalism practice Bello & Adejola (2010) elaborates that this implications ranges from “loss of public trust and confidence, loss of professional integrity and sense of duty and inability to uphold the six cardinal elements or canons of journalism – *truth, fairness, objectivity, accuracy, independence and responsibility*”

In a nutshell, this paper’s stand point on news commercialization is that, news commercialization is a paid, non-personal form of communication by unidentified sponsor who projects his/her ideas, thoughts, intentions through mass media such as print, radio, television and the internet. Therefore, to Idowu (2001 p.4), for news to be useful it has to be credible, for it to be trusted it must measure up to some exacting standard of assessment such as: accuracy (when in doubt leave out), balance (reflect all sides of the story), fairness (impartiality to all parties involved), human angle (people minded), depth (well researched/investigated), presentation (telling the story rightly), and reward (be of social relevance to audience)

Against this backdrop, the study seeks to investigate the perception of Taraba state journalist on the influence news commercialization exerts on objectivity and balance in reporting.

## **2. STATEMENT OF THE PROBLEM**

News commercialization has become a major trend in news treatment globally, and an issue of ethical concern in the mass media. It is a tactful strategy through which the media relegates its responsibility of surveying the society – disseminating information on the event, and people of social interest aside for financial gains (Chioma 2013). Therefore the issue of news commercialization has come to characterize journalism practice in Nigeria. A situation that prompts journalist/media organization to collect money in order to publish. The Nigerian adage “money for hand back for ground” comes to play here. Whereby “no money no reporting”. This practice is like a cankerworm eating deep into journalism practice in Nigeria. The good old fairness, objectivity, balance and truth in journalism has been eroded by selfish greed and profit making motive by various media houses in Nigeria.

As Azeez (2009) puts it, news organization in our contemporary capitalist time are established on profit making motive; perhaps, unarguably, less on the motive of serving the interest of the public for which they are institutionalized. This negates public interest therefore projecting the voice of the rich at the expense of the poor or the voice of those who can pay at the expense of those who can't.

## **3. AIM AND OBJECTIVE OF THE STUDY**

The aim of this study is to investigate the perception of Taraba State Journalist on the influence news commercialization exerts on media credibility. The study is anchored on the following objectives.

- i. To ascertain the perception of Journalist in Jalingo metropolis on News commercialization
- ii. To examine the extent to which news commercialization influences objectivity, fairness, balance and truth in reporting.
- iii. To explore the forms of news commercialization that is manifest among Journalists in Jalingo Metropolis.
- iv. To examine what journalists perceive as reasons responsible for News commercialization.

## **4. RESEARCH QUESTIONS**

This study is guided by the following research questions:

- i. What is the perception of Journalist in Jalingo Metropolis on news commercialization
- ii. To what extent have news commercialization influence objectivity, fairness, balance and truth in reporting.
- iii. What are the forms of news commercialization manifest among Journalist in Jalingo Metropolis?.
- iv. What are the possible reasons for the practice of News Commercialization?

## **5. EMPIRICAL STUDIES**

Empirical reviews are researches carried out by other authors related to a particular study. It reveals findings, opinions postulated by other authors who have carried out similar studies, projecting their standpoint and take on a particular issue.

Lwanga (2002) carried out a research in Uganda to investigate the level to which commercialization in the face of liberalization and commercialization of media services, has affected Radio Uganda's programming. He employed qualitative and quantitative methods of investigation; findings reveal that although Radio Uganda still has certain public service principles and values, but programming policy has increasingly been changed by commercial considerations. Which is evident from the present rise of commercialized programmes and a decline in education and development programmes. The study revealed some of the causes of this problem to be limitations of finance and other resources which have jeopardized the roles and character of public service radio programming. Further findings revealed that radios in Uganda are established for profit making rather than serve in interest of the public.

The study recommends that license fee be developed as a source of revenue for Radio Uganda., government should inject more funding into public service broadcasting institution to supplement other sources of income, before granting them autonomy, while advertising and sponsoring brings in considerable amount of revenue, it should not take place in such a manner as to that undermines the listener's interest in Radio programming. The broadcasting council should therefore map out solid policies that will systematically guide Radio Uganda in its programming in the new order.

In the same vein, Udomisor & Kenneth (2013) carried out a research to ascertain the impact of News Commercialization on Nigeria Broadcasting Commission Communication policy and reveal that "News commercialization is a practice that has unfortunately come to stay with the Nigeria society as a result of economic and psychological considerations. Public Service Broadcasting (PSB) is supposed to serve the interest of the public. Serve as a purveyor of information through which both the rich and poor can express themselves freely. The media operators should know that by charging money, they are reducing their credibility in the eyes of the public. Instead of them to be controller of news, it is now the advert companies that determine the pace and flow of news, and what constitutes news at any point time" they suggested that If the media houses should regain their glory and rightful place in the minds of the public, the practitioners should be adequately paid. It is only when they are well paid that they can disabuse their mind from sharp practices. Secondly, regular training and re-training should be organized for journalists to enable them continue to keep abreast and perform their basic roles to the society. Thirdly, media owners should not sacrifice public affairs and issue at alter of profit. They should realize that the electromagnetic waves they are using is a public property which they are holding in trust.

Fourthly instead of selling news, the stations can think of other sources of revenue like investments if it is private stations and increased funding in the case of government stations. Finally, the relevant regulatory agencies should add more bite to their operations. They should go beyond publishing and re-publishing of codes by ensuring that the media houses are compelled to comply with the ethic of the profession in the interest, unity and development of the country.

Papathanassopoulos (2001) in Kenneth & Odorume (2015) analyzed the effects of media commercialization and market expansion in Greek journalism and argues that although

journalism appears to be a profession which plays a more active social and political role in Greece, giving the impression that it sets the agenda and represents the ordinary citizen it is heavily influenced by the constraints imposed by the news organizations. The article first discusses to what extent the “professional model” of journalism can be applied to all countries. Second, it provides a brief account of the contemporary media landscape. It then discusses the implications of media commercialization on Greek journalism drawing from original and other research.

## **6. THEORETICAL FRAMEWORK**

The theory suitable for this study is the social responsibility theory. The social responsibility theory came as a result of the libertarian theory. The theory came into existence the middle of 20th century. In Okunna’s (1999) word, social responsibility is a modern theory because it was promulgated in the twentieth century.

The theory came into limelight because the press abused the freedom given to them, which they enjoyed as a result of the free press. Under every free press objective flow of information ought to be which gives citizens avenue and opportunity to express themselves well as air their viewpoint. But due to sensationalization and yellow journalism this free flow of information was deterred in the libertarian system.

Against this backdrop, social responsibility theory rests on the concept of free press acting responsibly. The press, which enjoys a privileged position under the government, is obliged to be responsible. The theory urges media practitioners to ensure representation of all facts not siding or becoming sensational in reportage but being balance and unbiased. This implies that a journalist ought to protect his image by being fair, objective, unbiased, thereby reporting events/occurrences as it happens without icing or decorating it. By so doing, a journalist is mandated to win the trust of his audience through credible and not biased reporting. Oluagbade (2003), cited in Asemah (2011) defines communication ethics, as the basis for conforming to recognized standard; of course, the point of communication ethics is to prevent good men from going bad. Ethics emphasizes- responsibilities of the media in the packaging of their contents.

The theory is relevant to the study because it reprimands and cautions journalists not to disregard his duty to the society; he must not ‘yellow journalize’ stories or use the media to cause chaos in the society but engage in truthful journalism rather than journalism full of deceit, lies and subjectivity.

## **7. METHODOLOGY**

The qualitative survey research method was employed for this study. Hardy and Bryman (2004) notes “that the survey research design is used for observing the social and behavioral characteristics, attitudes values and beliefs of a large population using only a few people or items considered to be representative of the entire group”. The researchers employed questionnaire as the instrument for data collection. The population of the study comprises of registered journalist under NUJ Jalingo chapter which are about 293 (*Source: NUJ Jalingo*

chapter). Therefore to ascertain the sample size of the study the Taro Yamane’s formula was used thus:

$$N = \frac{N}{1 + N(e)^2}$$

where: N = sample size sought; e = Margin (0.10)<sup>2</sup>

N = Population size 293

$$N = \frac{293}{1 + 293(0.10)^2}$$

$$N = \frac{293}{3.93}$$

N = 74.5 approximately 75

The purposive sampling method was used to select 75 sample sized respondents. The respondents were purposively selected from the different correspondent’s chapel and Newspaper bureau that are covering Taraba State. The essence of using purposive sampling was because the researchers had some characteristics in mind and such characteristics had to do with on-the-job experience of Journalist in Jalingo Metropolis.

Data gathered were presented in pie charts and bar charts. Descriptive analysis was employed for data analysis which comprises the use of frequency counts and simple percentages.

## 8. DATA PRESENTATION AND ANALYSIS

**Research Question one:** What is the perception of Journalists in Jalingo metropolis on news commercialization?

**Table 1.** Responses on the disguise of news commercialization as advertisement:  
Commercialization of news has been disguised as advertisement.

Responses	Frequency	Percentage
(a) Strongly agree	15	20%
(b) Agree	40	53.3%
(c) Strongly disagree	11	14.7%

(d) Disagree	7	9.3%
(e) Undecided	2	2.7
<b>Total</b>	<b>75</b>	<b>100</b>

Source: Field, Survey 2016

Table 1 above sought to find out respondent’s perception on the notion that commercialization of news has been disguised as advertisement. 15 (20%) out of the 75 respondents strongly agreed that news commercialization has been disguised as advertisement, 40 (53.3%) agreed to the same notion, on the contrary 11 (14.7%) strongly disagreed, and 7 (9.3%) disagreed that news commercialization has been disguised as advertisement. Whereas 2 (2.7%) remained undecided. This response implies that most of the respondents believe that news commercialization have been disguised as advertisement.

**Table 2.** Defining News Commercialization by the Respondents:  
In your own opinion, news commercialization is seen as:

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
(a) Accepting payment for news publication	40	53.3%
(b) Generating revenue for stations to enable the management run them on a day to day basis and even beyond	20	26.7%
(c) Soliciting for gratification in order to suppress the truth	10	13.3%
(d) Deliberate presentation of sponsored information to unsuspecting media audience	5	6.7%
<b>Total</b>	<b>75</b>	<b>100</b>

Source: Field, Survey 2016

Table 2 above seeks to reveal respondents perception of what news commercialization is all about. From the findings, 40 (53.3%) of the respondents see news commercialization as accepting payment for news publication, 20 (26.7%) agreed that news commercialization is generating revenue for stations to enable the management run them on a day to day basis and even beyond. Whereas, 10 (13.3%) respondents out of the 75 opine that news commercialization is soliciting for gratification in order to suppress the truth, while 5 (6.7%) are with the opinion that news commercialization is the deliberate presentation of sponsored information to unsuspecting media audience. This findings proves that majority of the respondents believe that news commercialization is the acceptance of money for news publication. That is a situation whereby a journalist collects bribe (money) before he/she publish any news event.

**Research Question Two:** To what extent have news commercialization influence objectivity, fairness, balance and truth in reporting?

**Table 3.** News Commercialization’s effects on objectivity and balance in reporting: News commercialization affects objectivity and balance in reporting.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
(a) Strongly agree	52	69.3%
(b) Agree	13	17.3%
(c) Strongly disagree	5	6.7%
(d) Disagree	5	6.7%
(e) Undecided	-	-
<b>Total</b>	<b>75</b>	<b>100</b>

Source: Field Survey 2016

Table 3 sought to enquire whether news commercialization has any effect on objectivity and balance in reporting. 52 (69.3%) out of 75 of the respondents strongly agreed that news commercialization affects objectivity and balance in reporting, 13 (17.3%) agreed to the same assertion, whereas, 5 (6.7%) strongly disagree that news commercialization affects objectivity and balance in reporting while 5 (6.7%) of the respondents disagreed that news commercialization affects objectivity and balance in reporting. By implication, the findings reveals that most of the respondents are of the opinion that news commercialization affects objectivity and balance in reporting.

**Table 4.** News commercialization’s effect on media trust and credibility: News commercialization affects Media trust and credibility

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
(a) Strongly agree	20	26.7%
(b) Agree	35	46.7%
(c) Strongly disagree	10	13.3%
(d) Disagree	8	6.7%
(e) Undecided	2	1.3%
<b>Total</b>	<b>75</b>	<b>100</b>

Source: Field Survey 2016

Table 4 above seek to find out the perception of respondents on news commercialization as regards to media trust and credibility. 20 (26.7%) out of 75 of the respondents strongly agreed that news commercialization affects media trust and credibility, 35 (46.7%) agreed that news commercialization affects media trust and credibility. While on the contrary, 10 (13.3%) respondents strongly disagreed to the assertion/notion that news commercialization affects media trust and credibility, and 8 (6.7%) respondents also disagreed while 2 (1.3%) remained undecided. The findings reveal that to a greater extent news commercialization affects the credibility and trust of the media as concurred by most of the respondents. This means that the more a media or journalist engages in news commercialization the more it loses its trust and credibility.

**Table 5.** News Commercialization’s effect on Professionalism and ethics: News commercialization tramples professionalism and ethics of journalism.

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
(a) Strongly agree	40	53.3%
(b) Agree	15	20%
(c) Strongly disagree	10	13.3%
(d) Disagree	8	10.7%
(e) Undecided	2	1.3%
<b>Total</b>	<b>75</b>	<b>100</b>

Source: Field Survey 2016

The Table 5 above reveals respondents perception on the effect news commercialization exerts on professionalism and ethics of journalism. 40 (53.3%) strongly agreed that the practice of news commercialization tramples professionalism and makes a journalism or media house unethical. 15 (20%) agreed to the same notion, whereas, 10 (13.3%) strongly disagreed that news commercialization have any effect on professionalism and ethics of journalism practice, 8 (10.7%) also disagreed to the notion and 2 (1.3%) remained undecided. The findings reveals that majority of the respondents that is, journalist in Jalingo metropolis believe that news commercialization to a large degree affects ethics and professionalism of journalism practice.

**Research Question Three:** What are the areas of Journalism practice News Commercialization is more manifest.

**Table 6.** Areas of Journalism practice News Commercialization is more manifest: What are the areas of Journalism practice News Commercialization is more manifest.

Responses	Frequency	Percentage
(a) Public Relations	8	10.7%
(b) Sourcing and reporting of news stories	40	53.3%
(c) Press Conference	10	13.3%
(d) Interview	15	20%
(e) Documentary	2	1.3%
<b>Total</b>	<b>75</b>	<b>100</b>

Source: Field Survey 2016

Table 6 revealed that news commercialization is manifests in all aspects of journalism. However, majority of the respondents 40 (53.3%) believe that it is more manifest in sourcing and reporting of news stories. While 15 (20%) agreed that it is manifest in interview, 10 (13.3%) agreed to press conference, 8 (10.7%) on the other hand, opted for public relations while 2 (1.3%) say it is more manifest in documentaries. This finding is in line with Gillmor (2006) that the brown envelope syndrome manifests in areas of journalism generally.

**Research question four:** What are the reasons for news commercialization?

Majority of the respondents postulates the following as the reasons why news commercialization strives in journalism practice.

**Poor remuneration:** Although some journalists will always take bribe money, the great majority of journalists take bribe money because they are generally not well paid, even in the face of a lot of financial problems within and outside their working environment.

**Corruption:** The problem of corruption, which is ravaging the entire fabrics of the Nigerian system, has unfortunately made Nigerian journalists to demand unnecessary gratifications.

**Personal greed:** The average Nigerian’s uncontrolled quest to amass wealth has greatly corrupted the practice of journalism in the country. Journalist wants to make it by all means so this makes them to collect money and other gratification in order o suppress the truth.

**9. DISCUSSIONS OF FINDINGS**

Several issues were revealed in the course of this study. This is evident from the responses to the research questions by the respondents which formed the gamut on which the study is embedded on. Based on the data gathered and analyzed in relation to the literature

reviewed in this study, it could be concluded that news commercialization greatly affects media credibility.

Findings also show that news commercialization conflicts the social responsibility of the media. That is, the media ought to be socially responsible by disseminating news free rather than selling them. As Udomosor and Kenneth, (2013) say “the mass media are tools for mass communication which have unique responsibilities to keep members of the society informed, educated and entertained, it is through the mass media that the society gets to know what is happening within and around the country and react to them. These findings are also related to Asogwa and Asemah (2012) which states that “Nigerian journalism practice is faced with the issue of news commercialization which makes the mass media to tilt away from objectivity and balance reporting. The media be it broadcast or print have lost their quintessence as they have slowly left the social responsibility aspect of journalism to an income generated journalism practice”.

The research also reveals that majority of the respondents see news commercialization as accepting payment for news publication. These findings are in line with Ekerikevwe (2009) who describes “news commercialization as a situation whereby journalist demand for bribe or other forms of gratification before they cover any event or even publish.”

The study also explicated the relationship between news commercialization and objectivity, balance and fairness in reporting. Findings reveal that to a large degree news commercialization affects objectivity and balance in reporting. This is in agreement with the findings of Ekeanyanwu and Obianigwe (2012, p. 517) that “monetary gifts could pressurize a journalist into doing what the giver wants, and this makes the journalist unable to be objective in his reporting of events and issues involving the people who give such gifts. Thus, the news stories produced are likened to a commercial product that have been paid for by a customer which should serve the need to which the product is expected, in favor of the customer”

Looking at the areas that news commercialization is more manifest in journalism practice, the study revealed that sourcing and reporting of news stories are the commonest area in which news commercialization strive, other areas are interview, public relations and press conference among others.

Unveiling the reasons behind news commercialization, the study reveals that poor remuneration, Corruption, personal greed, untrained journalists and laxity of journalism regulatory bodies to enforce rule and regulation are part of the reasons behind news commercialization.

## **10. SUMMARY / CONCLUSION**

So far in this study, it has been seen that news commercialization poses huge threat to Journalism practice. It is a cankerworm eating deep into the fairness and objectivity of reporting. News commercialization is an unethical and unprofessional practice that damages the reputation of both media and journalists in general.

The findings also revealed that news commercialization negates the social responsibility of a journalist and media at large. The media ought to serve the public interest, not suppress or kill stories for monetary values but uphold integrity, fairness, balance and unbiased form of reporting. Not sensationalizing or coating a story but projecting stories as they appear or occur. But reverse is the case in Nigerian journalism

## **Recommendations**

In the light of the findings of this study, the following recommendations are suggested as a way forward in dealing with negative consequences of news commercialization.

1. Media professional bodies should be serious in maintaining ethics in the media industry by sanctioning defaulting journalists to ensure that journalism practitioners adhere to laid down codes of practice.
2. The Nigerian Union of Journalists (NUJ) and other media professional bodies should ensure that there is real unionism in the profession by ensuring that journalists' rights are not trampled upon. These bodies should also put in place a mechanism for the negotiation of a better pay package for journalists.
3. Sound education and professional training of journalists should be provided this will serve as a good antidote for solving the problem of news commercialization. The acquisition of sound education has a way of giving the journalist a self-worth, which makes him look beyond unlawful avenues of getting gratifications. Ethically-oriented training and socialization of the journalists will readily expose them to the inherent pitfalls that are associated with the acceptance of bribe and the need to resist the urge.
4. Improved pay package for journalists: It is a common knowledge that a great percentage of journalists fall prey to monetary inducements because they are not well paid, even when their job is a daunting and risky one. This makes them susceptible to easy lobby by members of the society. Should media owners increase the pay package of the journalists, starting with the cub reporters, the incidence of brown envelope will be reduced.
5. Media employers should be encouraged to create good working environment that will enable the journalists to function as ethical professionals. To create such working environment, employers should not force newspaper journalists to produce copy that serves their ideologies and prejudices, to 'hype' their copy by spicing it with rumours and innuendoes."

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