

EFFECT OF NEWS COMMERCIALIZATION ON AUDIENCE PERCEPTION OF REALITY IN NIGERIA: A REVIEW OF PROPAGANDA MODEL

Oyinloye Oloyede¹, Morenikeji Chukwufumnaya Okoji^{2*}, Nyeumazu Goodluck Agwolo³, Memunat Abiola Azeez⁴ & Chukwudinma Taiwo Okoji⁵

^{1,2,3,4}Department of Mass Communication, Redeemers University, Ede, Osun State, Nigeria.

⁵Department of Mass Communication, Federal Polytechnic Offa Kwara State, Nigeria.

*kejiokoji@gmail.com

ABSTRACT: This study investigates the influence of the Propaganda Model on news commercialization and its impact on the audience's perception of reality. Two specific objectives were formulated, with the Social Responsibility Theory serving as the theoretical framework guiding the study. Secondary data collection methods were employed, and a Systematic Review approach was utilized to analyse the literature on news, news commercialization, and the Propaganda Model proposed by Herman and Chomsky. The findings of the study revealed several key determinants and elements of news, including prominence, proximity, impact, immediacy, conflict, oddity, consequence, and human interest. Additionally, the study identified major features and characteristics of news, such as objectivity, truthfulness, balance, fairness, accuracy, conciseness, clarity, brevity, and recency. Furthermore, the study outlined five filters driving news commercialization according to the Propaganda Model: size, ownership and profitability, advertisers' influence, sources. In order to mitigate the effects of commercialization, the study recommends a reinvention of media content to enable media outlets to fulfil their potential as agents of national development rather than tools for ideological reinforcement by capitalist interests. Moreover, it suggests that journalists should be adequately compensated and provided with regular training and re-training opportunities to ensure they adhere to journalistic ethics and fulfil their societal roles effectively. Media owners are urged not to prioritize profit over public affairs issues, but to explore alternative revenue generation methods such as investment and fundraising. Additionally, relevant regulatory agencies are encouraged to enhance their monitoring responsibilities to ensure that public interest is not compromised for financial gains within the media landscape.

Keywords: Audience, News Commercialization, Propaganda Model, Perception, Reality

INTRODUCTION

The phenomenon of news commercialization, characterized by the practice of charging fees for news reports, has become deeply entrenched in the operations of many broadcast stations, often leading to a departure from their social responsibility function in favour of full-blown commercialization of news coverage (Onoja, 2009; McManus, 2009; Chioma, 2016). In the Nigerian media environment, news commercialization can be traced back to the offering of monetary gratifications to journalists in exchange for influencing the content of news reports from a particular perspective (Collins, 2017). This practice has evolved into a corporate culture within many media houses (Asogwu & Asemah, 2017). For instance, Ekeanyanwu and

Obianigwe (2016) highlighted how monetary gifts can exert pressure on journalists to align their reporting with the wishes of the giver, compromising their objectivity and adherence to journalistic principles such as truthfulness, balance, and accuracy (Sherry, 2018).

News commercialization is commonly understood as a market-driven phenomenon where editorial decisions are influenced more by considerations of profitability than by the creation of public value (Preston, 2009). The selection of news stories is often based on what will attract advertisers and investors, rather than on what is most relevant to the public (Sherry, 2018). As articulated by McManus (2009) and cited in Valgerður (2018), news content tends to prioritize profit maximization over facilitating public understanding.

There are significant concerns surrounding news commercialization, particularly regarding its negative impact on public knowledge about current affairs and the quality of civic engagement. Jóhannsdóttir (2018) highlighted a central concern that news media increasingly prioritize entertainment over political information, favouring "soft" news over "hard" news that is more relevant to citizens.

Despite the prevalence of news commercialization, consumers of media content often remain unaware of the underlying commercial agenda. Lambe (2015) noted that media consumers typically perceive news content as sacrosanct and fail to recognize the commercial influences shaping its production.

In the Nigerian context, news commercialization operates at both institutional and individual levels. Institutionally, media outlets openly charge fees for news coverage, with varying prices depending on the nature of the content and the audience reach (Chioma, 2016). For example, Okoji (2019) reported that TVC station in Lagos charges significant fees for live coverage of political events, while Channels TV Nigeria charges guests to appear on certain shows. Individually, news commercialization occurs when journalists accept gratifications to cover or report events, commonly referred to as "brown envelope" journalism (Olufemi, 2018).

The implications of news commercialization are far-reaching, as it can lead to a compromise of journalistic ethics and standards. Asogwu and Asemah (2017) aptly summarized this phenomenon by stating that journalists or media organizations that prioritize profit over principles may end up abandoning ethical standards to cater to the demands of their financial backers.

Chioma, (2013) in defence of news commercialization, the Broadcasting Corporation of Nigeria (BON) has argued that media outlets require revenue to sustain their operations, particularly in the absence of government subsidies cited in However, critics contend that commercial imperatives often compromise the objectivity and integrity of news reporting.

Chomsky and Herman's Propaganda Model provides a theoretical framework for understanding the factors driving news commercialization. According to this model, five filters - size, ownership and profitability, advertisers' influence, sources, flaks, and anti-communism - shape the content and presentation of media messages (Okoji, 2015). These filters actively contribute to the commercialization of news and other media contents, perpetuating an illusion of reality among audiences.

In conclusion, news commercialization poses significant challenges to the integrity and credibility of media content. By examining the phenomenon through the lens of Chomsky and Herman's Propaganda Model, this paper seeks to shed light on the mechanisms through which commercial interests influence the production and dissemination of news. Addressing the audience's illusion of reality requires a concerted effort to mitigate the commercial pressures shaping media content and to uphold journalistic principles of accuracy, fairness, and impartiality.

Statement of the Problem

News commercialization is a pervasive global trend that raises significant ethical concerns within the mass media landscape (Onoja, 2015). It is often perceived as a strategic manoeuvre by media outlets to prioritize profit-making over their fundamental roles of environmental surveillance and dissemination of information on national and international affairs (Chioma, 2016).

Proponents of news commercialization, including the Broadcasting Organization of Nigeria (BON, 2012), Ekwo (1996), and Onyisi (1996), argue that it became imperative following the introduction of the Structural Adjustment Programme (SAP), which resulted in the removal of government subsidies for state-owned media. In this context, media houses faced the challenge of sustaining their operations amidst high production costs and declining circulation. Supporters also contend that news commercialization offers psychological benefits to journalists, as they feel appreciated by those in authority, facilitates informal wealth distribution from the wealthy to the poor, and enables media houses to generate income.

Conversely, critics such as Okoji (2019), Adaba (2011), and Hanson (2015) oppose news commercialization, asserting that charging fees for covering events such as weddings, funerals, and charity functions not only compromises the integrity of news but also violates broadcasting regulatory codes, while undermining the audience's trust.

While existing literature (Okoji, 2019; Adaba, 2011; Hanson, 2015) extensively explores individual-level motives for commercialization, often referred to as the "Brown Envelope Syndrome," there is limited understanding of the underlying factors driving institutional-level commercialization. Questions arise regarding whether the removal of government subsidies alone can account for this trend or if other factors are at play, including the potential extension of subsidies to privately owned media during the subsidy regime.

Originally intended to deliver unadulterated information about events relevant to the public, news has undergone a transformation over time. The necessity for media outlets and journalists to generate income to sustain themselves has gradually infiltrated the practice of news reporting. Consequently, a conflict arises between the ethical duty of the media to provide impartial reporting and the imperative to generate revenue. This conflict has led to a shift from unbiased reporting to a landscape where news is often influenced by financial interests, resulting in content that is paid for and imposed upon the public.

In light of these considerations, this paper seeks to examine the Propaganda Model of the media to elucidate the factors propelling news commercialization and its impact on the audience's perception of reality. By delving into the mechanisms underlying news commercialization at

both individual and institutional levels, this study aims to contribute to a deeper understanding of the complexities surrounding this phenomenon.

Objectives of the Study

The overarching aim of this research was to analyse the five filters proposed by the Propaganda Model in relation to the audience's perception of reality regarding commercialized news. Specific objectives were as follows:

- Investigate the factors contributing to news commercialization as outlined by the Propaganda Model.
- Evaluate potential strategies for mitigating news commercialization within the Nigerian media landscape.

METHODOLOGY

This study utilized secondary sources of data collection. It involved gathering available data from existing documents, literature reviews, observation records, and focus groups, which were critically examined and reinterpreted to answer the raised objectives of the study. Additionally, records maintained by individuals or websites, and journals, were accessed and treated as secondary sources.

Conceptual Review

This paper delves into three key concepts: News, News Commercialization, and an examination of the Propaganda Model.

News

News is defined in various ways. According to Ude (2018), it refers to the timely reporting of opinions that hold interest or importance, or both, for a significant number of people. Kamal (2017) adds that news must also be comprehensible to the audience. The renowned British Editor, Northcliffe, as cited in Sutar and Vakkai (2014), defines news as something that someone somewhere doesn't want to print, wishes to suppress, and everything else is advertising. Essentially, news comprises important information from various directions—North, East, West, and South—deserving of attention due to prominence, proximity, impact, oddity, consequence, and human-interest angles (Ukozie, 2015). Ukozie's (2015) definition aptly captures the determinants or elements of news, including prominence, proximity, impact, immediacy, conflict, oddity, consequence, and human interest. These determinants dictate what qualifies as news. Kamal (2017) underscores the significance of prominence, where events involving notable figures take precedence in reporting. Ekeanyanwu and Obianigwe (2016) emphasize the influential role of these determinants in deciding which news is worthy of coverage.

Regarding the characteristics or features of news, Kamal (2017) identifies objectivity, truthfulness, balance, fairness, and accuracy as major features. Ekeanyanwu and Obianigwe (2016) also include conciseness, balance, fairness, objectivity, and accuracy as essential features. Nmodu (2012) asserts that any news lacking these features does not meet the

standard. Moreover, journalists are admonished not to inject their opinions into news content, and newsmakers should not be required to pay for coverage (Nnmodu, 2012).

News Commercialization

News commercialization entails the deliberate presentation of commercial content in a manner that deceives the unsuspecting audience into perceiving it as conventional news oriented towards public interest (Nwodu, 2017). This definition highlights how the media, contrary to their expected role of providing unbiased news and distinguishing advertisements, intertwine commercial messages with news reports. Ekwo (2012) further defines news commercialization as the dissemination of commercial messages by the media under the guise of news or news analysis, creating an illusion of fairness, objectivity, and social responsibility. UNESCO (1980, as cited in Ude, 2018) underscores the prevalence of news commercialization, noting how significant developments are often overshadowed by trivial urban events and individual achievements.

The genesis of news commercialization can be traced back to the implementation of the Structural Adjustment Programme (SAP) in 1985 by Military President Ibrahim Babangida, which aimed to promote self-reliance and reduce government dependency (Ekwo, 2012). This policy shift prompted social institutions, including the mass media, to adapt to the withdrawal of government subsidies. Media outlets like the Nigerian Television Authority and Federal Radio Corporation of Nigeria responded to financial challenges by adopting strategies for survival, with news commercialization emerging as a prominent tactic. This involved offering individuals, communities, private and public institutions, and government entities access to media platforms in exchange for prescribed fees, thereby presenting paid messages as news reports, analyses, or commentaries (Ekwo, 2012).

In contemporary Nigeria, news commercialization operates on both institutional and individual levels. Institutional commercialization involves media stations imposing charges for news coverage, with prices varying depending on the platform and location. For example, TVC station in Lagos charges ₦4.5 million per hour for live coverage of political events, while Channels TV Nigeria charges a minimum of ₦450,000 for appearances on "Sunday Politics." Similarly, media outlets across Kwara, Osun, and Oyo states have established official rates for commercial news coverage (Okoji, 2019).

On the individual level, news commercialization occurs when journalists accept gratifications to cover or report events, commonly referred to as the "Brown Envelope" phenomenon (Chioma, 2016; Olufemi, 2018). This practice compromises journalistic integrity and underscores the multifaceted nature of news commercialization within the Nigerian media landscape. The concept of news commercialization and the multifaceted ways it affects the operation of media houses was further expanded by Noam Chomsky and Edward Herman through the Propaganda Model.

An X-Ray of Propaganda Model

The Propaganda Model, conceived by Chomsky and Herman (1988), elucidates how propaganda and systemic biases operate within corporate mass media to shape news and other content. This model illuminates how audiences are manipulated into forming illusions rather

than grasping the realities behind media narratives, as well as how consent for social, economic, and political policies is manufactured through propaganda (Lambe, 2015).

Central to the Propaganda Model is the recognition that media play a pivotal role in shaping public opinion, as what individuals know about society is largely determined by the information available to them (Mullen, 2010). The model scrutinizes the effects of media on society, underscoring their influential power in moderating public opinion and guiding societal norms and behaviours.

The five filters delineated in the Propaganda Model serve as the underlying mechanisms driving media content.

Firstly, the filter of size, ownership, and profitability highlights the concentration of media ownership among conglomerates and interest groups, resulting in a cycle of shared ideologies across various media platforms (Azeez, 2015). Media outlets, driven by profit motives, are influenced by stockholders, directors, and bankers who wield significant power over content creation (Herman & Chomsky, 2002). The pursuit of profitability often overrides the societal obligations of media organizations, leading to prioritization of the interests of advertisers and investors over public service (Azeez, 2009).

Secondly, advertisers exert considerable influence on media content, as their financial support sustains media operations (Lambe, 2015). The reliance on advertising revenue compels media outlets to accommodate the preferences and agendas of advertisers, potentially compromising journalistic integrity and prioritizing commercial interests over public service (Kenneth & Odorume, 2015).

Thirdly, the role of sources as filters underscores their significance in providing information to journalists, thereby shaping media narratives (Okoji, 2019). Sources, ranging from individuals to experts, exert influence based on their status and interests, often dictating the agenda of media coverage (Heins, 2007). Journalists, incentivized by financial gain or access, may prioritize sources that align with their own interests or those of their media organizations, thereby shaping public discourse and perpetuating biased narratives (Valgerður, 2018).

Fourthly, flak serves as a mechanism for challenging media narratives and deterring dissent (Political Economy, 2019). Criticism from powerful entities, such as governments or corporations, aims to discredit journalists, whistleblowers, and sources who deviate from established narratives (Babe, 2009). This pressure influences media outlets to conform to prevailing ideologies and avoid contentious topics that may attract criticism or backlash (Political Economy, 2018).

Lastly, anti-communism, while historically significant, has evolved into contemporary trends such as Islamophobia and terrorism, which shape media narratives and prioritize certain issues over others (Babe, 2009). In Nigeria, factors like tribalism, nepotism, and terrorism dictate media coverage, reflecting prevailing societal concerns and ideological biases.

In summary, the Propaganda Model provides a framework for understanding how media content is shaped by institutional biases and commercial interests, ultimately influencing public opinion and societal norms.

Theoretical Review: Social Responsibility Theory

This study is grounded in the Social Responsibility Media Theory, which emerged in response to the misuse of freedom advocated by the Libertarian Theory. According to Okunna (2015), the Social Responsibility Theory is considered a modern theory due to its formulation in the twentieth century.

The theory delineates the fundamental journalistic standards that the press should uphold. As encapsulated by McQuail (2000), these standards include the media's responsibility to the broader society, viewing media ownership as a public trust, the imperative for news media to be truthful, accurate, fair, objective, and relevant, and adherence to agreed-upon codes of ethics and professional conduct. Under this framework, media ownership is viewed as a form of stewardship rather than an unrestricted private franchise, emphasizing the media's role in serving the public interest over personal agendas. The key principles of the Social Responsibility Theory, as outlined by Asemah (2011), include:

- Media should acknowledge and fulfil specific obligations to society.
- These obligations should be met by upholding high professional standards of truth, informativeness, accuracy, balance, and objectivity.
- Media should self-regulate their activities.
- Media should refrain from publishing content that may incite violence, civil unrest, or disparage ethnic or religious minorities.
- Media should embrace pluralism, reflecting diverse perspectives and providing access to various viewpoints and responses.

The theory aligns with the democratic process, viewing the media as guardians tasked with vigilance on behalf of citizens, advocating for honesty and fairness to all (Onoja, 2009).

This theory holds significance for this study as it admonishes journalists and media organizations not to neglect their societal duties. It discourages sensationalism and cautions against using the media to sow discord or propagate deceitful, subjective, or false information. Essentially, the theory balances the call for freedom with the imperative of responsibility, advocating for the presentation of both sides of an issue in the public interest and the pursuit of professionalism marked by accuracy, objectivity, truthfulness, and informative reporting. These principles aim to counteract subjectivity introduced by news commercialization, ensuring a more reliable and ethical media landscape.

DISCUSSION AND SUMMARY OF FINDINGS

The discussion of findings was conducted in accordance with the study's objectives. Secondary data sources were systematically reviewed to examine papers and studies on news commercialization and the propaganda model. The studies reviewed included those by Collins (2017), Kamal (2017), Lambe (2015), Valgerður (2018), Sherry (2018), Ekeanyanwu & Obianigwe (2016), Ude (2018), Ukozie (2015), Okoji (2019), Asogwu & Asemah (2017), Onoja (2009), Chioma (2016), (Chioma, 2013), Preston (2009), Mullen (2010), Herman & Chomsky (2002), Azeez (2015), Olufemi (2018). Adelabu & Onwuka (2022), Odorume (2015)

Objective 1: Examination of the Factors Fuelling News Commercialization

According to the Propaganda Model, the factors driving news commercialization are known as filters. The five filters identified include size, ownership, and profitability, advertisers' influence, sources, flak, and anti-communism. These filters underscore the reality of media operations in the contemporary world, enabling the dissemination of commercialized news under the guise of public interest. In another twist, Adelabu & Onwuka (2022), submits that the inability of media houses to pay the salary of staff immediately broadcast media was de-regularised led to the growth of news commercialization as management of these stations had to devise other means to make money to avoid a collapse of the system. This bail out technique actually paid off as money recruited from news reports that were paid for and other means, survived the stations at that time. It is worthy to note that this trend is still in vogue till today as several media organization has turned the identity cards of staff to their meal ticket in order to survive as most media houses owe their staff. Lending credence to the submission of Adelabu and Onwuka, Kenneth & Odorume (2015), affirms that some media houses in Nigeria make it mandatory for journalists to add marketing roles to the reportorial roles in order to generate funds. This act provides a clear description of what news reporting has become in today's media practice as media institutions today package and report news paid for by financially capable individuals and organisations, with the intention of covering a very large audience at the detriment of fundamental truth which is what news stand for. The neutrality in news gathered and reported by the media on the long run becomes a mirage other than a reality.

It is important to state that there are two major school of thoughts on the issue of news commercialization (Adelabu & Onwuka, 2022). Advocates of news commercialization opines that it aids generation of revenue for stations to enable its operations by the management, to checkmate unnecessary demands by the media to publish what is not in the interest of the public, to give media organisation some form of autonomy since there is less reliance on the government for subventions and to earn legitimate income for journalists who take 10% of any money accrued from adverts they attract to the station (Chioma, 2013).

All these factors will make news commercialization to thrive as it seems almost impossible for the day to day running of a media house to be successful without full fledge commercialization of editorial contents going by the submissions of different scholar on it.

Objective 2: Proposition of Ways to Curb News Commercialization

To mitigate commercialization in Nigerian media, literatures by Asogwa & Asemah, (2017); Ekeanyawu & Obianigwe, (2016); Omenugha & Oji, (2008); Una, (2014) and Nwanne. (2018) suggest that media owners, particularly those representing the dominant ideology, should prioritize public interest over profit motives. Una (2014) states that providing comprehensive education and professional training to journalists is crucial in combating the commercialization of news. Such measures act as a potent antidote to this pervasive issue. Through rigorous education, journalists gain a deeper understanding of their profession, instilling within them a sense of self-worth. This, in turn, empowers them to resist the allure of unethical practices aimed at gratification, fostering a commitment to integrity and responsible journalism

It is essential to cover and disseminate news from all sectors of society without bias based on financial considerations. Objective journalism is very central to the sustenance of democracy thus there is the need for both print and broadcast media journalist to engage in objective

journalism because it is through objective journalism that sound investigative journalism can be practiced. (Una, 2014). In another study, Sijuwade, (2018) states that 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 transnational corporations TNCs advert companies that determine the pace and flow of news, and what constitutes news at any point time.

Additionally, measures should be implemented to deter individual-level commercialization by journalists, uphold journalistic ethics, and ensure adequate support and remuneration for media practitioners in both government and private media organizations. Apuke, (2016). 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.

Conclusion

News commercialization has become entrenched in Nigerian media landscape due to economic and psychological factors. Media operators must recognize that by charging for news, they compromise their credibility and mislead the public, ultimately undermining the believability of news. If unchecked, this trend will erode trust in the media and diminish its role as a purveyor of objective information. Hence, journalists must detach sentiments attached to commercial news from their social responsibility in order to strike a balance and give the society the right information in performing their information and education roles.

Recommendations

Based on the study findings, the following recommendations are proposed:

1. Media content should be re-imagined to serve as instruments for national development rather than ideological tools of capitalists.
2. Journalists should receive adequate remuneration to deter unethical practices and prioritize stories that contribute to societal development. Continuous training and retraining should also be provided to keep journalists abreast of ethical standards.
3. Media owners should prioritize public affairs over profit motives, recognizing their responsibility to serve the public interest.
4. Media houses should explore alternative revenue sources such as investments and fundraising activities rather than relying solely on news commercialization.
5. Regulatory agencies should enhance monitoring efforts to ensure media compliance with professional ethics and standards, promoting unity and development in the country.

REFERENCES

- Adaba, T. (2001). Selling news on air. In L. Idowu (Ed.), *Watching the watchdogs: Media review* (p. 110–115). Lagos: Diamond Publications Limited.
- Andrew, G. (2015). News commercialization and the trend in Nigeria. *Media Studies*, 12(8), 46–58.
- Apuke, O. D. (2016). Journalists' Perception of News Commercialization and its implication on Media Credibility in Nigeria. *World Scientific News*, 55, 63-76.
- Asemah, T. (2011). *Principles and practices of mass communication*. Jos: Great Future Press.
- Asogwa, C., & Asemah, E. (2017). News communication, objective, journalism practice and sustenance of democracy in Nigeria. *Journal of Higher Education of Social Science*, 2(3), 68–75.
- Azeez, L. (2009). The effect of commercial pressures on news organization in Africa. *Journal of Arts and Cultural Studies*, 1, 85–90.
- Azeez, L. (2015). *Bibliography of mass communication* [Unpublished class note]. University of Ilorin, Nigeria.
- Babe, R. E. (2009). *Cultural studies and political economy: Toward a new integration*. Lanham, MD: Lexington Books.
- Chioma, P. (2016). News commercialization in Nigeria: Undermining issues in public interest for financial gains. *International Journal of Innovation Research and Development*, 3(7), 118–200.
- Collin, P. (2017). Under the influence: Advertisers' impact on the content of Swiss free newspapers. *Media and Communication*, 5(2), 31–40.
- Croteau, D., & Hoynes, W. (2006). *The business of media: Corporate media and the public interest*. Thousand Oaks, CA: Pine Forge Press.
- Ekeanyanwu, N., & Obianigwe, N. (2016). The Nigerian press, brown envelope syndrome (BES), and media professionalism: The missing link. *Journalism and Mass Communication*, 2(4), 514–529.
- Ekwo, U. (1996). "Commercialisation of News in the Nigerian Media: An Impediment to Information Flow". In Nwosu, I. and Ekwo, U. (Eds.) *Mass Media and Marketing Communications*. Enugu: Though Communication publishers.
- Hallin, D., & Mancini, P. (2004). *Comparing media systems: Three models of media and politics*. New York: Cambridge University Press.
- Hanson, F. (2015). Fabricating fictions: Approaches to the study of television drama. *Journalism Studies*, 12(7), 112–136.

- Heins, V. (2007). Critical theory and the traps of conspiracy thinking. *Philosophy & Social Criticism*, 33(7), 787–801. <https://doi.org/10.1177/0191453707081675>
- Herman, S., & Chomsky, N. (1988). *Manufacturing consent: The political economy of the mass media*. New York: Pantheon Books.
- Herman, S., & Chomsky, N. (2002). *Manufacturing consent: The political economy of mass media* (2nd ed.). New York: Pantheon Books.
- Kamal, H. (2017). Does commercial orientation matter for policy-game framing? A content analysis of television and radio news programmes on public and private stations. *European Journal of Communication*, 29(4), 433–448.
- Kenneth, T., & Odorume, A. (2015). Commercialization of news content in Nigeria broadcast media industry. *Journal of African Studies*, 5(1), 125–132.
- Lambe, M. (2015). *Contemporary issues in mass communication and cultural studies* [Unpublished class note]. University of Ilorin, Nigeria.
- McManus, J. (2009). The commercialization of news. In K. Jorgensen & T. Hanitzsch (Eds.), *The handbook of journalism*.
- McQuail, D. (2000). *Mass communication theory* (4th ed.). London: Sage Publication.
- Mullen, A. (2010). Twenty years on: The second-order prediction of the Herman Chomsky propaganda model. *Media, Culture, & Society*, 32(4), 673–690. <https://doi.org/10.1177/0163443710367714>
- Nnmodu, D. (2012). The ingredients of news. *Communication Studies*, 14(9), 42–56.
- Nwanne, B. U. (2018). News Commercialization: Implications for Nigeria's Development. *Research on Humanities and Social Sciences*, 8(10), 83-89.
- Okoji, C. T. (2015). *Sociology of mass communication*. Ibadan: Rasmed Publishers.
- Okoji, C. T. (2019). Media worship at the altar of profit and audience illusion of reality. Seminar paper presented at the University of Ilorin.
- Olufemi, G. (2018). Making sense of the newspaper crisis: A critical assessment of existing research and an agenda for future work. *New Media & Society*, 14(8), 1375–1394.
- Omenugha, K. A., & Oji, M. (2008). News commercialization, ethics and objectivity in journalism practice in Nigeria: strange bedfellows?. *Revista Estudos em Comunicação-Communication Studies*.
- Onoja, I. (2009). The impact of commercialization on news selection by three broadcast stations in Nigeria. *MAJASS*, 7(2), 17–29.

- Onyisi, T (1996). *Mass Media Ethics: Analysing the 'Brown Envelope' or AWUFU' syndrome*. In Pp 78 - 91] In Ikechukwu Nwosu and Uchenna Ekwo (eds). *Mass Media and Marketing Communications*. Enugu: Thoughts Communications Publishers
- Political Economy Theory. (2017). Retrieved February 2, 2024, from http://www.zeeopedia.com/read.php?political_economic_theory_i_internationalization_vertical_integration_theories_of_communication&b=81&c=30.
- Preston, P. (2009). *Making the news: Journalism and news cultures in Europe*. London: Routledge.
- Sherry, S. (2018). The commercialization of journalism. *Journalism Studies*, 19(16), 2433–2450. <https://doi.org/10.1080/1461670X.2017.1350116>
- Sijuwade, E. O. (2018). The Impact of News Commercialization of Broadcast Media in Nigeria. Available online at https://www.academia.edu/35210994/The_Impact_Of_News_Commercialization_Of_Broadcast_Media_In_Nigeria_By_Sijuwade_Emmanuel_Olugbenga_15_68JK_038
- Ude, F. (2018). *The rudiments of news*. Enugu: Linco Enterprises.
- Ukozie, Y. (2015). News commercialization trend in journalism. *Journalism Studies*, 15(10), 64–82.
- Vakkai, D. (2014). Media and ethical issues. *Research on Humanities and Social Sciences*, 4(4), 2222–2863.
- Valgerður, J. (2018). Commercialization in the Icelandic press: An analysis of hard and soft news in major print and online media in Iceland in times of change. Retrieved June 25, 2021, from <https://doi.org/10.1177/1464884918768494>.