**CHAPTER ONE**

**INTRODUCTION**

Broadcasting is the distribution of audio or video content to a dispersed audience via any electronic mass communication medium. Broadcasting began with AM radio which came into popular use around 1920 with the spread of vacuum tube radio transmitters and receivers. It is generally recognized the first radio transmission was made from a general state of setup by Guglielmo Marconi in 1895 on the lisle of Wight.

Broadcasting according to Robert White (1999:485) was introduced as a form of military communication in the 1920s, the apogee of nationalism and government propaganda. Broadcasting in Nigeria started with the Iwe Iroyin Funawon Egba at Yoruba in 1859 It was the first newspaper printed in Nigeria. The radio broadcasting started in Nigeria in the year 1933. While the very first radio distribution was installed in Lagos. In 1935, the system was changed to the radio diffusion system which later served in the Second World War. The ebony broadcasting cooperation (EBBC) was established in 1997 by the first military administration of ebony state by navy commander Walter Feghabor (RTD).

According to Aiyetan (2002) Galadinma (2003:260) “public office holders believe they can do anything and get away with it as long as they can control media, or get a good journalist to do the dirty job of lying with facts. When a person does something outlandish, the media sing his praises instead of condemning him and concentrating on more important national or state issues. Ternakur (2003:236) describes the Nigerian mass media as ‘’government said’’. The government reflects the will and interest of the class that controls the existing mode of production power bloc and the political machinery in their media outfit. Neither do the government or the media workers ever agree the media is been misused. Every journalist disassociates their selves from the term propaganda the problem every media face is the separation of news from propaganda. According to the Merriam Webster dictionary the word propaganda is the disapproval of ideas or statements that are often false or exaggerated and that are spread in order to help cause a political leader or government. Propaganda can also be described as ideas, facts, or allegation spread deliberately to further ones cause or to damage an opposing cause. According to Junhao Hong (1997:223) the Chinese government makes use of the broadcast media to conduct propaganda campaigns. One may tend to ask if propaganda is really bad. Ebeze (2003:219) stated that propaganda is not composed of lies but it operates with many different kinds of truth, half-truth, limited truth and truth out of the context. The author citied Braque (1999) “modern propaganda introduces new dimension which tends towards education and enlightenment.

**STATEMENT OF PROBLEM**

Some broadcast organizations seem to have lost prominence and their audience. they make little or no positive change in the society.

All over the world especially the third world country with less degree of free press the government have manipulated the mass using broadcasting media. Broadcasting is volatile and its potentials in information dissemination, education, enlightenment, political socialization and socio-cultural orientation. Most people form opinion based on what they learned from the mass media.

Schramm (1971) quoted by Ebeze (200:221) observed that “forming an opinion becomes more difficult when a person does not have access to adequate information ……this information will help the individual to form a better opinion. When the masses are misinformed or uninformed due to excessive censorship or punitive control measures of state owned media by the government, the public might react and take laws into their hands an instance is the incidence which occurred in Anambra, Abia State and Imo where the aggrieved media audiences resorted to jungle justice by invading and attacking each board casting station for unprofessional report of election news. The three mentioned broadcast stations are not alone in unprofessional broadcasting .since ebony state broadcasting cooperation (EBBC) been one of the state government owned broadcasting media stations it could be involved in state government propaganda .therefore the problem of this study the broadcast media as a propaganda in state governance can cause opinion formation, information need, education and political socialization of those who expose themselves to broadcast media. The tendency of disinformation and propaganda which Lass well (1937) defined propaganda as techniques of influencing human action by the manipulation of representation are prone to exist in a society where the government misuse the media government must avoid any form of deceit and misleading information. But the government often prefer negative propaganda while seeking support from the masses rather than good public relation practice.

Propaganda machinery in information dissemination has a lot of negative consequences on the media audience especially if it comes from the state government via media so a study of this type cannot be ignored at this time.

**OBJECTIVE OF THE STUDY**

Sycophancy flattery and praise singing have been promoted to higher disturbing levels, more especially in political broadcasting state……state owned broadcast media station have perfected the crude and irritating art of praises for governors and their officials.

Based on these observations, the objective of these study includes

1. To determine whether EBBC is involved in sycophantic formalizations
2. To find out wither its audiences have ever risen to attack its premises and stations for unethical reporting.
3. To determine the pattern of recruitment of journalist in organization.
4. To determine the level of government censorship of the broadcast media output.

To find out how friendly is the station to state ruling political party’s opposition groups

**RESEARCH QUESTION**

A number of questions have been raised and the solutions to such questions will definitely be provided. the belief of the researcher is that the following research question will provide focus and direct his/her attention to major issues in the identified problem, and the questions are as follows:

1. Does the respondent observe EBBC as practicing sycophantic broadcasting?
2. Does the respondent know the method and pattern of staff recruitment in EBBC organization?
3. Is the respondent aware that states government do censor their broadcast media news items?
4. Can the respondent remember anytime EBBC audience rose against its unprofessionalism reportage of state matters?

**SCOPE OF THE STUDY**

These studies are limited to the staff of EBBC Abakiliki, the researcher had several factors which constituted problems in the course of the research such as time, materials, money, (responses and disposition). Due to the short time for the study, the researcher was unable to visit EBBC station constantly as suppose. The researcher also encountered tremendous problems due to lack of materials and complete data base in EBBC.

**SIGNIFICANCE OF THE STUDY**

The benefit of these study is numerous, the broadcast media as a propaganda machinery in state governance demands serious empirical investigation because of its significance. For instance

1. The study result will confirm wither the broadcast media is used as a propaganda machinery in state governance.
2. The study will expose the level of state government involvement in the management and staff recruitment in the stations.
3. The study will expose the level of sycophantic practice in the state broadcast media.
4. The result of the study will serve as materials for further studies in management, government and mass communication

Both the state government and the management of EBBC will find the study useful in many aspects.

**LIMITATION OF THE STUDY**

Limitations of the study refers to shortcomings, difficulties and problems found in the designs and execution of the research project which in the views of researcher could affect the fidelity a generality of findings. In this study which is a part of class work, there are some obvious limitation which include:

1. Combining the research projects with lectures and examination.
2. Problem of accessing information as some of the EBBC staff refused to open up and give response to some probing question.
3. Lack of cooperation by the members of public as some prospective respondents refused to accept the researcher’s questionnaire copies for undisclosed reason.
4. Limited time frame for in-depth investigation.

**DEFINITION OF TERMS**

In order to avoid the reader’s misinterpretation of certain words or term contained in this work, the researcher defined the terms conventional and operationally. Such words and terms are

* **The broadcast media**
* **State government**
* **Propaganda**

**CONCEPTUAL DEFINITION**

* **The broadcast media**: they are very potent mass media which combine audio vision, motion in transmission of news and programs.
* **State government:** A type of government according to the Nigerian constitution that is described as a second tier of government.
* **Propaganda**: this is an expression of opinion or action by individuals or groups deliberately designed to influence opinion or action of other individual or group with references to predetermine ends.

**OPERATIONAL DEFINITIONS**

* **Broadcast media**: broadcast media of the ebony state broadcasting of Nigeria which comprises of ebony state broadcasting service {radio station and television station} i.e. EBBC FM radio and EBBC UHF television.
* **State government**: this is the government of ebony state of Nigeria, either its capital in Abakiliki
* **Propaganda**: it is any process in which the government of ebony state, military or civilian uses to manipulate information and news via its broadcast media to the audience.