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**APPRAISAL OF NEWSPAPER EDITORIAL READERSHIP AMONG RUFUS GIWA
POLYTECHNIC STUDENTS**

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Abstract

The research is an appraisal of newspaper editorial readership among Rufus Giwa Polytechnic students. It was borne out of the need to know whether the student have interest in editorial reading. The study review extensively related authorities and adopted the selectively theory as its theoretical framework. The researcher employed survey as research design with questionnaire as research instrument and random sampling technique. Findings reveal that rational for editorial readership could be tied to its placement and treatment and that the reasons for reading editorials are to get information/ education. The study recommends among others the need to incorporate newspaper editorial readership into the students' academic pursuit because of its comparative advantages. Key words: Editorial, Readership, Survey, Newspapers, Students

INTRODUCTION

The greatest problem that faces Nigeria as a country is that of Unity and Insecurity. The nature of these problem are to determine how to orientate and integrate, with the framework of a single state, the different peoples that make up Nigeria without interfering unduly with the

particular culture of one another. It is a problem that constitute for Nigerians an effort to reconcile the need for national unity and cohesion with the existing strong sectional loyalties without resorting to oppressive methods. Therefore, the assumption underlying the Richard and Macpherson constitution of 1946 and 1951 respectively was that the unity of the country could only be effectively achieved by building it on then three regional structures of the North, East and West. Yet, none of these regions it by itself a homogenous entity. They are all made up of people with different ethnic and cultural background or entitles

1.1 Statement of the Problem

Over the years issues of inter-tribal wars, religious crisis, political Skirmishes insecurities and the like have pervaded the Nigerian landscape with attendant toll on the populace. Instance of the above scenario include; the Zango-Kattaf riot in Kaduna, the Ijaw/Urhobo crisis in Delta State, the Ijaw/Ilaje communal clashes in Ondo State, Owo kingship tussle in Owo local government area of Ondo State and many more cases of religion attacks and terrorism especially the recent Boko Haram onslaught and Fulani herdsmen attacks, to mention but few. One of the major root causes of these problems is that the various components that make up the Nigeria state see themselves as different entitles rather than member of unified whole.

As a result, Nigeria has suffered many untold hardship such as loss of millions of human capital, properties worth billion of naira as well as loss of integrity and bastardization of the nation's image abroad. In order to reverse this ugly situation, there is need to communicate programmes, ideas and ideals of a socially responsible citizenry to the people to make them see one another as one, and to work towards the unity and cohesion of the country. This paper therefore, investigative the extent to which national orientation is imperative for Nigeria's social integration.

1.2 Objectives of the Study

The objectives of study are:

1. To show how television can be used to achieve and promote national orientation programmes
2. To explain the role of television broadcast programmes in promoting National orientation and social integration in line with the content of NTA's "AM EXPRESS NETWORK" programme.
3. To gauge the views or reactions of the people on the role of NTA's "Am Express" Television programmes
4. To proffer solutions to socio political, and cultural disintegration that tend to tear the nation apart, with a particular reference to the Yoruba speaking communities of Ondo State.

1.3 Research Questions

In the process of writing this paper, various question agitates the mind of the researcher. Such research question in this work are enumerated below:

1. How can television be used to achieved and promote national orientation programme?
2. To what extent has the role and content of "AM EXPRESS" promoted national orientation and social integration?
3. What are the views/perceptions of the people on the role of NTA's "Am Express" programme?
4. How can the problems of socio-political and cultural disintegration among the Yoruba speaking communities of Ondo State be solved?

1.4 Significance of the Study

This paper is significant because over the years, the broadcast media, especially the Nigerian Television Authority (NTA), has been seen as a tool for national orientation and social

integration. It signifies a pointer showing the activities and contents of the programmes broadcast on the television. Today, the network broadcast of NTA has become very imperative as it cuts across different states and nations, thereby making sure there is integrated mutual understanding and development especially via the station's "Am Express" morning network programmes. Also this paper will be source of reference material to mass communication research in the course of their research projects.

Other social institutions such as universities and other tertiary institutions, academic bodies, lecturers, and research institutes that are researching into relevant issues relating to National Orientation and Social integration for development are beneficiaries of this work.

Not least the findings of this paper will assist the broadcast media organization (especially NTA), to improve on their relevant programmes on national orientation for Nigeria's social integration.

LITERATURE REVIEW

Television

Television is an electronic communication medium that allows the transmission of real-time visual images and sound simultaneously to the viewer audience. The establishment of television service in Nigeria had occurred in several phases, the first phase started with the establishment of the Western Nigeria Television (WNTV) later Western Nigeria Broadcasting Service (WNBS) in 1959 in Ibadan. Thus, it became the first Television station in Nigeria and indeed Africa as a whole, hence it earned the slogan "first in Africa".

After several phases of television in Nigeria the Federal Government took overall the television stations in Nigeria and incorporated them into the Nigerian Television Authority (NTA) which was inaugurated in May 1977. (Sulaiman B.T.2021).

National Orientation

Orientation is an integrated set of attitudes and belief. A person's awareness of self with regard to position, time and place, and personal relationship.

(Google.Org.dictionary.com/orientation) National Orientation Directors Association (NODA: 2009) sees National Orientation (in purpose) as to create a community of practice that defines and enriches the field of orientation, transmission, and retention? In core beliefs and values, NODA says national orientation is fostering and sharing an environment that promotes connections of people and ideals for peer-to-peer learning, with acquisition of information and dissemination of scholarly knowledge and the sharing of news and emerging best practices;

Shonal Khurana (2010) in his own says 'it is the awareness of a common identity amongst the citizen of a country?. It means that though we belong to different languages, we recognize the fact that we are all one. This kind of integrated orientation is very vital in the building of a strong and prosperous nation or society. He further see National Orientation as an indicator attempt to identify these nations whose business, government, and cultural orientation encourage high technology. They said it is national strategies that promote high tech development and social influence favouring change.

Ijomah (2008: 249:253) believes National Orientation and social integration to be acquire through formal education. Professor Ijomah-a sociologist said, "In Nigeria today, and indeed in the whole of Africa, the rate of social transformation is very rapid and this is itself creates problems in the relationship between institution and social integration: He further said that ' modern education can initiate; shape and propagate ideals. In a complex society such as we have, with all the trapping of corruption and brigandage, the nation must revise the education curricular (educational broadcast inclusive) to emphasize training people in new orientation.

According to Ijomah (2008), orientation is keyed into two pattern variables-self orientation versus collectivity orientation. Here, person believes that these variables represent the dilemmas faced by individual actors as they try to define nation orientation and social integration.

According to him, individual has choice. Sometimes this choice are defined by the culture and are presented in the form of acceptable norms appropriate for different types of relationships.

In using the pattern variables, person shows that relationship in our social setting (in families, friendship with other ethnic group) show characterized by affectivity, diffuseness, particularism, self orientation and collectivity (national) orientation.

Burton R. Clark, “ Sociology of Education” in Robert E.L. Paris, Hand book of Mordern Sociology,” Chigago Ran Me Nelly and Company, (1964) in Ijomah (2008), takes National Orientation as educational instrumentalities used to break contact with the past so that new values may ascend rapidly to dominance. In order to transform Nigeria from a generation of education and examination malpractices, of educational and examination malpractices, of cult oriented students, of fraudulent lectures and professors, of “Boko Haram’ Sects, we need to make education a priority and emphasize intellectuality instead of sociability.

Pro. Julius O. Ihonvberere (2011) says ‘National Orientation is the best when it address the pains, dreams, hopes, and realities of the people. It is more of the ability to generate a movement and consciousness to motivate, mobilize, educate and attitudes, perspectives and collective struggle for a common destiny’. Sulaiman B.T (2012), in an essay on the ‘importance of National Orientation’ opines that National Orientation as a concept aimed at correcting the perception of the people on certain issues of societal importance which could be social, political, cultural, economical or what have you.

It is a concept that is geared towards given its total support and absolute faith in issues of societal importance. It has to do with the sanctity of the entity called Nigeria. It is a total for social sensitization of the people about specific issues.

It enhance development and growth of the social system through robust campaigns and programmes that cut across all strata of the society.

Social Integration

Here, the broadcast media is seen as a tool that enhances social integration among the people in the society. Hutchison and McGill (1992) in Okijiola (2008) defined social integration as a concept commonly thought of as a process that brings people together with and without a disability in shared physical settings where meaningful social interactions can be fostered and maintained.

They argues that the media is instrumental to the development and integration of the Third World Countries. According to him, traditional and modern systems of communication, labour intensive and appropriate technology, self-reliance, user oriented strategies and popular participation in development planning and implementation are key requirement for successful development in the Third World Countries.

Social integration is a fundamental issue that influence the community positively, influences the quality of individuals and also individuals with intellectual disability". Connecting these ideas, reaction often advances social integration and quality of life as positive outcomes of community-based leisure programmes that enables interaction between individual with intellectual disabilities and their peers without disabilities.

The General Assembly of United Nations Research for social Development (UNRISD) defined social integration as one of the three main agenda items structuring the work of the world

submit for social development. The definition is broad and ambiguous, it opens to a number of different interpretations. The General Assembly of UNRISD opined that “Social integration is described as an exclusionary goals, implying opportunities and right for all human being, becoming more intergrated implies improving life chances”.

Fundamental Issues in National Orientation and Social Integration in Nigeria.

According to a memoranda for Yoruba Nation Independence submitted to the Secretary General of United Nations by the coordinator Yoruba Global Coalition on March 22, 2021, the following issues are discussed which the researcher think there should be through national orientation for the social integration that can deter issues that are capable of tearing the nation apart.

Integration function of Mass Media

The integration function of mass media seeks unity by bringing people together and help in advancing national development. It provides information and education and most importantly integration and social interaction by giving insight into the circumstance of others as well as by helping with the development of social empathy. Mass media is an essential social system to unity the public. Hyun-Doo Kang and Jung-Ho Choi (2006) in their media and information society; opined that mass media supplements the demerits of the public, where the union power is not strong enough in uniting people with different backgrounds.

www.mumhwa.com/nenes/viewhtml

Mohd Sayeduzzaman (2011) stated that, the mass media has constructive integration role to play for the society. Without mass media, people in society would be isolated, not only from the rest of the world but from the Government, law and orders, neighbor, towns and cities.

www.com/mohdsaveduzzaman/roleofmediainnationaintegration/aug.08,2021

“AM EXPRESS”

Programme Philosophy of “Am Express”

Here, this paper will rightly give an answer to the question ‘what is NTA’s Am Express programme all about?’ ___

“Am Express” is an early morning Breakfast telecast of Nigerian Television Authority network broadcast between 6:30am to 9:00am everyday. It is a popular NTA programme that aims at orienting the different classes of the people by organizing them to have common purpose, thought and ideologies through various human interest programmes such as news, drama, songs/music, talk show, interviews and so on. These programme aim at sinking into the consciousness of the people the need for them to relate together in mutual love and unity and be politically and culturally integrated. Therefore, integrating the whole nation, the television via “Am Express” programme on NTA is the link between the people to propagate the information from one end of the country to the other.

The television has the function of national integration for binding the people in sentiment of oneness; in the bond of nationalism; it is necessary for all to eliminate the feeling of regionalism, racialism, communalism, linguism and so on, among the people.

Theoretical Framework

Social reform Approach is the theoretical anchor of this paper. This is because of its relevance to the central issues addressed in this work. The basic assumptions and relevance of these theory is fully explained. **Social Integration Theory:** This theory states that relationship with others increased the opportunity for social support during times of difficulty.

Hardy, C. L (2001) says social integration theory shows that a lack of positive social interaction and acceptance has negative consequences from an individual, family, community, and societal perspective. Integration studies, according to Hardy, have demonstrated the positive impact of interaction on isolated groups of society. Actively engaging in social roles helps people build self esteem, physical wellness and a sense of commitment to the community around them.

“Social integration is the means through which people interact, connect and validate each other within a community’. The theory proposes that people experience mental, emotional and physical benefits when they believe they are contributing, and accepted as a part of a collective social entity. Without that sense of connection, they can experience depression, isolation, terrorism and physical illness that could limit them from experiencing productive, peace and happy lives (www.ehow.com>eHow).

Social integration (as the theory purported) supplies positive emotional experience to people through acceptance and recognition of the individual. Therefore, NTA’s “AM Express” provides a sense of belonging and solidarity within the society and confirm peoples’ identity and unification as whole, thus brings about unity, devoid of social vices. The television has been a veritable channel of social integration, it destroys the barrier that could marginalize the people in the society. NTA has the capacity of bringing the whole community together with the kind of programmes on AM Express” it provides to the people or to its audience viewers in our various communities. It gives opportunities to people who never knew anything was going on in the world to get information about the country and beyond.

In Nigeria, there are thirty Six (39) States with 774 local governments, this heterogeneity shares why social integration is necessary in Nigeria. In the world, there is no one country or state that is not familiar with social integration because it is an aspect of development and

harmony. To achieve this, one needs to set up an effective broadcasting station and programmes like ones on NTA's "AM Express" morning show programme that will help in informing, educating and entertaining, orienting and integrating the people of the country or state for positive thinking and participation. The prime ingredient of unity, peace and development, national orientation and social integration is therefore information, but how that information is disseminated among the people is another issue

Social Reform Approach: Social Reform Approach is part of "Commonsense" concept of mass communication. Exponents of this approach, according to Folaring Babatunde (1998:127) social reform approach place much value on, and attach great importance to the role of the media as mediator of social influence that as mere purveyors of information, that is, it believes that the media should be more concerned with finding solution to urgent social problems. Social Reform Approach is an approach used to describe any type of reform that directly affects the public that is why Nicole (2011) says it has to do with changing the orientation and the normal behavioral patterns of a people and region from negative to positive ([www.what is social reform approach?-answer.Ask.com](http://www.what-is-social-reform-approach?-answer.Ask.com))

Mass media as a social reformer, Nigerian Television Authority, through its "Am Express" telecast, connect people locally and globally, for the purpose of information and positive effect on changing the Nigeria system of disintegration that is tearing the nation apart, catalyst or component of change, it advocates and preaches for social reform for better Nigeria.

Media as a tool of social reformation, social influence, is a crusader that places emphasis on the urgency of solving social problems and the ability of the media, especially television, to get the people to cultivate positive attitude to development, and to generate prosocial behavior among the viewers, hence, "Am Express" network programme on NTA has a lot of contents that reforms and socially integrates the recipient viewers. The theory is particularly adaptable to

breast-feeding campaign, security consciousness, crusade against HIV/AIDS, corruption and terrorism/Boko Haram insurgencies and Fulani herdsmen killing, all within the content of NTA's "Am Express" (broadcast) network programme.

Television Broadcasting in Ondo State

The case study of this paper is the Nigerian Television Authority (NTA) Akure, Ondo State, which was created in 1978 when the Ondo State Government reached an accord to establish television station in Akure. The NTA promised to equip the studio and provide the personnel while the Ondo State Government agreed to construct a temporary studio complex.

Ondo State government eventually fulfilled her promise the studio complex was built and it was equipped as expected. The activities of the broadcasting station was fully enhanced with the help of the state and Federal Government. The nature of the business of NTA Akure is the provision of network information to the people of Ondo State and other neighboring states by way of giving them interesting and integrated programmes on the television.

Over the years, the Nigerian Television Authority has been broadcasting programmes both in English and Yoruba languages. The basic non-fictional or reality programmes on 'Am Express include game shows, talks shows, news and magazine shows. Live television is generally restricted to sports, interviews, awards and several interesting shows, news coverage and several network daily talk shows.

METHOD OF STUDY

The study employs the survey method which ensures the use of the questionnaire to elicit responses from the people of Ondo State. Choice of this method is because it enables easy collection of large data from a variety of respondents. The samplings population comprised people in Akungba Akoko, Owo, Akure, Ondo and Ore. It involves eligible respondents who are

mostly literate while a proportion of them are semi-literate. Cluster sampling was adopted due to the large nature of the population and their locality in order to enhance the validity, reliability and credibility of this study.

Population and Sampling Procedure

The population comprises legal citizen of Ondo State especially the Yoruba speaking ones, questionnaire containing both open ended and closed ended question were used. A sample of one hundred and fifty respondents (150) with adequate sample characteristics using the simple sampling procedure was used. This is to be able to research different people without been biased. The questionnaire were given to respondents hand to hand. This encourages them to partake in the study because it enables the researcher to relate with the respondents and know them one-on-one.

Method to Data Collection

The questionnaire was self administered to respondents in order to convince them that the study is important and that their contribution are valuable and worthwhile. It contain a set of twenty one (21) closed questions which shall seek to find out the perception of the people in the areas chosen. A set of question divided into two sections A and B is prepared to cover areas of the “Am Express” broadcast programming of NTA and the perception of the audience to ascertain if “Am Express” breakfast television bring about, and promote national orientation and social integration.

In section ‘A’ there are questions on personal data of respondents such as: Age, Gender, Marital status, Educational qualification etc. This would further help to produce facts data analyzes. The population will comprise legal citizen of Ondo state especially the Yoruba speaking communities

In section ‘B’ the questionnaire comprises questionnaire based on the position and ‘Am Express’ respondents. It is expected that answers/responses provided in this section will be analyzed to ascertain the perception of respondents on the “Am Express” broadcast programme on NTA as it helps in orientating and integrating the society, as well as effects on the audience.

Method of Data Analysis

Data collected were analyzed manually so as to reveal the relationship between respondents’ demographic variables such as age, Gender, and their perception on the “Am Express”- Morning show programme of Nigeria Television Authority. To obtain accurate information for this paper, one hundred and fifty (150) questionnaire items were distributed to respondents but one hundred and twenty five were returned. The tables below illustrate the responses and opinions of the respondents on the items.

Table 1: **Distribution of the Respondents by Gender**

GENDER	NUMBER OF RESPONDENTS	PERCENTAGE(%)
MALE	95	76
FEMALE	30	24
TOTAL	125	100

Source: Field Survey data (2021)

According to the table above, a total number of 95 respondents representing 76% of the total population of 125 were male while 30 respondents representing 24% were female

Table 2: **Distribution of Respondents by Age**

Age	NUMBER OF RESPONDENTS	PERCENTAGE (%)
20-29	18	14.4

30-39	68	54/4
40-49	33	26.4
50 and above	6	4.8
TOTAL	125	100

Source: Field Survey Data (2022) 18 of the total respondents fall within the age of 20-29 which represent 14.4% 68 respondents representing 54.4% of the population falls within 30-39, 26.4% of the total population falls within the age range of 40-49 with 33 numbers of people, while 6 respondents representing 4.8% are 50 years and above.

Table 3: Distribution of Respondents by Marital Status

Category	Number of Respondents	Percentage (%)
Single	48	38.4
Married	77	61.6
Total	125	100

Source: Field Survey Data (2022)

The table above shows that 38.4% of the single respondents constitute 48 in number while 77 respondents representing 61.6 of the population are married.

Table 4: Educational Qualification of Respondents

CATEGORY	NUMBER OF RESPONDENTS	PERCENTAGE (%)
ND	19	19.2
HND/BSC/BA	75	60
Msc/M.A/Phd	15	12
Others	16	12.8

TOTAL	125	100
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Source: Field Survey Data (2022)

The table above shows that 19 respondents representing 15.2% of the total population of 125 were ND holders, 75 of them representing 60% have HND, BSC/BA holders, 15 of them representing 12% are MSC/MA/PHD holders, while the last group that constitute youths who do not specify their qualification are 16, representing 12.8% of the total population.

Table 5: Distribution of Respondents by Occupation

Category	Number of Respondents	Percentage (%)
Student	42	33.6
Civil Servant	30	24
Artisan/Traders	21	16.8
Unemployed	22	17.6
Others	10	8
Total	125	100

Source: Field Survey Data (2022)

The above table shows that 42 of the respondents which are students representing 33.6%, 125. 30 are Civil Servants which they represent 24%. The Artisan/Traders are 21 which represent 16.8%, 22 respondents represent 17.6% are the unemployed 17.6%, while 10 others that did not specify their occupation represent 8% of the total population.

Table 6: Do you Watch Television?

Response	Number of Respondents	Percentage (%)
YES	125	100

NO	NIL	0
TOTAL	125	100

Source: Field Survey Data (2022)

From the table above, 125 respondents answered Yes to the question which means all the respondents watches television and they represent 100%.

Table 7: Which Television Station in Ondo State do you watch?

Response	Number	Percentage (%)
NTA Akure	78	62.4
OSRC	47	37.6
TOTAL	125	100

Source: Field Survey Data (2022)

This table shows that 78 respondents watch NTA Akure which represent 62.4% of the total population, while 47 respondents watch OSRC representing 37.6%.

Table 8: Do you watch 'AM EXPRESS' morning show on NTA?

RESPONSE	NUMBER	PERCENTAGE(%)
Yes	81	64.8
No	44	35.2
Total	125	100

Source: Field Survey Data (2022)

From the atable above 81 of the respondents watch "AM EXPRESS" morning show on NTA which represent 64.8% while 44 representing 35.2% of the population do not watch "AM EXPRESS".

Table 9: HOW often do you watch “AM EXPRESS” on NTA?

CATEGORY	NUMBER	PERCENTAGE (%)
Regularly	73	58.4
Not Regularly	52	41.6
Total	125	100

Source: Field Survey Data (2022)

The above table shows that 73 of the respondents which represent 58.4% watch “AM EXPRESS” programmes regularly while the remaining 52 respondents who do not watch “AM EXPRESS” regularly represent 41.6% of the total population of 125 respondents.

Table 10: Do you see the Television as a tool to enhance National Orientation and Social Integration?

RESPONSE	NUMBER	PERCENTAGE(%)
Yes	114	91.2
No	11	8.8
Total	125	100

Source: Field Survey Data (2022)

The table shows 114 respondents represent 91.2% agree that the television enhance national orientation and social integration while 11 respondents representing 8.8% do not agree.

Table 11: Which of the medium of Mass Communication do you think best promote National Orientation and Social Integration?

Category	Number	Percentage (%)
Radio	34	27.2
Television	58	46.4
Magazine	14	11.2
Newspaper	19	15.2
Total	125	100

Source: Field Survey Data (2022)

The above table shows that 34 out of the total population think of Radio as best medium of Mass Communication to promote national orientation and social integration. This represents 27.2% of the total population. 58 respondents represent 46.4% said Television does that much, 14 people representing 11.2 believe that magazine best promote national orientation and social integration while 19 that represent 15.2% said the newspaper is the best to promote national orientation and social integration.

Table 12: Is Communication via “AM EXPRESS” programmes provide the right National Orientation and social integration that can build a society?

RESPONSE	NUMBER	PERCENTAGE(%)
Yes	89	71.2
No	36	28.8
Total	125	100

Source: Field Survey Data (2022)

From the above table, 89 respondents representing 71.2% of the total population agree that communication through “AM EXPRESS” programmes provide the right national orientation and social integration that can build a society while 36 representing 28.8% said the opposite table 13:

Does “Am Express” TV programmes on NTA show-case national orientation and social integration among the Yoruba Speaking people of Ondo State?

RESPONSE	NUMBER	PERCENTAGE(%)
Yes	74	59.2
No	51	40.8
Total	125	100

Source: Field Survey Data (2022)

This table shows that the total number of positive response is 74 representing 59.2% of our respondents, while 51 respondents give negative response to whether “Am Express” Television Programme showcase national orientation and social integration among the Yoruba speaking people on Ondo State representing 40.8% of the total population of 125 respondents.

Table 14 What is your view of the roles of TV Stations, especially NTA network station, in Nation orientation and social integration among the Yoruba speaking people of Ondo State?

RESPONSE	NUMBER	PERCENTAGE (%)
Fantastic	52	41.6
Fairly	48	38.4
Poor	25	20
Total	125	100

Source: Field Survey Data (2022)

This table shows that the represents views of roles of TV stations especially NTA network station in national orientation orientation and social integration among the Yoruba speaking

people of Ondo State. In their views, 52 representing 41.6 % tick fantastic. 48 representing 38.4 tick fairly while 25 responding 20% of the total population tick poor.

Table 15: National orientation and social integration via TV programmes are aiming at correcting the perception of the people. Do you agree?

RESPONSE	NUMBER	PERCENTAGE(%)
Yes	57	45.6
No	68	54.4
Total	125	100

Source: Field Survey Data (2022)

Integration of the above data shows that 57 respondents representing 45.6% of the total population agree that national orientation and social integration through television programme are aiming at correcting the perception of the people while 68 people representing 54.4 % do not agree on the assertion.

Table 16: Is the level of national orientation and social integration for development in Ondo State satisfactory?

RESPONSE	NUMBER	PERCENTAGE(%)
Yes	42	33.6

No	83	66.4
Total	125	100

Source: Field Survey Data (2022)

From the data on the table above shows greater number of people said the National Orientation and social integration in the state is not satisfactory and the people in this group represent 66.4%, while only 42 respondents out of 125 said the National orientation and social Integration is not satisfactory. This means more efforts is required by the television station in Ondo State.

Table 17: To what extent has the role and content of “Am Express” promoted National Orientation and social integration?

CATEGORY	NUMBER	PERCENTAGE(%)
Vey Good	25	20
Good	23	18.4
Fair	52	41.6
Poor	25	20
Total	125	100

Source: Field Survey Data (2022)

The response in the table above indicates that the highest number of 52 respondents rated “AM EXPRESS” programmes fair, thus represent 41.6% of the total population. 25 respondents rated 25 said poor, this represent 20% and the last group of the respondents tick that the role and content of “AM EXPRESS” are good are 23 in number representing 18.4% of the total population.

Table 18: Which of the stations programme best promote National orientation and social integration among the people?

CATEGORY	NUMBER	PERCENTAGE
News	42	33.6
Drama	25	20
Documentary	16	12.8
Sports	42	33.6
Others	-	-
Total	125	100

Source: Field Survey Data (2022)

In the above table, respondents selected news and sport to be the best to promote National orientation and social integration among the people, each (news and sport respectively) constitute 42 respondents representing 33.6% of the total population. 25 people representing 20% responded that Drama does while 16 respondents felt the documentary best promote National orientation and social integration in state.

Table 19: Do you think the problem of socio-political and cultural disintegration in Ondo State can be solved?

Response	Number	Percentage(%)
Yes	39	40.6

No	57	59.4
Total	96	100

Source: Field Survey Data (2022)

The response in the above table indicates that 39 respondents representing 40.6% tick ‘Yes’ to agree that the problems of socio-political and cultural disintegration in Ondo State can be solved, while 57 respondents representing 59.4% tick ‘No’ to disagree. Total numbers of respondents are 96 out of 25, meaning that 29 of the respondents did not give any response to the item.

Discussion of Findings

From the data gathered male respondents over within the age brackets 30-39 recorded the highest male respondents were 76%, while Age respondents was 54.4% of the population on Educational background it was discovered that all the respondents are educated with 60% of them obtaining HND/BA/BSC. Regarding occupational response, the students respondents top the list with 33.6% followed by civil Servant with 24% of the population and unemployed respondents came third with 17.6%.

Data from the table 6 reveal that all the respondents watch Television. This was based on 100% recorded. However, majority of them claimed they watch NTA Akure (62.4%) OSRC(37.6%). Findings also indicates that 64.8% of the population watches AM Express (Table 8 refers). 58.4% of the respondents claims they regularly watches AM Express on NTA, 41.6% said they did not regularly watches the program on NTA. Data from Table 11 revealed that out of the various media available, in Ondo State. However the respondents were of the view that Television medium best promote National orientation and Social Integration.

Findings from table 12 reveals that Communication through AM Express programme promote National Orientation and Social Integration and in table 14 shows that NTA Station promote National Orientation and Social integration fantastically (41.6%)

Conducive environment for editorial readership in Nigerian Higher Institution of learning (58,3%) said No, while (36.7) affirmed the claims and that editorial readership could be tied to its placement and treatment and that the reason for reading editorials are to get information/education. The study recommended among others the need to incorporate newspaper editorial readership into the student's academic pursuit because of its comparative advantages.

Key Words: Editorial, Readership, Survey, Newspapers, Students.

Conclusion

Certainly, the broadcast media in Ondo State, especially NTA network station Akure has done a wonderful job via "Am Express" to orient and integrate the people. Now, that the opinions of the respondents have been carefully observed and analyzed, one can say categorically that 90% of the respondents believe that television is a tool to enhance national orientation and social integration in the stat. considering the large size of the state, there is the believe that people at different ends of the state could easily be carried along and a sense of unity is more strengthened. It could also be said that majority of Ondo state people watch the broadcast of "Am Express" on NTA.

The researcher got the peoples opinion/perception via questionnaire, it was noted that the majority believe that News and Sports programme on "Am Express" on NTA induces national orientation and social integration. Official programme like news, sports, drama and documentary are good programmes that have helped to orientate and integrate the state to some extent. By viewing these programmes the people get to know what is going on and how the state is involved actively in all things in the nation and beyond.

Recommendations

- More of the programmes of NTA on “Am Express” that will encourage the culture and traditions, general orientation and social integration should dominate “Am Express” Breakfast Television.
- Government needs to improve on power supply so that people will not be hindered from watching the programme on television at their own pleased time.
- “Am Express” programme is too early on daily basis. The time between 6:30 am to 9:00 am daily broadcast clash with the time people are preparing for works, school and /or offices and business
- The management of the Nigeria Television Authority should improve upon the time “Am Express” shows are to go on air.
- There are programme that encourage unity and peace among the people, more work is required by NTA, to put more effort on its programs on “Am Express” programmes for sustainability, promotion of national orientation and social integration for development.

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