

RESEARCH ARTICLE

Perception of the National Broadcasting Commission's Enforcement of the Broadcasting Codes among Broadcasters in Enugu State of Nigeria

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Abstract

The study aimed at ascertaining the perception of Enugu State broadcasters on the enforcement of the national broadcasting codes by the National Broadcasting Commission of Nigeria. The study adopted the survey research design while the questionnaire was used for data collection. A total of 104 respondents were purposively studied from selected broadcast stations in the State. Based on the analysis of the collected data, findings showed that the Commission has highly enforced the religious, political and commercial broadcasting codes but has failed to adequately enforce the cultural and sports broadcasting codes. Based on the findings, the study recommended that the Commission should improve its enforcement engagements on cultural and sports broadcasting. Further research should be conducted on staff of the Commission to ascertain their perception so as to have a balanced view on the enforcement of the national broadcasting codes.

Keywords: Broadcasting Code, Broadcasters, Enforcement, Perception, Enugu State.

1. Introduction

Laws on media freedom have made government regulation quite controversial within the broadcast sector throughout the world. The significance of freedom of expression has been reflected by its widespread protection in international laws at global and regional levels, this right is reflected in Article 9 of the African Charter on Human and Peoples' Rights, Article 10 of the European Convention for the Protection of Human Rights and Fundamental Freedoms, and Article 13 of the American Convention on Human Rights. The key principle of ensuring freedom of speech should be embodied in any system of broadcasting regulation, but this is not an unencumbered right. The European Convention on Human Rights makes it clear that everyone has the right, "to receive and impart information and ideas without interference by public authority and regardless of frontiers." However, these freedoms may be subject to such conditions and restrictions as

are prescribed by law and necessary in a democratic society (Salomon 2008).

It is through the mass media that views in the society are made known, government policies and activities are publicized and opposing views are heard. Again, the mass media serve as the conduit for the various forms of interaction among the different facets of the society. The strings of the interaction are normally controlled by many variables, such as the legal, ethical, political, socio-cultural, technological and economic factors. The interaction is necessary so that certain unacceptable and disruptive behaviours are not exhibited in the society. In view of the foregoing, mass media contents are packaged in a way that helps the media to perform their roles effectively as the media are a major force that stimulates national, international, socio-economic and global understanding. By reason of their strategic position in the society, the operations of the mass media are affected by many developments in the law. The central themes of some

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of these developments include the laws relating to the establishment, ownership, operation and control of the mass media including broadcast media (Udoakah, Senam and Udoh, 2014; DeFleur, 1989).

It is generally agreed as best international practice that an important element in the preservation of broadcasting as part of the democratic process is the establishment of an independent broadcasting regulator. To be independent, the broadcasting regulatory authority must be able to function free from any interference or pressure from political or economic forces. An independent regulatory authority should have its duties and responsibilities set out in law, and its decisions should be subject to appeal in a court of law. To achieve an independent regulator, the process of appointment should be transparent, and set out in statute. In many societies, it can be a major challenge for politicians in government to agree to a process which will deliver a regulatory authority consisting of independent individuals; there is no «right» method. Each country must consider how best to appoint men and women who are representative of the broad spectrum of society, who are qualified to take the range of complex decisions incumbent upon a broadcasting regulator, and who have the strength of character to resist political and financial pressures (Salomon, 2008).

Due to its centrality as a source of news and information, and therefore its ability to influence the opinions of the public, broadcasting is often the target of illegitimate control. In many countries, the State-funded broadcaster operates as a mouthpiece of government rather than presenting diverse sources of information of public interest, while private broadcasting is either prohibited or its independence is curtailed through a variety of mechanisms. An effective broadcasting system which serves the public interest cannot survive without official regulation. The electromagnetic spectrum is a limited resource, and while new technologies are beginning to increase the number of channels that can be carried, demand for spectrum still outstrips supply. Since States are required under international law to guarantee their citizens freedom of expression “through any medium”, the available spectrum must be rationed in a way which maximises the ability of different voices in society to speak and be heard over radio and television (Kane 2021).

Broadcasting is pervasive and persuasive, therefore, the goals of broadcasting regulations are among others to: protect and promote local social, cultural, moral,

and religious values; protect citizens, especially minors, from harmful or offensive material; ensure that the public receives accurate and impartial news; ensure that people are treated fairly and privacy is respected; ensure that broadcasting is not used to incite terrorism, violence, hatred or disorder or to promote crime; protect the public from improper advertising; and provide a transparent and consistent framework for business investment (Albany, 2012)

In different parts of the world, radio and television broadcasting were subjected from the beginning to high levels of restriction, sometimes involving public control approaching a condition of censorship. The general concept of social responsibility and public interest lies at the core of the broadcasting model, although there are several variants as you move from one country to the other, the main difference is between systems that are within public ownership and control and those that operate commercially, but subject to licensing conditions and public scrutiny. The main reasons for the high regulation of broadcasting can be expressed in terms of the following main aims which are: to ensure universal availability to the general population of the country of broadcast services; to allocate frequencies and broadcasting concessions in an equitable and orderly manner and supervise conformity to the rules laid down; to ensure a wide range of services and access opportunities according to the needs of society - meaning diversity in social, political, cultural and local/regional terms; to promote high quality of content provided as far as possible according to locally decided values and standards, with particular reference to information, education, advertising, culture, taste and decency; lastly to look after the basic interests of the state in matters of security and good order, as locally interpreted (Greene, 2017).

Broadcasting, with its sensitive nature and a wider coverage area, is a very powerful organ of mass communication. It is also dependent on airwaves-electromagnetic spectrum, which belongs to the public. Therefore, governments all over the world have shown diverse interests in broadcasting because of the existence of its vital ingredient- the airwaves (electromagnetic spectrum) which is a natural resource. There is a universal acceptance that the airwaves formed within the air space above the territorial boundaries of any nation is a property of that country. Therefore, often government and other designated agencies are charged with regulating the airwaves so as to ensure that they benefit the nation as a whole now and in the future (Ezeigbo, 2004).

Broadcasting is said to be a powerful means of communication in the world. Being aware of this, governments have over the years sought ways in which they could regulate what information is transmitted through the airwaves. Most of the time, restricting what information goes on air is a means of protecting citizens – especially minors from harmful content. This is because various studies on the effects of mass media have shown that children often imitate behavior that is portrayed on television (Hanes 2000; cited in Githige, Sakwa, and Kihoro, 2014).

1.1 Statement of the Problem

Since the commencement of broadcasting in Nigeria, measures have been taken by the government to regulate the contents of various broadcast media. The establishment of the National Broadcasting Commission (NBC) and the Commission's introduction of the National Broadcasting Codes, are some of the steps taken to regulate broadcasting in Nigeria. The broadcasting codes of the NBC are aimed at guiding all broadcast stations in Nigeria on what and how to carry out broadcasting in the country.

To ensure that broadcast stations in Nigeria play by the rules as stipulated in the broadcasting codes, the National Broadcasting Commission of Nigeria have continued to carry out various enforcements (depending on the degree of violation of the codes) such as issuing warning letters to broadcast stations, imposing financial sanctions and outright closure and withdrawal of operating licenses. Chukwuma (2022) notes that the implementation of these enforcements by the Commission has continued up till now and several radio and television stations have been punished by the Commission on accounts of the violation of different sections of the broadcasting codes.

Opinions seem divided among broadcasters on the way the National Broadcasting Commission has so far enforced the broadcasting codes. Some argue that some provisions of the codes have not been adequately implemented by the Commission while others argue on the contrary. Broadcasters are critical stakeholders in the broadcasting subsector in Nigeria and as people at the receiving end of the NBC's enforcements, it is important to clearly establish their opinions on how the codes have been enforced by the Commission. This formed the basis for this study. The study therefore, investigated the perception of the National Broadcasting Commission's enforcement of the broadcasting codes among broadcasters in Enugu State of Nigeria.

1.2 Objectives of the Study

The broad goal of the study was to ascertain the perception of the National Broadcasting Commission's enforcement of the broadcasting codes among broadcasters in Enugu State of Nigeria. Specifically, the study sought to

1. Ascertain the perception of Enugu State broadcasters on the extent of NBC's enforcement of religious broadcasting code.
2. Find out the perception of Enugu State broadcasters on the extent of NBC's enforcement of cultural broadcasting code.
3. Determine the perception of Enugu State broadcasters on the extent of NBC's enforcement of commercial broadcasting code.
4. Ascertain the perception of Enugu State broadcasters on the extent of NBC's enforcement of political broadcasting code.
5. Find out the perception of Enugu State broadcasters on the extent of NBC's enforcement of sports broadcasting code.

1.3 Research Questions

In line with the objectives, the study addressed the following research questions

1. What is the perception of Enugu State broadcasters on the extent of NBC's enforcement of religious broadcasting code?
2. How do Enugu State broadcasters perceive the NBC on the extent of its enforcement of cultural broadcasting code?
3. What is the perception of Enugu State broadcasters on the extent of NBC's enforcement of commercial broadcasting code?
4. What is the perception of Enugu State broadcasters on the extent of NBC's enforcement of political broadcasting code?
5. What is the perception of Enugu State broadcasters on the extent of NBC's enforcement of sports broadcasting code?

1.4 Significance of the Study

The study will be relevant to the National Broadcast Commission by enabling the Commission to know the way their enforcement drives are viewed by broadcasters in various broadcast stations. The implication is that the study will serve as a feedback mechanism to the Commission on their enforcement drives.

The study will be relevant to broadcasters particularly those in Enugu State of Nigeria, because it will help to convey their impressions to the National Broadcasting Commission (NBC) on the enforcement activities of the Commission.

The study will also be relevant to future researchers who intend to explore this area of knowledge. This is because it shall provide updated empirical evidence which shall constitute a valuable reference resource for further studies in this area of research.

The study will also be relevant to institutions of higher learning (such as universities, polytechnics and research centres / institutes) in the teaching and learning of media regulations and control.

1.5 Scope of the Study/Delimitation

Thematically, the study focused on the perception of the National Broadcasting Commission's enforcement of the broadcasting codes. Geographically, the study focused on broadcasters in various broadcast stations in Enugu State of Nigeria. Broadcasters working in registered broadcast stations in the State were covered.

2. Literature Review

Broadcasting is said to be a powerful means of communication in the world. Being aware of this, governments all over the world, have over the years, sought ways in which they could regulate what information is transmitted through the airwaves. Most of the time, restricting what information goes on air is a means of protecting citizens – especially minors from harmful content. This is because various studies on the effects of mass media have shown that children often imitate behavior that is portrayed on television (Hanes 2000; cited in Githige, Sakwa, and Kihoro, 2014).

Historically, the legal justification for the regulation of television has relied on the fact that television uses a scarce, public resource: spectrum. The spectrum which broadcasters use is allocated to each country by an agency of the United Nations, the International Telecommunications Union (ITU), and the individual countries then divide that spectrum into separate channels and assign it to the broadcasters. There is only so much spectrum available for each country and therefore it is a scarce resource and potentially quite valuable. For example, in the UK, all television spectrum already has been allocated and the regulator, OFCOM, is introducing spectrum pricing which will mean that every broadcaster will have to pay for the

spectrum they use, based on commercial market value. It is very unusual for a country to have no method of controlling the use of television spectrum: even war-torn countries like Iraq and Afghanistan licence their broadcast spectrum and they have regulators in place to do the licensing (Salomon, 2008).

Broadcasting model covers two main types of system. One is the public service variant, the other consists of privately owned and financed systems. The distinction is not always absolute, since some commercial broadcasters may also have public service duties as a licensing condition. Public service broadcasting is expected to serve the needs of significant social institutions (for instance, in relation to politics, education, the justice system). It is also directly or indirectly expected to serve or to respect the main party political groups. In some countries, the political interest is served by imposing political neutrality (as in Britain) or 'fairness' (as in the United States), while in others political party influence is more or less openly and proportionately allowed (as in Italy, France and Germany) (Greene, 2017).

Commercial broadcasting systems, in contrast, are free to choose their own objectives, in the sense of whichever consumer audience or advertising market they want to serve. They are primarily accountable to owners, investors and clients. Regulation in this case is essentially restrictive and proscriptive and is designed to establish the ground rules and set limits within which the systems operate. These ground rules mainly concern the following matters: permitted amount and content of advertising; control of other means of finance (e.g. sponsorship); content potentially harmful to the young or causing offence to some value or group (e.g. in matters of racism, or religious blasphemy); procedures for complaints and rights of reply (Ibrahim, 2021).

The watershed period was initiated in the Kenya Communications Amendment Act (2008) section 46 (I) where the Communications Commission of Kenya (CCK) was mandated to set a watershed period. It was defined in the Kenya Communications (Broadcasting) Regulations as the time between 5am and 10pm during which a licensee shall ensure that program content which contains adult scenes and/or that are of the language intended for adult audiences are not aired during the watershed period. Hence, all programmes broadcast during this period ought to be suitable for family audiences and the transition from family oriented to a more adult programming after the watershed period should be gradual. KFCB

classifies all programs aired by broadcasters into various categories namely; GE (General Exhibition): Also referred to as 'U' meaning universal, this classification/rating means the program contains nothing inappropriate for viewers of all ages. PG (Parental Guidance): Also referred to as '10'; this classification/rating means the program may contain scenes unsuitable for children under the age of ten (10) years (Githige, Sakwa, Kihoro, 2014).

Malaysia's broadcast media is often deemed as strictly politically controlled and that the law in Malaysia allows monopoly of media ownership. In 2011, the Malaysian Prime Minister announced some major changes and reformation of law to allow greater media freedom. The government portrayed that they are trying to move the media industry towards self-regulation. In terms of media regulation that is established in Malaysia at this point in time, the broadcasting industry abides by the Film Censorship Act 2000 and the Malaysia Communication and Multimedia Act (1998). The industry has also drawn up a Content Code which is indicative of the industry's effort towards self-regulation (Netto, 2002; Ramanathan, 2008; Weiss, 2012; cited in Kea, Niew, Korff, and Helbardt, 2015).

With the fast paced development going on and reformation, some questions needed to be answered within the studies of Malaysia's media regulation. How exactly do the media regulators regulate the broadcasting industry? What is the dynamics of the relationship between the regulators and the broadcast industry? How do the regulators perceive the future of media regulation and self-regulation in Malaysia? In fact, the laws in Malaysia were designed in such a way that all Free-to-Air (FTA) television stations will be under the Ministry of Home Affairs while satellite television such as Astro will be under the regulation of Malaysia Communications and Multimedia Commission, which sparked some debates on the different regulation between FTA channels and satellite channels (Kea, Niew, Korff, and Helbardt, 2015).

In Britain, after series of radical changes in the policies, the Independent Television Commission, ITC, was established under a Broadcasting Act of 1990 to enhance free programming as it replaced the old Independent Broadcasting Authority. The act charged ITC to ensure that television services are of high quality and offer a wide range of programmes calculated to appeal to variety of tastes and interest. Then, the ITC was given the "power to scrutinize

applicants' programme plans and only those judged to be of sufficient quality would be allowed to proceed to the licence bidding stage. The continued emphasis on quality and diversity should be seen as evidence of a regulatory body determined to pursue public interest objectives. In USA, the broadcasting regulation is rooted in the First Amendment of the American Constitution "that congress shall make no law... abridging the freedom of speech or of the press". The regulation in the US is handled by the Federal Communications Commission, FCC, which is charged with the implementations of Fairness Doctrine. FCC gave licences but did not make specific provisions. (Ihechue and Okugo, 2013; Pember, 2004; Harvey 1999).

In most countries of the world, the broadcast industry is regulated to conform with national objectives or of the government in power. In Japan, the public and privately owned broadcast stations exist side by side with some government supervision. In the communist countries like Russia and Cuba, the media are entirely owned, controlled and run by the state, while the United Kingdom (UK) has the Radio Commission Agency (RCA) and the Broadcast Standards Commission (BSA) which regulate radio and television, issue Licences and maintain overall standards for the broadcast industry, under a minimal supervision from government (Ezeigbo, 2004).

Broadcast media policy in Nigeria has been a sensitive, undecided and unconcluded issue, not only because of the diversity of the Nigerian society but also because of the failure of majority of Nigerians and their leaders to visualize the role of their mass media in the development of Nigeria. The inconsistency in formulating mass media policies in Nigeria is also revealed in the difference between the colonial African press which was a tool for winning African independence and the post-independence press that was directed toward construction and national development. Mass media policies in Nigeria were not federally directed but mainly in the hands of state governments until July 1975 when General Yakubu Gowon's administration was toppled. In 1975, the federal government took over the ownership of Nigeria's broadcast media. The broadcast media were taken over so as to prevent proliferation of the networks at the expense of the taxpayer's money, and to effectively participate in the Country's mass media to supplement its giant programmes in educating the masses (Udomisor, 2013).

All along, the ownership, control and operation of broadcasting in Nigeria were preserved exclusively for the various governments – Federal, Regional, and State. In 1992, the Deregulation of Broadcasting Decree No.38 was promulgated by the administration of General Ibrahim Babangida. The expression of that presidential *ipse dixit* which established the National Broadcasting Commission, NBC, also created a new pattern of ownership and control as well as injected competition in the broadcast industry. As a result of the revolution in the Nigeria broadcast industry, the number of broadcasting stations in Nigeria has, at the last count, risen to 394, from less than 30 before deregulation (National Broadcasting Code, 2009; Media Rights Agenda, 2001; cited in Ihechu and Okugo, 2013).

Similar to the point noted above and as a matter of policy which involved regulation, the government promulgated a decree in 1992 which established a regulatory body, the National Broadcasting Commission (NBC), and opened the door to private participation in the ownership and operation of broadcasting stations. In 1992, a new vista was opened in the annals of Nigerian broadcasting history. The Federal government under then Commander in Chief, General Ibrahim Babangida deregulated the broadcast industry by granting license to private individuals and organizations to set up radio and television broadcasting stations. The National Broadcasting Commission (NBC) was founded to monitor and regulate broadcasting on a national basis. One goal of the organization is to open up the industry to the marketplace paradigm. Both foreign and domestic participation was sought. A total of nine mandates are itemized in the charter of the NBC. Additionally, the agency has the role of arbitrator between the industry and other areas of the government. Education is also a component of the organization's work. It is charged with ensuring the development of trained personnel through accredited curricula and programs that offer courses in mass communication and broadcasting. And the final mandate is to guarantee the liberty and protection of the broadcasting industry under the constitution (Udomisor, 2013).

Regulation in Nigeria is fashioned to uphold what the lawmakers intended – supposed protection of the interest of the nation. For emphasis, the constitution of the Federal Republic of Nigeria, (1999, p.22-23) provides for the Right to freedom of expression and the press. Section 39-(1) provides: "Every person shall be entitled to freedom of expression, including freedom

to hold opinion and to receive and impart ideas and information without interference." It goes further in subsection two, to give conditions for ownership of broadcast outfits which include a required authorization by the government or its agency. Further, subsection three states: "Nothing in this section shall invalidate any law that is reasonably justifiable in a democratic society" The provisions are explicit. First, the freedom of expression is granted in subsection one, then subsection two gives the conditions for exhibiting the freedom and finally, subsection three politely withdraws the freedom. The implication is that, the government and its agencies (in this case, NBC) will grant licences for broadcasting stations to anybody that satisfies their bidding. It also shows that acquiring the licences does not give the stations the right to air their opinions or what they think will be in the interest of the society. Rather, the provision is fashioned in such a way that the bidding of the ruling class would always be observed by the stations. That is the reason behind the provisions of subsection three. After all, who determines the reasonability and justifiability of other legal permutations? (Ihechu and Okugo, 2013).

As earlier indicated, broadcasting in Nigeria is currently regulated by the National Broadcasting Commission (NBC), with the responsibilities of: receiving, processing, and considering applications for the ownership of radio and television stations including cable TV services, direct satellite broadcast, etc; regulating and controlling the broadcasting industry; receiving, considering and investigating complaints from individuals and bodies regarding content of a broadcast or conduct of a station; upholding the principles of equity and fairness in broadcasting; establishing and disseminating a national broadcasting code and setting standards with regards to contents and quality of broadcasting; regulating ethical standard and technical excellence; promoting Nigerian indigenous cultures, moral and community life through broadcasting; determining and applying sanctions, including revocation of licences of defaulting stations; ensuring quality manpower development in the broadcasting industry by accrediting curricula and programmes for all tertiary institutions that offer Mass Communication in relation to broadcasting; and intervening and arbitrating in conflicts in the broadcasting industry (Chukwuma, 2022).

3. Review of Related Empirical Studies

Kane (2021) did a study on the assessment of broadcast media regulations in Canada. The study was a simple survey of selected broadcasters. The semi structured questionnaire was used for data collected. Finding

indicated that the broadcasters perceived the regulation of broadcasting to have followed acceptable standard for broadcasting regulations. Another study by Gyang (2023) focused on how broadcast journalists perceived broadcasting regulation in Ghana. The survey research method was used and the questionnaire was the data collection instrument. The study revealed that broadcasters perceived the enforcements of cultural and sports broadcasting to be low.

A study was done by Entman (2020) on the opinions of broadcasting staff regarding regulatory actions on broadcasting in Malawi. The study investigated the opinions of broadcasters on how broadcasting regulations are implemented in the country. The interview method was used to study selected broadcasters. The study revealed poor extent of implementation of the laws for cultural broadcasting. Adebola (2022) did a study on the perception of the extent of enforcement of political broadcasting laws in Nigeria. The survey research method was adopted for the study and questionnaire was administered on the respondents. It was revealed that the broadcasters perceived the enforcement of such laws by the regulatory body to be high.

Ibrahim (2021) did a study on the regulation of broadcasting in Uganda. The study was on how broadcast professionals view the enforcement of various provisions of the broadcasting laws of the country. The focus group discussion was used to assemble journalists from both radio and television stations as well as both private and government broadcast stations in the country. The study showed that the respondents perceived the enforcements on political, commercial and religious broadcasting to be high. A study by Issa (2023) on the assessment of broadcasting regulations in Kenya revealed that the broadcast professionals who participated in the study stated that the regulatory commission has performed poorly in enforcing the laws on sports broadcasting in the country.

Table 1. Respondents’ perception on the extent of NBC’s enforcement of religious broadcasting code

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High extent	74	77.1	77.1	77.1
	Moderate extent	16	16.7	16.7	93.8
	Low extent	2	2.1	2.1	95.8
	Not sure	4	4.2	4.2	100.0
	Total	96	100.0	100.0	

Table 1 above shows how the respondents view NBC’s enforcement of the religious broadcasting code. The data as presented reveal that 74 respondents representing 77.1% indicated that the Commission has highly enforced the code, 16 respondents

4. Theoretical Framework

The study was anchored on the Action Perception Theory. This theory was propounded in 1973 by Paul Alves. The theory states that the actions taken by an individual, group or organization is capable of making the public to form their perception on such action. This implies that there is the possibility of people to form a perception on actions by a person or a group of people. Such perception might be positive or negative to the actor. The perception stands as the public’s assessment of the action.

This theory is related to this study because the study focuses on ascertaining the perception broadcasters on the enforcement actions so far taken by the National Broadcasting Commission of Nigeria on broadcast media compliance with the National Broadcasting Code of the country. The study sought to know what kind of perception has been formed by the broadcasters on the enforcement actions of the Commission. This significantly relates to the tenets of the theory used for this study.

5. Methodology

The study adopted the survey research method. Broadcasters in the Nigerian Television Authority (NTA), Enugu; Coal City FM, Enugu; Enugu State Broadcasting Service – ETV and Sunrise FM; Dream FM, Enugu and Solid FM, Enugu. A total of 104 broadcasters were purposively selected for the study on the basis on the clearly and updated knowledge of NBC’s enforcement actions and their willingness to participate in the study. The questionnaire was used to collect data for the study.

5.1 Presentation of Data and Analysis

The collected data were analyzed using frequency counts and percentages, and presented in tables as can be seen below. After the distribution of the 104 copies of questionnaire, 8 copies were not returned while 96 copies were properly filled and retrieved. The returned 96 copies were analyzed and presented and used for the study.

representing 16.7% indicated moderate extent, 2 respondents representing 2.1% indicated low extent while 4 respondents constituting 4.2% said they were not sure of the extent of enforcement.

Table 2. Respondents’ perception on the extent of NBC’s enforcement of cultural broadcasting code

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High extent	9	9.4	9.4	9.4
	Moderate extent	3	3.1	3.1	12.5
	Low extent	81	84.4	84.4	96.9
	Not sure	3	3.1	3.1	100.0
	Total	96	100.0	100.0	

Table 2 above shows how the respondents view the extent to which NBC has enforced the cultural broadcasting code. It shows that 9 respondents representing 9.4% indicated that the Commission has highly enforced the code, 3 respondents representing

3.1% indicated moderate extent, 81 respondents representing 84.4% indicated low extent while 3 respondents representing 3.1% said they were not sure of the extent of enforcement.

Table 3. Respondents’ perception on the extent of NBC’s enforcement of commercial broadcasting code

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High extent	69	71.9	71.9	71.9
	Moderate extent	14	14.6	14.6	86.5
	Low extent	11	11.5	11.5	97.9
	Not sure	2	2.1	2.1	100.0
	Total	96	100.0	100.0	

The data presented in table 3 above show respondents’ perception on the extent to which NBC has enforced the commercial broadcasting code. It shows that 69 respondents representing 71.9% indicated that the Commission has highly enforced the code, 14

respondents representing 14.6% indicated moderate extent, 11 respondents representing 11.5% indicated low extent while 2 respondents representing 2.1% said they were not sure of the extent of enforcement.

Table 4. Respondents’ perception on the extent of NBC’s enforcement of political broadcasting code

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High extent	87	90.6	90.6	90.6
	Moderate extent	5	5.2	5.2	95.8
	Low extent	2	2.1	2.1	97.9
	Not sure	2	2.1	2.1	100.0
	Total	96	100.0	100.0	

Table 5. Respondents’ perception on the extent of NBC’s enforcement of sports broadcasting code

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High extent	8	8.3	8.3	8.3
	Moderate extent	5	5.2	5.2	13.5
	Low extent	77	80.2	80.2	93.8
	Not sure	6	6.3	6.3	100.0
	Total	96	100.0	100.0	

Table 5 above shows how the respondents view the extent to which NBC has enforced the sports broadcasting code. It shows that 8 respondents representing 8.3% indicated that the Commission has highly enforced the code, 5 respondents representing 5.2% indicated moderate extent, 77 respondents representing 80.2% indicated low extent while 6 respondents representing 6.3% said they were not sure of the extent of enforcement.

line with similar studies that were reviewed under literature review.

6. Discussion of Findings

The key findings of the study were discussed in

6.1 Research Question One: What is the Perception of Enugu State Broadcasters on the Extent of NBC’s Enforcement of Religious Broadcasting Code?

This research question aimed to ascertain how the respondents perceive the extent to which NBC has so far enforced religious broadcasting code. Table 1 above shows how the respondents view the extent to which NBC has enforced the religious broadcasting

code. The data as presented reveal that majority of the respondents (74 respondents representing 77.1%) indicated that the Commission has highly enforced the code. In line with this finding, Ibrahim (2021) did a study on the regulation of broadcasting in Uganda and found that the respondents perceived the enforcements on religious broadcasting to be high.

6.2 Research Question Two: How do Enugu State Broadcasters Perceive the NBC on the Extent of its Enforcement of Cultural Broadcasting Code?

The intention of this research question was to find out how the respondents perceive NBC with regards to the Commission's enforcement of the cultural broadcasting code. The data in table 2 above were used to address this research question. Based on the data in the table, majority of the respondents (81 respondents representing 84.4%) indicated low extent. This implies that majority of the respondents perceive the Commission to have performed low in the enforcement of the cultural broadcasting code. A study by Gyang (2023) which focused on how broadcast journalists perceived broadcasting regulation in Ghana revealed that broadcasters perceived the enforcements of cultural broadcasting to be low. Another study conducted by Entman (2020) on the opinions of broadcasting staff regarding regulatory actions on broadcasting in Malawi revealed poor extent of implementation of the laws on cultural broadcasting.

6.3 Research Question Three: What is the Perception of Enugu State Broadcasters on the Extent of NBC's Enforcement of Commercial Broadcasting Code?

Broadcasting of commercials is a sensitive activity of broadcasting and as such needs to be well regulated to avoid abuse by the broadcast stations. This informed why provision was made in the broadcasting codes of the NBC to ensure broadcast stations are well guided in their broadcasting of commercials. To this end, this research questioned aimed to ascertain the perception of respondents on the extent to which the commercial broadcasting code has been enforced by the NBC. The data presented in table were used in this regard. According to the data, majority of the respondents (87 respondents representing 90.6%) indicated that the Commission has highly enforced the code. The implication is that majority of the respondents believe that the NBC has significantly enforced the commercial broadcasting code. Ibrahim (2021) did a study on the regulation of broadcasting in Uganda and

found that the respondents perceived the enforcements on commercial broadcasting to be high.

6.4 Research Question Four: What is the Perception of Enugu State Broadcasters on the Extent of NBC's Enforcement of Political Broadcasting Code?

Another aspect of concern in the regulation of broadcasting is the regulation of political broadcasting. This is because Nigeria is a democratic nation and political activities take place almost on daily basis which also involves the broadcast stations conveying various political messages to the audience. So it was important to ascertain respondents' perception on the extent to which the NBC has enforced political broadcasting code. The data presented in table 4 was used to address this research question. According to the table, 87 respondents representing 90.6% indicated that the Commission has highly enforced the code. This means that majority of the respondents believe that the Commission has adequately enforced the political broadcasting code. Similarly, Adebola (2022) did a study on the perception of the extent of enforcement of political broadcasting laws in Nigeria. It was revealed that the broadcasters perceived the enforcement of such laws by the regulatory body to be high. Ibrahim (2021) also did a study on the regulation of broadcasting in Uganda and found that the respondents perceived the enforcements on political broadcasting to be high.

6.5 Research Question Five: What is the Perception of Enugu State Broadcasters on the Extent of NBC's Enforcement of Sports Broadcasting Code?

The focus of the fifth research question was on the enforcement of sports broadcasting code. This was based on the fact that sports broadcast is very fundamental in the overall broadcasting operations. To address this research question, data presented in table 5 above were used. The data reveal that 77 respondents representing 80.2% indicated low extent which means that majority of the respondent perceive NBC to have performed low in the enforcement of sports broadcasting. A study by Issa (2023) on the assessment of broadcasting regulations in Kenya revealed that the regulatory commission has performed poorly in enforcing the laws on sports broadcasting in the country. Another study by Gyang (2023) which focused on how broadcast journalists perceived broadcasting regulation in Ghana, revealed that broadcasters perceived the enforcement of sports broadcasting to be low.

6.6 Summary of Findings

On the basis of the analysis and discussion above, it is obvious that majority of the respondents perceive the performance NBC on the enforcement of broadcasting codes as summarized below;

1. The Commission has highly enforced the religious broadcasting code.
2. NBC has performed low in the enforcement of the cultural broadcasting code.
3. NBC has significantly enforced the commercial broadcasting code.
4. The Commission has adequately enforced the political broadcasting code.
5. NBC has performed low in the enforcement of sports broadcasting.

7. Conclusion

Based on the findings of the study, it is fundamental to assert that though the National Broadcasting Commission has taken commendable steps in enforcing the various key aspects of the national broadcasting code, broadcasters in Enugu State believe that the commission has not done enough in enforcing broadcasting codes such as cultural broadcasting codes as well as sports broadcasting code. These are very critical aspects of the national broadcasting codes which the broadcasters believe are lacking the required attention in terms of enforcement by the Commission.

Recommendations

In line with the findings of the study, the following recommendations are advanced;

1. The Commission should improve its enforcement engagements on cultural broadcasting.
2. The Commission should also give adequate attention to the enforcement of the sports broadcasting code.
3. Further research should be conducted on staff of the Commission to ascertain their perception so as to have balanced view on the enforcement of the national broadcasting codes.

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