



Personality trait of the performance of
 Professional Secretary in the Polytechnic Bali

Grand Mean/SD	6.3	0.63	Agreed
---------------	-----	------	--------

Table 2: above showed that Good communication skills are fundamental to all professional secretaries' performance. With mean score of 6.3, and Positive relationship fosters good feelings and behavior towards performance of professional secretary, with the mean score of 6.3, when Positive relationship fosters good feelings and behavior towards performance of professional secretary. Interaction at work place promotes enhanced collaboration to the professional secretary's performance with the mean score of 6.55, and Extraversion is possibly most recognizable personality trait of the performance of professional secretary, with the mean score of 5.45. finally, the variable five of the table two above stated that, Team work improves performance of professional secretary in The Polytechnic Bali with a mean score of 6.3 which is also above the cutoff point of 3.0

Research question three:- what are the effect emotional working environment on job performance of professional secretary's performance in the Polytechnic Bali?

S/N	Items	X	SD	Remark
1.	Stress reduces professional secretary's performance in the Polytechnic Bali	6.3	0.63	accepted
2.	aggressive behavior and sometime violence affect the professional secretary in the Polytechnic Bali	6.7	0.73	accepted
3.	unresolved conflict affect the professional secretary performance in the Polytechnic Bali	6.6	0.71	accepted
4.	lack of empathy especially when any member of the work force has any form of displeasure hurt or discomfort the personality trait of the performance of professional Secretary in the Polytechnic Bali	6.3	0.63	accepted
Grand Mean/SD		6.5	0.64	Agreed

Table 3: above showed that Stress reduces professional secretary's performance with the mean score of 6.6, the mean score of 6.7, accepted that The Aggressive behavior and some-times violence affect the professional secretary's performance in work place respondent accepted that Unresolved conflict affect the professional secretary's performance in an organization with the mean score of 6.6, the means score of 6.35, accepted that Lack of empathy especially when any member of the work force has any form of displeasure hurt or discomfort the professional secretary's performance, with the mean score of 6.3. Lastly in the above table three in variables five of the table stated that Selfishness and careless attitude effective professional secretary's performance. With a mean score of 6.6

Discussion

There will be increase in the level of productivity of the professional secretary and the working condition towards achieving its organizational goal is determining by his or her working condition. The professional secretary contentment is determining by the motivate effort. Good working condition influence retention.



Conclusion

Working condition has enriched registry staff. This enrichment has resulted in job satisfaction now feels happy and satisfied when he possesses behind a computer in fact, the computer has become status symbols and has turned everybody in the world into registry staff in an organization

Recommendations

All professional secretary should be in a conducive working environment, literate and should be conversant with the techniques of accessing them for both

Personal and academic use so as to produce graduates with relevant skill as well as keep abreast with technological dynamics and society needs.

1. Employers of professional secretary should assess the prospective working condition on the identified technological skills before engaging them so that they will not become round pegs in square holes.
2. Government should provide adequate and regular supply of technological tools in all institution of learning across the country.
3. Tertiary educational institutions must continue to put pressure on government to invest more in technological tools. Additionally, there is needed for institutions to investigate alternative and independent means of access to information high way or internet for teaching, learning and research purposes through such means as satellite and microwave communication at lowest price possible.

Reference

- Brill U. (2013) *Workplace designed and productivity Journal of Health care from* 35(5),247- 264.
- Campbel (2010), *Job performance at an individual level varies. Journal of Business and management*304-201
- Gonzalez, A. (2008). Evaluation of Job performance Facilities for Technology Studies in Professional Secretary in an organization. *Journal of Business and Management I(1)* 260-269.
- Nick (2012) *Secretaries are those whose responsibilities include planning of office function.* Educational Publisher, pp 067-127
- Stall D. (2011) *concept of working environment in job performance of a secretary.* Timming workers publisher LTD. ASSPA-178-203
- Susnittaparija and Ghansyamshu (2012), *found that a positive exist between HRD climate and employees performance.* education publishing.pp317-153.



ABSTRACT

The journalism industry is a dynamic, unique and growing sector of the global economy because of its relevance to key social and cultural forces in our society. As the fourth estate of the realm, the media is an institution that creates fora for debate with a large segment being market-oriented. This paper examines how media organizations set out special dates to celebrate and reel out awards to selected individuals in a calendar year. It concludes that media instituted honours and awards are politically and

RECOGNISING THE NEWSMAKERS: PERSPECTIVES ON PRINT MEDIA ORGANISATIONS INSTITUTED AWARDS IN NIGERIA

ADEWALE OLUGBENGA CHARLES, Ph.D

*Department of Mass Communication, Ecole Supérieure Des
Technologies Avancées Et De Management (ESTAM), Segbeya,
Cotonou, Benin*

Introduction

The journalism industry is a dynamic, unique and growing sector of the global economy because of its relevance to key social and cultural forces in our society. The centrality of the mass media in modern society has long been recognized for its numerous roles. As the fourth estate of the realm, the media is an institution that creates political fora for debate with a large segment being market-oriented. The distinctive roles of mass media in the society are hinged on three broad factors which are; audience needs, organizational goals and societal structure. Scholars in media and its related fields have identified numerous theoretical perspectives on media role to include; watchdog (Brougham, 1823), agenda setting (McCombs and Shaw, 1972), agenda building (Cobb and Elder, 1971), gatekeeping (Lewin, 1947), among others. Despite their dwindling circulation figures and even their precarious survival, newspapers remain quite influential especially among the political and policy elite (Oso and Akanni, 2018). For most of us, most of the time, journalists are the main source of information about the world beyond our immediate environment and they are expected to perform an important political role in liberal pluralist societies, feeding and sustaining the democratic process by making information needed to make rational electoral and economic choices available to citizens.



economically coloured thereby prompting questions on the credibility of the media organisations. Majority of those who have been considered for recognition are the influential gatekeepers, celebrities, politicians and business moguls whose influence, endorsement, patronage and goodwill can upturn the fortunes of a media organization. The paper recommends that media organisations should be guided by ethical principles of journalism when conferring honours on members of the public. Where media organisations decide to honour individuals who have done remarkably well in the society, parameters for the choice of awardees should be made public and align with the real impact of the awardees on society. Media organisations should look beyond politicians, advertisers and other gatekeepers when conferring honours to avoid perception of the award as a reward mechanism for those with financial wherewithal.

News reporting process involves the input of a number of actors with varying influences on what is reported and how the message is relayed to end users. A segment of these actors are hugely influential and they are called the newsmakers. They are prominent individuals whose actions and inactions make news headlines and sometimes have strong influence across sectors. Aside reporting their actions, journalists seek their views on developing stories with a view to creating sellable headlines and quotes for the audience who rely on their personal whims to filter messages available to them. Brighton and Foy (2005) noted that the set of values applied by different media – local, regional, national and international, print, television, radio, internet, bulletin board – are as varied as the media themselves. Some form of matrix system is needed to prioritise those events, to filter them into levels of applicability and relevance to the audience.

For Merritt and McCombs (2004), the power of the news media to set the nation's agenda, to focus public attention on a few key public issues, is an immense and well-documented influence. Not only do people acquire factual information about public affairs from the news media, readers and viewers also learn how much importance to attach to a topic on the basis of the emphasis placed on it in the news.

In recent times, media organisations set out special dates to celebrate individuals who have had impacts on the society in a calendar year. These recognitions come under different tags like person of the year, governor of the year, personality of the year, sportsman of the year, life achievement award, among others. The history of recognition of newsmakers can be traced to Time Magazine. Since then, media organisations across the world have adopted the pattern and remodeled it to meet organizational culture and expectations. Till date Time adopts editorial recognition for her “Man of the Year” based on the impact of the person, persons or issue in the news all through the year. Conversely, a number of media organizations in Nigeria announce their honourees at special gala events with pomp and pageantry. The structure of these events has continued to raise questions on their motive. Woodier (2008) observed that the battle for influence within and around the media organizations is key to the understanding of media production. The



input of the different actors who work in the industry like journalists, editors and managers and have a different focus and agenda than that of the proprietors must be considered.

Historical Perspectives on Media Awards

The history of media award can be traced to Time Magazine in 1927 when Charles Lindbergh, an aviator who became famous for making the first solo transatlantic airplane flight was recognised. His feat attracted global attention but at the end of 1927, the editors of Time Magazine looked at the year's covers and realized the absence of Lindbergh on the cover. They decided they could get away with putting him on the cover months later by calling him "Man of the Year", Conniff (2018). An idea that was birthed to conceal a gaffe is now globally recognized and replicated with modifications. British newspaper, Financial Times, started her version of the award in 1970; The Guardian (Nigeria) in 1987; Le Monde, a French newspaper in 2009, among others. The history of media-instituted awards was not for commercial gains. Some of the parameters used by media organisations before awards are conferred include:

- The awardee is usually someone widely known via a news media's audience
- The award is given to someone who is not a member and may have no association with the awarding organization.
- The choice must have archival value and stand the test of time.
- Someone or something that represents historical value.

For Time Magazine, the criterion for determining the person of the year award is "the person or persons who most affected the news and our lives, for good or ill, and embodied what was important about the year" Conniff (2018). This suggests that the award does not take into cognizance the personality of the newsmaker from rightness or wrongness perspectives; it should be based on stories that defined the year.

In Nigeria, The Guardian Newspaper was one of the first tabloids that recognized a special newsmaker in a calendar year. The first person to be recognized by the newspaper was Olusegun Obasanjo in 1987. He caught the attention of the newspaper organization because of the "unofficial role of the critic-in-chief of the military government of the time" The Guardian (2016). The award is solely determined by the editorial board and a special piece is written to review the winner's trailblazing actions during the year. The Guardian in the past has had individuals, groups and circumstances as the person of the year. Majority of the newspaper and magazine organizations in the Nigeria have instituted recognition awards to honour those who have distinguished themselves in their various sectors. Even though the oldest privately owned newspaper in Nigeria, Nigerian Tribune, established in 1949 does not embrace an annual styled award, the organization in 2019 celebrated eminent Nigerians for their contributions to societal development during her 70th anniversary. Punch Newspaper does not have such recognitions.



Table 1: Award Titles of Some Newspapers in Nigeria

Name of Publication	First year	Issue	Nature of Award	Frequency
Vanguard	1984		Banking Award Personality Award	Annually
The Guardian	1983		Man of the year	Annually
THISDAY	1995		Sectoral and Lifetime Achievements	Annually
Tribune	1949		Personality Award	Rarely
Sun	2003		Man of the year Personality Award	Annually
Trust	1998		African of the year	Annually
Leadership	2004		Person of the year Sectoral Award	Annually
Independent	2001		Man of the Year award	Annually
Tell	1991		Personality Award	Annually
Newswatch			Personality Award	Annually
New Telegraph	2013		Personality and Sectoral Award	Annually

Source: Research Notes

Structure of Media Awards

Recognition award for distinguished personalities is now a common practice among print and electronic media organisations in Nigeria. They have a day specially set aside to celebrate individuals and consortiums who have contributed positively to developments in the society or done something remarkable during the year. While most of them do it annually, a few reel out gales of awards to commemorate special anniversaries or organizational landmarks. Unlike Time's approach where the person of the year is recognized by gracing the cover page and by chronicling the remarkable activities that defined the recipient's year in a well written piece, there is a ceremonial dimension to theirs which include; colourful decorations, classy apparels, special lectures, merriment, special guest appearance, photo oops, fundraising among other exotic features.

It is news values that give journalists and editors a set of rules – often intangible, informal, almost unconscious elements – by which to work, from which to plan and execute the content of a publication or a broadcast. These values determine the level of importance journalists ascribe to news selection to match audience curiosity. Ordinarily, for conferment of awards, impact and prominence are the two values that dominate parameters usually considered for award conferment. In addition to these, Gans (2004:78–79) in Brighton and Foy (2005) outlines four theories of the way such selections and decisions are made: Journalistic judgment, organisational requirements, commercial pressures and the structure and hierarchy of the organisation. These parameters appear as the leading prompts for media organisations in conferring honours on newsmakers.



However of the four, critics of media instituted awards have singled out commercial pressures as the topmost factor in the quadrangle. Idowu (2018:116) observed: “corruption drives the popular practice of media houses conferring dubious honors on office holders whose activities they are supposed to monitor. Such titles like: “Most Media-friendly Governor”, “Best performing Senator from the South South”, “Most Gender Sensitive CEO”, “Best News Source”, “Most corporate socially responsible Bank etc without clear parameters betray an attempt to confer undue honor and advantage on news subjects, contrary to the notion of reporting as a fair and balanced account of happenings in society. It is no more than a fraudulent attempt to pass off such persons in borrowed garbs.”

Like Idowu, Abati (2021) recounted that “many years ago, we chose the common man, the Nigerian, as The Guardian newspaper’s person of the year, for his resilience, courage and commitment in the face of difficulties, but it looks like not even that common man is good enough anymore. These days, some newspapers are so silly they even choose those we regard ordinarily as “money-miss-road” as Men of the year”.

Regardless of the criticisms, media organisations have stressed the motives behind the award. Some of them include:

1. To celebrate individuals and groups who have made the greatest impact in the lives of the people, nation, continent and the world at large.
2. To honour leading lights of the society for sectorial performances and lifetime achievements.
3. To celebrate illustrious Nigerians who have distinguished themselves in public service, nation-building, humanitarian services and enterprise.

Most of the objectives revolve around celebration of feats achieved by Nigerians across sectors; politics, business, corporate services, security, religion, education among other sectors. In the history of the media awards in Nigeria, Hillary Clinton (The Guardian person of the year, 2016), Arikana Chihombori (The Guardian person of the year, 2016), Late Reverend Father Angus Fraser (This Day Education award) and a few other in sectorial categories were Non-Nigerian to have been honoured.

Traditionally, person of the year is decided by the members of the editorial board based on their involvement in reported events of the year or the achievements of the honourees. For The Guardian Newspaper and Time Magazine, the nominees are listed and a thorough review and debate is done on all of them before one of them emerges as the winner. Time created a platform for the audience to choose before the editors shortlists but results of their votes do not determine the person of the year. Some organisations encourage readers to join the nomination and/or voting process to select the eventual winners based on set criteria and guidelines. The sensitive nature of media awards appears to be one of the reasons why honourees are nominated and selected by the members of the editorial board or special committee formed by the organization for that purpose. However for This Day Newspaper, all categories of award have two winners; the



first are decided by the organization (editor's choice), while the second is decided by the audience. For instance in her 2020 edition of the award, Babatunde Fashola was chosen by the audience while Peter Obi was chosen by the editors as the governor of the decade.

Sociology of Media Awards

Globally, the press is faced with challenges; diminishing levels of public confidence, dwindling audiences, ratcheting profit pressures, shrinking resources, and increasing negativity; the bifurcation of the Nigerian public sphere into ethnic, religious, regional and primordial divisions, sensationalism, and soft news (Benneth, 2007; Idowu, 2018; Olukotun, 2018). The symptoms are widely known and much lamented among journalists, academics, and the general public. Central to the problem according to Kukah (1996) is unethical practices which he said can erode public confidence in the press.

For most of the nation's history, journalists provided much of the information to fuel democratic deliberation, first in newspapers, then also in broadcast. The public believes that profit motives, politicians, big business, and advertisers, as well as media owners, influence the way the news and other activities are conducted Hachten (2005). Even *Iwe Irohin Fun Awon Ara Egba Ati Yoruba*, the first newspaper in Nigeria was described by Omu (1978) in Okoye (2012) has Townsend's chief weapon in his ambitious political propaganda.

Socialisation refers to the tendency of newsrooms and news organisations to develop their own distinctive cultures – resulting in shared or common news values, albeit often instinctively acquired rather than consciously articulated. It centers on culture; symbols of expression individuals, groups, and societies use to make sense of daily life and to articulate their values Campbell (2014). It links journalists to their professional society by providing both shared and contested values.

Approaches to the convocation of media awards vary from culture to culture. The pioneer, Time Magazine, till date adopts a simple design that is devoid of flamboyance. In Nigeria, attitudes to media recognition are influenced but not limited to economy, culture and politics. The five obligations of modern media, according to the Hutchins Commission, were to provide a truthful, comprehensive, and intelligent account of the day's events in a context that gives them meaning; to serve as a forum for the exchange of comment and criticism; to develop a representative picture of the constituent groups in society; to be responsible for the presentation and clarification of the goals and values of society; to provide full access to the day's intelligence. The results of surveys of journalists conducted in twenty countries by Weaver (1998) revealed that the traditional ideals of objectivity and impartiality dominate many newsrooms across the globe, although important cross-cultural variations exist in role perceptions. In practice, journalists understand the importance of the ethical foundations on which their profession rests. However, core decisions about organizational affairs are mostly decided by the editorial board or proprietors. This takes some responsibilities off journalists whose tasks are majorly editorially inclined. Perhaps that was why Norris and Odugbemi (2010) roles operate at both collective and individual levels and the former being arguably more important for



the health of democratic governance and for human development than the individual role of journalists.

The control of the production process by media professionals is confined to the production of messages, the meaning of which is primarily determined elsewhere. Thus, journalists might believe they remain objective, even as they scribble the minds of the political class and celebrate them during special events, with a view to surviving the prevailing politico-economic drought. Where journalists and their proprietors are objectively and ethically aligned, Koltsova(2006) stressed that journalists are also active agents and they are capable of taking charge of their space without getting cowed by the will and dictates of external partners. They use a whole range of techniques, from direct and indirect exchange to threats to support right causes.

Economic Factor

This factor is best explained using the political economy model which asserts that the output of journalistic media is principally determined by the economic structure of the organisations concerned (Wasko, 2014). It is founded on the materialist view of society popularized by Karl Marx and Friedrich Engels in the nineteenth century. This approach further argues that recognitions are created to serve the interests of that minority who control the media and economy. It further argues that awards are given for direct and indirect gratifications. Awards given to the individuals, groups or corporate organisations are products in a marketplace of increasingly sophisticated consumers, who have access to a large and increasing number of other news sources (McNair, 2009). Proprietors through the editors and the sales department are usually tasked on creating sellable products to keep the organisation afloat. Political economy of media institutions has provided a useful analysis of the structures of ownership and control, as well as scrutiny of where journalists get their information, and which sources and commentators they favour.

The commercial potential of media is weak for a number of reasons and the most prominent is the relatively low purchasing power of audiences. Over the years circulation figure of printed copies has reduced drastically due to internet revolution. Olaniyan (2019) noted that the fifteen biggest newspapers in Nigeria were together selling less than 300,000 copies per day. Nigerians read newspaper online with no subscription cost. Print organisations reliance on advertisement returns, grants and other ventures to meet their financial needs has been questioned by Idowu (2018: 104) when he observed that: "Much of the publishing model in the country relies on commercial advertising for sustenance. The advertisers are usually the elites with the ad capital. Their focus is on the inner cities which hold the spending capital. In the face of a troubled economy, the advertiser has grown more powerful with enhanced capacity to shape media content, which increasingly is not the product of independent media judgment but the induced preference of the commercial advertiser."

Although this approach has come in for criticism for its economic determinism, there have been useful efforts to incorporate an element of flexibility in the argument. Bivins (2004)



noted that the media are separate entities existing in a complex and competitive environment, and they can't always afford to act in our best interest. They must, of necessity, sometimes act in their own interests. What we would hope for, however, is that those instances would be limited to necessity and become not the rule but the exception. He further argued that all organizations, including media organizations, survive and prosper by dealing successfully with their environments. According to organizational systems theory, all organizations exist in an environment that is relevant to their survival. From this environment they derive the resources necessary to do whatever it is that they do.

Political Colouration

Politicians appear to dominate newsmakers award nomination list. An analysis of winners of person of the year award of selected national and international newspapers and magazine shows that majority of the eventual winners were politicians. It can be argued that politicians are principal newsmakers because they dominate key spheres of the society. *Media Review's* annual Top Ten Stories published in the Nigerian media as determined by Top Ten Editors for the period 2001 to 2006 showed politics as the main focus (Idowu, 2018). The importance of politics in any society cannot be relegated to the background regardless of the nature of government in power. This is because politics is the activity through which people make, preserve and amend the general rules under which they live. A study carried out by Adewale et al (2010) showed that politics enjoy public discourse among newspaper free readers after sports in Nigeria. A larger percentage of news contents are woven around politics.

Another factor responsible for the dominance of media recognition awards by politicians is ownership or proprietorial factors. McNeil (2009) observed that the economic interests of media proprietors may be expressed in the more-or less direct support of their media organs for political parties. On partisanship of newspapers, Brighton and Foy (2005) noted that all newspapers have political leanings to all of the world's newspapers and every western liberal democracy has newspapers which reflect – or pander to – the diverse political agendas of their readerships. A good number of the leading print media organizations in Nigeria are owned by politicians. The media remain veritable platforms for contesting ideas and influence. Major ownership in newspapering tends to be private, with pockets of pronounced politicians owning media organs and sympathizers directing affairs at others (Idowu, 2018: Olukotun, 2018).

The spread of newspapers in a democratic country tends to reflect the spread of political views within the populace (Brighton and Foy, 2005). These media organisations are used as propaganda spewing platforms to defend the interest of their principal. While some proprietors are not card carrying members of any party, their position on issues over a number of period of time is believed to be a reflection of the political wing they support. Perhaps that was why Mnookin (2004) observed that the mass communication media provides a public space to which powerful actors in society can secure access by complex negotiation. From here they can attempt to inform, influence and persuade. The media



being part of society reflect the morality and behavior prevalent therein. The mainstream Nigerian media have cut the picture of a political, noisy and confrontational instrument of constructing social legitimacy (Agbaje,1992, Olukotun, 2002).

Part of the problem is that, across Europe and North America – and the rest of the world will doubtless catch up soon – the battleground of politics has shifted from the debating chamber to the world’s media. “Politics has moved away from the chamber of the House of Commons, out into the radio and television studios and the columns of newspapers” Paxman (2002: 125). Therefore awards emanating from politics-tainted media organisations are presumed to be devoid of credibility. They are also considered as strategies to boost acceptability of a political neophyte or to launder the image of known personality. Of all the cadres of political offices, governors in Nigeria have won more man of the year award. Some media organizations have special recognition awards for governors adjudged to have done exceptionally well in a calendar year. In some cases, their choice of winners negates public opinion thereby stemming flagrant criticisms. Questions might be raised about the non-frequent appearance of other elective offices like senators, honourables, chairmen and councilors in mainstream media awards and recognition.

Table 2: Man of the year recognition by selected newspaper organisations

Year	Guardian	Sun	Leadership	Vanguard
2021	Akinwunmi Adesina	Dave Umahi Abdulsamad Rabiu	Yemi Osinbajo Ngozi Okonjo- Iweala	Obi Cubana
2020	EndSars Youth Movement	Nyesom Wike	Babajide Sanwoolu	Babangana Zulum
2019	Arikana Chihombori	Bello Matawalle	Femi Otedola Ishaq Oloyede	Femi Otedola
2018	Leah Sharibu	Nasir Elrufai	Aliko Dangote	Tony Elumelu
2017	The Nigerian	Akinwunmi Ambode	Kemi Adeosun Sharon Ikeazor	Ikpeazu
2016	Hillary Clinton	Ibikunle Amosun	Nyesom Wike	Godwin Emefiele
2015	Aliko Dangote	Bola Tinubu	Muhammadu Buhari Goodluck Jonathan	Muhammadu Buhari Goodluck Jonathan

Source: Research Notes

Theoretical Perspective: Political Economy

The political economy theory is a product of the analysis of modern media by the Marxists. The theory holds that the media are instruments of control by and for the ruling class. It emanated from the saying of Karl Marx cited in McQuail (2010) that; the class that has the



means of material production has control at the same time over the means of mental production so that, thereby, generally speaking the ideas of those who lack the means of mental production are subject to it.

The theory points out a direct link between economic ownership and the dissemination of messages that affirm the legitimacy and the value of a class society. These views are evident by the concentration of media ownership by capitalist entrepreneurs. The goal of media owners, as viewed by this school of thought is to aid manipulation of reality, while also promoting legitimate dominance of capitalism and subordination of the proletariat. Political economy theory is a socially critical approach that focuses primarily on the relation between the economic structure and dynamics of media industries and the ideological content of the media. The media is seen more as part of the economic system more than the political system. While the approach centers on media activity as an economic process leading to the commodity, there is a variance of the political economy approach that suggest that the primary product of the media is really audience. This according to him means that they deliver audience attention to advertisers and shape the behaviour of media publics in certain distinctive way.

Another dimension of political economy is captured in what Norris and Odugbemi described as “Commercial pressures” which suggests that journalists pay much attention to less important contents and issues especially those that concern rich celebrities across sectors. These less important issues guarantee inflow of finance and privileges compared to focusing on major challenges of social development, natural disasters, international news, or dramatic failures of public policy.

Colin Sparks (2001) cited in Oso and Akanni (2018) identified three main ways in which the mass media have fallen short of the ideal of the public sphere. First, the limitations set by the market, concentrations of ownership and dependence on advertising revenue. Arguably, the three factors identified here borders on political economy. The urge to survive and break even in a somewhat harsh politico-economic environment is spurring media organisations to create media products to broaden their revenue flow. While this is not out of order, creating questionable platforms especially those that negate ethical structure of the media, appears injurious to the journalism.

Conclusion

Media organisations in Nigeria in spite of the prevailing challenges are not relenting on pursuit of editorial excellence. The popularity and adoption of internet as a medium of mass communication is necessitating the emergence of new platforms for news and information services. Recognition of newsmakers and other individuals by media organisations for their remarkable contributions to society is laudable. However, media instituted honours and awards are politically coloured which raises questions on their credibility. Majority of those who have been considered for recognition are the influential gatekeepers, politicians and business moguls whose influence, endorsement, patronage and goodwill can upturn the fortunes of a media organization. Based on these submissions, the following recommendations are suggested;



1. Media organisations should be guided by ethical principles of journalism while conferring honours on members of the public.
2. Funding of media organisations should not be limited to advertising inputs. Other ventures, investment and endowment opportunities can provide financial relief.
3. For credibility sake, convocation of media practitioners under the aegis of Nigerian Union of Journalists (NUJ), National Guild of Editors (NGE) and Newspapers Proprietors Association of Nigeria (NPAN) can unanimously institutionalize a recognition and reward platform for newsmakers and other individuals who have contributed hugely to the sector and society.
4. Where media organisations decide to honour individuals and groups that have done remarkably well in the society, parameters for choice of awardees should be made public and those parameters should align with the real impact of the awardees on society.
5. Media organisations should look beyond politicians, advertisers and other gatekeepers when conferring honours to avoid perception of the award as a reward mechanism for those with financial wherewithal.
6. Nomination and selection process of the honourees should be subtly democratic to include the audience (where necessary), journalists and editors. The whole process should not be left in the hand of the proprietors or the members of the editorial board.

References

- Abati, R. (2021, December 28). The year 2021: What Next? <https://www.thisdaylive.com/index.php/2021/12/28/the-year-2021-what-next/>
- Adewale, O., Shokunbi, M. Ajeyet, J., & Sahid, K. 2016. Audience Perception of the Reportage of Politics by Nigerian Mass Media (A Study of Oyo state). *Dahomey International Journal*, Vol 1 No 1, 88-100.
- Agbaje, A. (1992). *The Nigerian Press Hegemony and the social construction of Legitimacy 1960-1983*. Edwin Mellin Press.
- Bennett, W. L., Lawrence, R. G. & Livingston, S. (2007). *When the press fails political power and the news media from Iraq to Katrina*. The University of Chicago Press
- Bivins, T. H. (2004). *Mixed media moral distinctions in advertising, public relations and journalism*. Lawrence Erlbaum Associates, Inc
- Brian McNair, B. (2009). *News and Journalism in the UK*. Fifth Edition. Routledge
- Brighton, P. & Foy, D. (2005). *News values*. London: Sage Publications
- Conniff, K. (2018). *Everything You Wanted to Know About TIME's Person of the Year*. <https://time.com/3626016/person-of-the-year-faq/>
- Hachten, W. A. (2005). *The troubles of journalism. A critical look at What's right and wrong with the press*. Lawrence Erlbaum Associates, Inc.
- Idowu, L. (2018). Corruption in the Nigerian Media. In A. Olukotun (Ed.), *Watchdogs or captured media? A study of the role of the media in Nigeria's emergent democracy 1999-2016 (pp 93-138)*. Diamond Publication Limited
- Koltsova, O. (2007). *News Media and Power in Russia*. Routledge
- Kukah, M. (1996). Public perception of the press in Nigeria. In O. Dare & A. Uyo (Eds.), *Journalism in Nigeria: Issues and perspectives*. Lagos: Nigerian Union of Journalists, Lagos State Council.



TIMBOU-AFRICA ACADEMIC PUBLICATIONS
MAY, 2022 EDITIONS, INTERNATIONAL JOURNAL OF:
SOCIAL SCIENCE RES. & ANTHROPOLOGY VOL.9

- McNair, B. (2009). Journalism and democracy. In K. Wahl-Jorgensen and T. Hanitzsch (Eds.), *The handbook of journalism studies* (pp. 237-249). Routledge
- McQuail, D. (2010). *McQuail's Mass Communication Theory*. Sage.
- Merritt, D. & McCombs, M. (2004). *The Two W's of Journalism The Why and What of Public Affairs Reporting*. Lawrence Erlbaum Associates, Inc., Publishers
- Mnookin, S. (2004) *Hard News. The scandals at The New York Times and their meaning for American media*. Random House
- Okoye, I. 2012. Political reporting. In T. Popoola (Ed.), *Specialised reporting: A global trend in media training* (Vol.1). NUJ Press.
- Olaniyan, A. (2019, February 27). How Many Copies Are Nigerian Newspapers Selling? <https://akinolaniyan.com/how-many-copies-are-nigerian-newspapers-selling/>
- Oso, L. and Akanni, T. (2018). Democracy and the Digital Public Sphere. In A. Olukotun (Ed.), *Watchdogs or captured media? A study of the role of the media in Nigeria's emergent democracy 1999-2016* (pp.159-204). Diamond Publication Limited.
- Pippa, N and Odugbemi, S. (2010). Evaluating Media Performance. In P. Norris (Ed.), *Public sentinel: News media & governance reform* (pp 93-138). CommGAP, World Bank.
- Wasko, J. (2014). The study of the political economy of the media in the twenty-first century. *International Journal of Media & Cultural Politics*, Volume 10(3). https://doi.org/10.1386/macp.10.3.259_1
- Weaver, David H. 1998. *The global journalist: News people around the world*. Cresskill, NJ: Hampton Press.
- Woodier, J. (2008). *The media and political change in Southeast Asia. Karaoke culture and the evolution of personality politics*. Edward Elgar Publishing Limited