**CHALLENGES OF NEWSPAPER CIRCULATION IN NIGERIA**

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**Abstract**

Newspaper circulation is gradually on the decline with newspapers organization now sold less copies. The problems are not far fetched as majority of Nigerian readers are poor in reading and finance thereby finding it difficult to buy a copy of newspaper at the rate of 150-200 naira daily. They resort to looking for a newspaper stand to read freely or pay just a token amount of 20 to 50 naira to read as many newspapers as possible. Other contributing factor is the fact that people can now read news on a daily basis online. The study, therefore, examined the challenges of circulation in newspaper production in Nigeria with a study of Nigerian Tribune Newspaper. The study employed survey research method to elicit data from the respondents and one hundred and twenty respondents (120) were drawn through non-probability sampling method. Findings show that majority of the respondents attributed high level of illiterates and cost of newspapers as major reasons for poor newspaper circulation while many submitted that the price of newspapers is the reason for poor purchase among readers. It is recommended that government should increase the salary of workers so that majority of them can afford buying at least a copy of a newspaper every day. Job should be provided for the millions of unemployed to improve the standard of living of Nigeria youths.

**CHAPTER ONE**

**INTRODUCTION**

* 1. **BACKGROUND OF THE STUDY**

Newspapers, which constitute the vocal and vibrant press, have consistently championed the fight against colonialism, and been crusading for democracy, human rights and good governance in Nigeria, the Newspaper industry has been regarded as one of the biggest industry as it has been growing from strength to strength over the years. Despite the constant assaults by successive despotic regimes, it has been able to survive and currently it serves as an employer of a myriad of workers. Interestingly, the Draconian laws promulgated to stifle the development of the Newspaper industry have only left it stronger.

The Origin of Newspaper publishing in Nigeria dates to 1859, when one of the early European Missionaries, Rev Henry Townsend established a printing press on which Africa’s first and oldest vernacular newspaper IWE IROHIN was printed. The early Nigerian Newspapers then did not have the impersonal character of their modern successors nor did they experience the competition of other vehicles of mass communication and public Opinion. Owned and edited in the illiberal situation of the crown colony system mostly by persons of stature in society, the newspapers exercised a degree of influence which bore no relationship to their low standards of presentation and modest circulation. What they published whether written by themselves or contributed by other people, invariably represented their own policies and viewpoints which attracted attention.

With the amalgamation of Northern and Southern Protectorates in 1914 and the increase in nationalist tempo, there was an increase in the number and variety of newspapers. In contrast to sixteen papers published between 1880 and 1914, sixty-four were published between 1914 and 1945. The amalgamation led to an increase in the market and circulation of newspapers and new opportunities owing, for instance, to better communication. However, the most important factor that stimulated the growth and changes in the newspaper industry was the advent of electoral politics. The industry expanded with the constitutional changes which gradually devolved power to the indigenous educated elite. The changes were not limited to ownership and control but included pattern of media partisanship. The close parallel between newspapers and political parties began during the period starting with the legislative council election under the 1922 Clifford Constitution. All the leading newspaper owners and journalists were also leaders of the main political parties, the Nigerian National Democratic Party (N.N.D.P.) and the Nigerian Youth Movement (N.Y.M.) The newspapers aligned themselves to each of these parties during the campaign. According to Fred Omu, from the 1920s, the newspapers “shifted their focus from that of political group supporters to organs of the political parties.” (Omu: 1978, p.232)

The newspaper became a major instrument not only of political party publicity but of recruitment and a vehicle for attaining political power. To a good number of the pre-independent political parties, having a newspaper as an ally was an organisational imperative. Writing of the Nnamdi Azikwe led National Council for Nigeria and Cameroons (N.C.N.C.), James Coleman provided this instructive observation.

The importance attached to the party newspaper was so enormous that Coleman believed that party organisations were built “around the press, rather than around organised members.” (ibid) Further, the newspaper industry benefited from the growth in private commercial printing establishments. It was now possible for newspaper owners to publish without owning a printing press.

The most important changes in the structure of ownership came with the dominance of Nigerians in the industry. More importantly, the small scale owner-editor operations of the pre-war years gave way to corporate ownership. The focus and horizon of the papers, if not the interests represented was now broadened, going beyond Lagos.

In spite of its efforts to reach out to a large population in Society, there has been inadequate funding as a result of:low copy sales, illiteracy level, which affects the level of readership in the country, the low per-capita income of the generality of citizens. This has led to the poor remuneration of staff, inadequate maintenance of equipment, lack of quality production of Newspaper due to obsolete machines which have not yet been replaced and a lot more.

**1.2 STATEMENT OF PROBLEM**

In an environment characterized with corruption, ineptitude, abject lack of most basic infrastructure particularly power and good roads, difficulty in sourcing raw materials such as newsprints poor readership profile and breakneck competition, one wonders how newspapers cope. In essence the problem necessitating this research is to find out how Nigerian Newspaper graspable with these myriad of challenges encounter problems while performing their information dissemination function. Such problems, which affect Newspaper publishing in Nigeria, include: Mismanagement of the Newspaper house and fund, lack of professionalism, inadequate finance, poor conditions of service, high cost of newsprint and other printing materials, illiteracy, poor reading culture, Jack of skilled technical facilities like the press and communication network facilities.

The afore-mentioned constitute a great deal of problem, because they heavily impact on the overall business environment, affecting the quality of news coverage and reporting in the newspaper industry. The aim of this research is to evaluate the challenges of newspaper circulation in Nigeria.

**1.3 OBJECTIVES OF STUDY**

The main aim of this study is to examine the challenges of newspaper circulation in Nigeria. Specifically, this study seeks to:

1. To identify the challenges inherent in the Newspaper industry
2. To discover to what extent such identified challenges affect newspaper circulation
3. To highlight the efforts being made to tackle such circulationand the prospects of the Newspaper industry in Nigeria

**1.4 RESEARCH QUESTIONS**

The following research questions will be answered in this study:

1. What are the challenges inherent in the Newspaper industry?
2. To what extent has identified challenges affect newspaper circulation?
3. What are the prospects of the Newspaper industry in Nigeria?

**1.5 SIGNIFICANCE OF STUDY**

This study will be beneficial to:

(i) The Proprietors Of Newspaper Houses:

Who would see the study as a guide on how to and how not to run a newspaper.

(ii) Newsmen Or Newspaper Staff:

It will assist the workers to improve their professional activities.

(iii) Students Of Journalism:

It will acquaint them with the challenges which they are about to face, so as to get them prepared and fully equipped regarding what they should expect when they get into their professional terrain.

(iv) Newspaper Readers And The Nigerian Society:

If the Newspaper industry would be able to tackle some problems within the publishing houses, their readers’ expectation in terms of Newspaper quality and reportage, would be met. In these impediments are out of the way, the Newspaper house would be able to disseminate accurate reports and Christian Voice the cause of the citizenry, which would be of great benefit to society.

(v) Advertisers:

Advertisers will also benefit from the study as wide circulation, which is a function of good management, will entail a high reach.

**1.6 SCOPE OF THE STUDY**

The scope of this study resides in the topic of the research itself. The research scope will be limited to the impact and challenges of circulation in newspaper production in Nigeria using Nigerian Tribune newspaper as a case study. The demographic factor of Nigerian Tribune Newspaper were studied before administration of research instrument.

**1.7 LIMITATIONS OF THE STUDY**

Challenges that may threaten this study are as follows;

1. Fund to be able to appraise online materials
2. Financial constraints in terms of typing the work
3. Collection and retrieval of documents from records, libraries and even those from documentation.
4. Time constraints due to other academic pressure.

**1.8 OPERATIONAL DEFINITION OF TERMS**

**Challenges:** It refers to the problems associated with the newspaper circulation in Nigeria particularly on the Nigerian Tribune newspaper.

Newspaper Circulation: It refers to the distribution of Nigerian tribune newspaper to the readers across Nigeria.

**Newspaper:** It is a periodic publication, which carries news, advert e. t. c and are circulated usually daily.

**Free Readers:** These are the people reading newspapers usually at various newsstands.

**CHAPTER TWO**

**REVIEW OF LITERATURE**

**2.0 INTRODUCTION**

Our focus in this chapter is to critically examine relevant literature that would assist in explaining the research problem and furthermore recognize the efforts of scholars who had previously contributed immensely to similar research. The chapter intends to deepen the understanding of the study and close the perceived gaps.

Precisely, the chapter will be considered in three sub-headings:

* Conceptual Framework
* Theoretical Framework
* Empirical Framework

**2.1 CONCEPTUAL FRAMEWORK**

**Concept of Mass Media**

The term "mass media" refers to any method of disseminating information from a single source to a large, dispersed, and diverse audience. They also refer to the vehicles that deliver messages, information, ideas, knowledge, and culture to a broad group of people. According to Nwosu (1996), referenced in Danladi (2013), mass media are a technical communication notion that refers to the equipment used by anybody participating in a mass mediated communication scenario to move messages over time and distance. Palm and Marimbe (2018) defined mass media as any medium used to deliver large amounts of information. He categorizes what are known as mass media forms, which include the eight businesses of mass media: books, newspapers, magazines, recordings, radio, movies, television, and the internet.

**The Print Media**

The print medium is the most ancient form of mass communication. It has a long history of serving the literate society. However, their growth was sluggish at first, but as the desire for knowledge and information grew, they changed swiftly and prospered. The newspaper and magazine business grew rapidly in the twentieth century, and to meet the difficulties provided by modern electronic communication, newspapers employed cutting-edge technologies such as computerization to speed up production and enhance quality. Newspapers, magazines, posters, pamphlets, books, and everything else you read are examples of print media, according to Ihejirika (2014). Portraying the advantages of print media, he claims that articles in print media are permanent and may be saved and read again and again. This implies that if you read it today and don't understand it, you may go back and read it again until you do. Print media objects may be retained for as long as feasible, according to Patricia et al. (2015), as long as they are kept properly away from water, fire, and other hazards. Print media features include permanence, detail, literate medium, completeness, and geographic bounding, among others.

Coversely, the newspaper business as a whole has made very little money and gradually fading away in the presence of digitization. According to newspaper deathwatch.com, a number of newspapers have folded in the recent decade, particularly in first and third world nations, indicating the threat that print media faces internationally, which is mostly due to the technological transition known as New Media. Supporting this point, Margaret Njuguna, who resides in Nairobi, says she no longer needs a newspaper to keep up with current events after purchasing a smartphone, according to a story published by Capital Business in 2016.

**Concept Of Newspaper**

Many people in the field of communication studies have attempted to define the term "newspaper." ‘The term “Newspaper” refers to a printed periodical (typically published daily or weekly) made up of folded unstapled sheets including news, articles, advertising, and correspondence. (Ashong & Henry2017) refers to newspapers as a publication that contains written information on current events and is often typed in black ink on a white or gray backdrop. Newspapers can cover a wide range of topics, including politics, business, sports, and art, and they frequently include materials such as opinion columns, weather forecasts, reviews of local services, obituaries, birth announcements, crossword puzzles, editorial cartoons, comic strips, and advice columns. Opinion articles, weather predictions, evaluations of local services, obituaries, birth announcements, crossword puzzles, editorial cartoons, comic strips, and advice columns (Ashong & Henry2017).

Newspaper is defined as an unbound printed publication that is released at regular intervals and contains information in the form of words, typically complemented with photographs, according to Sanderman et al.,(2010) which is mentioned in Okunna & Omenugha, (2019). Newspaper is defined by Nwabueze,(2019) as a printed unbound paper that provides news on current political, economic, socio-cultural, educational, environmental, scientific-cum-technological, and many other issues. This definition can be found in the same line. Newspapers, according to Okunna and Omenugha (2019), are simply defined as "news-carrying papers" since the events that are reported in newspapers are recent and current, and as a result, they are considered to be news.

The inference is, on the other hand, that a typical newspaper, in contrast to the vast majority of publications that are bounded, is seldom ever bounded. In the same way that the content of every other form of print media is typically permanent, the content of newspapers is typically permanent to the extent that one can enjoy repeated exposure for as long as one is able to preserve a specific edition of a newspaper and that the newspaper covers a wide range of topics, including politics, economics, socials, the environment, science, technology, and various other topics. In addition, the frequency of a newspaper's publishing might be either daily, weekly, or bi-weekly (Okunna & Omenugha, 2019).

**Newspaper And Its Usefulness In Society**

Newspapers are characterized as "written publications carrying news, information, and ads, and are often produced on low-cost paper known as newsprint," according to one definition (Akobundu, 2019). It is a printed publication that is released at regular, close intervals, often daily or weekly, and consists of folded sheets that are not glued together. It frequently contains current news, commentary, feature pieces, advertising, and correspondence. According to Sandman et al., which is mentioned in Okunna (2019), the definition of a newspaper is an unbound, printed publication that is released at regular intervals and delivers information in the form of words, often accompanied by images. Readers get essential and helpful information as well as news from newspapers, regardless of whether the publications focus on a specific or broad interest. When John (2019) says that "in every language, the newspaper is irreplaceable primary source for historians of every field," he gets the whole spirit of the newspaper.

According to Nwabueze, Okonkwo, and Nweke (2018), "Newspapers give good recollections of a country's historical events, and landmarks." This concept is supported by their assertion. They are regular and up-to-date sources of information that are available to students, scholars, administrators, the barely literate, and others like them, who demand newspapers through self-acquisition, exchange, and borrowing from friends, relatives, and libraries. Students, scholars, administrators, and the barely literate, among others, can access newspapers (Onwubiko, 2015). According to Nakinganda (2017), "newspapers are sources of textual evidence helpful to students, academics, journalists, administrators, attorneys, and politicians as well as the greater community." Newspapers are carriers of current information (Okunna, 2019). They are also the oldest and historically the most significant sources of current information. They include considerably more news than is accessible on television or anywhere else (Sandman et al, quoted in Okunna, 2019). They preserve the events of the past, document the goings-on of the present, and keep an eye out for better times ahead (Hynds, 2017). Therefore, newspapers are essential sources of information, and people rely on them for providing them with relevant daily information on all fronts of the news.

**State of Newspaper Readership**

According to recent reports, the newspaper industry is going through one of its most challenging periods in history. This is especially true given that the advent of the Internet brought about the availability of online functionalities and possibilities that were significantly more extensive than what the newspaper was able to provide, such as instant and free news, interactive and multimedia features, and simple accessibility through very simple handheld technologies such as mobile phones and personal computers (Ashong & Henry, 2017).

There is a wealth of information in published works that chronicles the major alterations in news consumption that have occurred in many parts of the globe. There are several examples, such as "Murdoch Predicts a Gloomy Future for the Press." "The Future of Newspapers: Who Killed the Newspaper?" "The Future of Newspapers" (Published in 2016 by The Economist) "Shall We Bid Farewell to Newspapers?" "Newspaper Circulation Continues to Decline Rapidly" (Baker, 2007); "Newspaper Closings Raise Fears about Industry" (Wimmer, 2016); "Newspaper Closings Raise Fears about Industry" (Layefa, 2016).

There are other stories along these lines in Nigeria, such as the one published in Daily Trust titled "Dwindling Sales: A Looming Media Challenge" (Okoro, 2020) The Nigerian Tribune published an article titled "Experts Debate Future of Print Media: Online Media, A Threat" (Ezeokoli, 2019) "Forget Readership Figures, Print Media is Still Very Relevant" (Adefaye, 2010, referenced in Abdulraheem et al. (2020) "The Solution to the declining Newspaper circulation in Nigeria") is an excerpt from Adefaye's article "Forget Circulation Figures, Print Media is Still Very Relevant". "Kaduna newspaper sellers argue that internet publishing is a competitive threat to their business" (Daily Trust, 2019). The deterioration can be seen almost everywhere; the only thing that varies is the degree to which it is being felt.

It is essential to point out that the widespread belief that people no longer read print media is not supported by the evidence shown in numerous studies. For example, Edegoh (2020) maintains that the widespread transition from printed newspapers to online sources of news is not supported by the facts. They say this conclusion cannot be substantiated by the facts. For Edegoh (2020), there has been some migration from offline to online consumption of news, but the change is not as dramatic as some sources claim, nor is the impact on printed newspapers as apocalyptic as the extent of implying the "death" of the printed newspaper. In other words, the printed newspaper will not "die." According to Edegoh (2020), the function of the internet news media is more akin to that of a supplement than a replacement. Even though there are digital versions of newspapers available online, Salman et al. (2017) found that advertisers continue to place their money with Malaysian newspapers. In spite of the widespread concern that internet media is replacing print media, this finding suggests that there is still some amount of newspaper reading throughout the globe. Specifically, this finding suggests that there are still some people who read newspapers.

**Nigerian Resident Exposure to Newspaper**

It is stated that Nigerians do not have high levels of exposure to newspapers. This is especially true for those who work in the country's government service (Abdulraheem, Adisa, and La'aro, 2020). According to Alianga (2016), Nigerians in modern-day Nigeria pay a significant amount of attention to the newspaper. According to him, Nigerians read newspapers mostly when they have an urgent requirement that may be allocated or essential information that is claimed to be accessible in a certain edition. According to Cooper (2019), newspaper reading is at an all-time low due to the dramatic increase in the number of people turning to internet sources for their information. Ashog and Henry (2017) are in agreement that the changing paradigm may be seen in the new realities that are developing in the media industry, particularly in the newspaper industry.

With the advent of internet newspapers, traditional print newspapers look to be losing their dominance as more readers travel online to get their news and information.

According to a story in Daily Trust (2019), newspaper sellers all throughout Nigeria are expressing their dissatisfaction with the declining newspaper consumption among Nigerians, particularly young people attending college. The survey indicates that modern-day public officials have less interest in purchasing and reading newspapers than they did in the past. Newspaper reading is typically low across the board in all regions of the nation, according to the National Population commission of Nigeria, which was reported in Aliagan (2016). The commission also does not state that the majority of Nigerians purchase or have access to newspapers. Adekunmisi, Ajala, and Iyoro (2019) state unequivocally that, although Nigerians have a negative attitude toward newspaper readership because of the proliferation of news sources such as the Internet, radio, and television, etc., Adekunmisi, Ajala, and Iyoro (2019) argue that convention newspapers can still continue to play an important part in the academic community. They propose that in order to increase the number of college students who read newspapers, libraries should make newspapers available to all library users in a cost-free and unrestricted manner. This is done in the hopes of increasing newspaper reading among college students.

**Regularity Of Newspaper Readership Among Nigerians**

According to the research that has been done thus far on the topic of how often Nigerian read newspapers, it has been found that the majority of Nigerians only read newspapers on occasion. Igbeka and Ola (2020), for example, noted that the newspaper area of most workplaces is seldom frequented by staff members. They were of the opinion that employees only visit the newspaper area when they have an urgent project that requires them to read or photocopy a certain portion of the newspaper. This was a contention that they made. According to Aliagan (2016), the regularity of newspaper employees in Nigeria, notwithstanding how terrible it is overall, varies greatly depending on the age of the workers. He goes on to say that staff members over the age of 35 are more likely to access newspapers on a regular basis than staff members under the age of 35. In addition, he is of the opinion that civil servants working in departments dealing with communication, journalism, and languages are more likely to access and read newspapers on a regular basis than other staff members.

In the similar vein, Udie (2019) finds that less than half of Nigerians regularly read newspapers. This percentage is far lower than the global average. According to Biagi (2021), the number of people reading newspapers has been on the fall since the 1970s, which has led to a general decrease in the number of newspapers. This issue is not unique to Nigeria; it is occurring all around the globe. Business Essay (2019) found that over the course of the last several decades, newspaper reading in nations all over the world, including Europe and the United States, has been on the decline. According to the survey, very few young people consume traditional print media such as newspapers. Several studies have shown that male and female public workers have distinct reading habits, and these differences have been judged to be significant. According to the findings of the research, men public workers are more likely than female public servants to read newspapers.

**Print Vs Online Newspapers**

Several studies across the world were conducted to investigate and predict the future of print media, especially newspapers, as the internet penetrates (e.g. Chari, 2009; Cherian & Jacob, 2012; Chyi & Ng (2020); De Waal, Schönbach, & Lauf, 2005; Everett, 2011; Hassan & Azmi, 2018; Hassan, Azmi, & Yahaya, 2018; Ihlström & Lundberg, 2002; Islam & Ahsan, 2020; Mbozi, 2021; Smith, 2005; Speakman, 2011; Thurman, 2014). These studies focus on readership preferences, popularity, reading time, and interactivity of online newspapers. Most of the studies found that the internet has impacted the readership of print newspapers significantly, and hence publishers must embrace new technology to survive. For instance, Findahl (2008) employed a quantitative method to examine the impacts of the internet on traditional media in Sweden and Nordic countries (Finland, Denmark, Iceland, and Norway). The study showed that in some countries, the internet severely affected the use of print media, while in some countries it has merely become a supplement, and the use of traditional media did not change. These findings indicate that the internet affects traditional media in these countries differently.

According to Findahl (2008), the Nordic countries are known to have a very strong tradition of newspaper reading. Despite this strong reading culture, there was a decrease in newspaper reading from 1996 to 2002, and a small decrease from 2005 to 2006. However, the habits of print newspaper reading have changed very little in Sweden since the advent of the internet. In other Nordic countries, there was a decrease in daily newspaper circulation in all countries, most evidently in Norway and Denmark, and smaller in Sweden and Finland. There was strong evidence that the decline in newspaper circulation was related to the proliferation of the internet and new media. In 2002, Ihlström and Lundberg conducted a longitudinal study to describe the newspaper audience’s demographic and reading habits as well as their perceptions of the online version of Swedish local newspapers. The study found that one-third (32.9%) of the readers agreed that print newspapers are easier to read than online versions, while another one-third did not agree and the rest did not perceive any difference. The findings further revealed that subscriptions to online newspapers increased from one-fourth to more than half, while more than 80% of the readers prefer the print edition of the newspaper. However, the findings indicated that the readers are further interested in a multimedia paper edition in the future. This outcome shows that online newspaper was in the rise when the study was conducted.

In 2005, Smith used content analysis to compare the content of print and online newspapers to explore the uniqueness of content and information. Additional or different content could include photos, graphics, multimedia, or interactive components. The study found that although the text of stories was substantially the same in all but a few cases, a larger percentage ran under different headlines in print and online versions. There were differences between online and print stories in terms of headlines. Some unique elements that could not be produced in print were found in online newspapers, such as videos and comment sections. The study showed that about one-third of the stories contained the same elements in both print and online versions.

Moreover, Lucena (2011) examined the perceived causal relationship between the decline in print newspaper circulation and the proliferation of the internet concerning economic downturns between 2000 and 2009 on a global scale. Six countries were selected for analysis, namely: Canada, United States, Netherlands, Japan, Brazil, and India. The findings revealed that in Canada and United States, the consistent increase in internet penetration rates is matched by the consistent decline in newspaper circulation on a more year-by-year focus. Also in the Netherlands, internet penetration spiked both in 2002 and 2005 with no considerable effect on newspaper circulation, even though the overall correspondence between the newspaper circulation and the internet penetration is clear during the period. The inverse relationship observed in other developed countries was also found in Japan, but this relationship was not sharply defined. In Brazil, the internet penetration appears to have an impact on newspaper circulation inversely during the whole period in a year-by-year focus except 2005. Nevertheless, internet penetration in India is so low that a high year-by-year variation may not represent a meaningful increase even with the high population considered.

A study conducted by Graham and Hill (2009) also examined how the internet impacts the process of production and distribution of newspapers in the UK using semi-structured interviews. The findings showed that newspapers started to use the internet as an operant resource and work proactively with consumers to develop various forms of relationship value. The internet's influence on print newspapers is considerable. The findings also indicated that although the newspaper industry was moving towards co-creating values with its consumers through internet mechanisms such as blogs and discussion forums, it was still very much at the customization stage during the period. The study highlighted the role of consumers in creating news content and consumer-driven moves toward a multimedia platform of distribution.

Via telephone survey, Bressers and Meeds (2007) measured the level of integration between the traditional print newspaper and its online counterpart, and its effect on the quality of traditional journalism in the US. The research looked at five areas thought to have an impact on print-online integration: organizational and management issues, communication and attitudinal issues, physical proximity, and equipment-sharing issues, workflow, and content issues, as well as newspaper circulation. The findings showed that print newspaper circulation was not positively related to the measures of successful integration, and to some extent, newspapers with converged news desks were better integrated because of print and online staffers in physical proximity. The study also found that efforts to integrate print and online products were underway. With the introduction of online newspapers, not only is news reported faster, but additional evidence suggests that the quantity and quality of reporting are better (Franceschelli & Gentzkow, 2011). However, Mbozi (2021) found that cost and the need for timely updates were the major weaknesses of traditional newspapers rather than credibility or quality of content.

In some countries, the effects of online news on print newspaper readership were found to be manageable (Hassan et al., 2018; Salman et al., 2011). In Malaysia, people read print newspapers even with the presence of online newspapers. According to Salman et al. (2011), the mainstream newspapers in Malaysia are challenged in many aspects, but against all odds, they continue to stay and remain as the first important reading material for Malaysians. Similarly, Everett (2011) found that 50.5% of news readers favored online newspapers, while 32.7% preferred reading print newspapers to their online counterparts. Thurman (2014) also conducted a comparative longitudinal study on newspaper consumption in the digital age of communication. The study concentrated on measuring multi-channel audience attention and brand popularity among UK print newspapers. The study found that print newspapers were still popular. The findings also revealed that readers spend approximately 96.7% of their news reading time in print.

There is a competitive media landscape, and most importantly, the emergence of online newspapers has radically changed the way news is constructed and disseminated. Ekareafo et al. (2013) examined the challenges of newspaper management in the age of Information and Communication Technology (ICT) in Nigeria. The findings revealed while ICTs may have influenced the practice of journalism substantially, they have strongly posed several challenges to the management of newspapers in Nigeria. Okeke, Nwachukwu, and Ajaero (2013) argued that the survival of newspapers depends on how they adjust to the digital environment. Abdulraheem, Adisa, and Abdulkadir (2012) employed a survey method to examine the future of print media the in information age in Nigeria. The study showed that online newspapers were significant sources of news. Okonofua (2012) used a survey method to examine the level of exposure and satisfaction with online newspapers among cyber cafés users in Nigeria. According to the findings, 50% of the readers read online newspapers frequently, while only 7.5% seldom read online newspapers. It was also evident that online newspaper readers also read print newspapers.

In 2011, Speakman (2011) studied the believability and accuracy of print and online news. The study tested if those who read online news more would consider print newspapers to be less believable and accurate than those who read online news less. According to the study, those who read online news for more than 15 minutes a day believed that print newspapers are less accurate and less believable than those who read online news less. Likewise, Hassan and Azmi (2018) determined the extent of readership preferences for print and online newspapers in Nigeria. The findings showed readers moderately prefer online newspapers to their print counterparts. Further, readers were confident that print newspapers will continue to survive despite the availability of online versions. Also, research shows that readers’ demography is a significant determinant of preferences for print and online media. In this regard, Cherian and Jacob (2012) found that there is a significant relationship between respondent demographics and choice of preferred media. The readers, especially youths, prefer online media to print media and agree that there is a need for print media to adapt to a certain degree of change.

Another study examined how online newspaper reading relates to the use of other information channels, particularly print newspapers, as well as the extent to which online newspapers affect print newspaper readership (De Waal et al., 2005; Hassan et al., 2018). According to the study, young people prefer to read online newspapers to their print counterparts, and therefore online newspaper reading is negatively related to print newspaper reading, but to a small extent, and in terms of mere contact, not in terms of reading time. The study concluded that print and online newspapers can better be described as complementary to each other. Nevertheless, there are indications that print newspapers as a source of information are threatened. The continuous decline in print newspaper readership since the 1970s has been augmented by the advent of online newspapers. Additionally, Chari (2009) examined the reading habits of newspaper readers in Zimbabwe using a survey method and in-depth interviews to ascertain whether the internet threatens the survival of print newspapers. The study found that print newspapers were still popular. According to the study, many readers printed news articles from websites to read them later, which indicates that print newspaper was still the preferred medium.

The findings of Chari further revealed that most of the print newspapers in Zimbabwe do not publish online editions identical to the print editions. The author argues that there was no evidence to suggest readers would substitute print newspapers with their online counterparts. Santana et al. (2011) also examined the variation of newspaper readers’ recollection of news stories by mediums. The study revealed that the development of dynamic online newspapers has had little effect on the popularity of print newspapers. According to Chari (2009), replacing print newspapers appeared to be a remote possibility in Africa due to certain factors such as the high cost of internet penetration which imposes serious obstacles to internet diffusion. To sum up, the foregoing review suggests that the future of print newspapers may be unclear, but online newspapers will not completely replace traditional newspapers. Print newspaper publishers are now responding to the new changes and complexity of the media industry. This is because the content of both print and online newspapers matters to readers (Obijiofor & Green, 2001; Hassan, Azmi, & Atek, 2015).

**Challenges of Newspaper Management**

Newspaper organization is face with several challenges. Most time top management staff like general management, head of departments is confronted with these challenges and most deal with them. The challenges are link to issue of technology, political interferences and economic problems. Some of the challenges are:

**Traditional Business Model:**

The unavoidable reality is that the print form of newspapers is going under increasingly more with every year. Consequently, the real challenge for newspapers has not been how to maintain the traditional side of the business alive; it has not even been about “simply” changing their utterly traditional business model; ultimately, the biggest challenge comes down to innovating from the tradition into a successful digital business – and how the managers need to function in order to facilitate more desirable results (Edmonds, 2015). Given the strong traditional nature of this business model, there is also a challenging temporal element that comes into place for the digital transformation process.

**Threat of Social Media:**

The conventional media, especially the newspaper is struggling to survive amid the technologically revolution that has engulfed the media landscape. Silicon Republic Knowledge and Events Management Ltd. (as cited in Agboola, 2014, p.109) believes that “media houses from newspapers to TV stations are struggling to compete and stay relevant, as the reader can opt to be informed by Facebook status feeds or by following Tweets on Twitter or RSS feeds on whatever they fancy”. Some observers believe that the threats faced by traditional media, especially newspapers, have to do with dwindling readership and advertising revenue, and the inability of newspapers to monetize their online abilities. Agboola (2014) writes that the new media have caused some media outlets in Nigeria to lose their revenue. Salman, Ibrahim, Abdullah, Mustafa and Mahbob (2011) argue that major players in the newspaper industry have pointed accusing fingers at Google. Google is now so powerful that media tycoons believe that it has been forcing the newspaper industry out of business.

**Undue Interferences:**

Newspaper organizations do not exist in a vacuum but are owned and funded by a given proprietor. In Nigeria, newspaper are primarily owned by private individuals who perceived the outfit as business and or political outfit, it has been observed when such purpose were not met as expected by the owner, the management staff especially top manager is forced to live. In this scenario, it means that managers in newspaper organizations are face with problem of undue interferences and control. On the influence on ownership, Adesoji and Hahn (2011) have noted that newspaper owners wield enormous influence that determines the slant of their publications. While it is difficult to ascertain the degree of influence owners wield in determining the content of their publication; in the Nigerian context, owners who often double as editors of their publications bear a more direct impact, both on their staff and on content.

**Block Contestation of Newspaper in Nigeria:**

As noted by Abati (2000), the Nigerian press (newspaper) is significantly affected by the political, regional and ethnic contestation for state power and resources that have characterized post- independence politics in Nigeria. Although the press was instrumental in the clamor for and attainment of independence, the North/South divide in the newspaper industry not only suggest division in the regional centres of press concentration and production but also indicates deeper ideological, political and religious differences (Oso, 2011). The ethnic rivalry and marked plurality of the Nigerian state which is also reflected in the ownership structures of Nigerian newspapers produces a press based on geographic, historical, ideological inflections (Akinfeleye, 2011). While most newspapers claim to be fair, balanced and objective advocates of democracy; press ownership structures and regional affinity suggest a strong degree of ethnicity and regional divergence in the press which have serve as impediment to effective management of newspaper in the country.

**Dearth of Expertise:**

Many newspaper organizations in Nigeria lack technical expertise in the various department of the industry. The industry is financially incapacitated to meet the demands of these professions in terms of remuneration, allowances, housing, welfarism and many others has forced newspaper managers to do use sub-standard personnel or casual staff as alternative. The phenomenon has led to lack of commitment on the workers’ side, poor newspaper production, marketing and advertising sourcing.

**Challenges and Opportunities for Print Newspapers**

With the advancement in new technology, print newspapers are faced with serious challenges from various sources, such as the introduction of online newspapers, social media platforms, mass e-mail, and web services (Cherian & Jacob, 2013; Hassan et al., 2018; Islam & Ahsan, 2020; Mbozi, 2021; Smith & Hendricks, 2010). The advent of the internet, generally, has caused great competition between online and traditional news platforms which threatens the survival of print newspapers (Tommy, 2014). While news websites provide news and information, users communicate via Social Networking Sites (SNSs). Additionally, exponential growth and availability of internet access via various devices, such as cellular phones, laptops, and iPads, have made online news platforms more accessible. Other internet features that create values for online news platforms and de-values for print newspapers include interactivity, multimediality, hypertextuality, timely updates, limitless capacity to store news stories, interactive graphic elements, and direct quotation of voice or videos (Ihlström, 2005; Sajjad, 2013).

As explained earlier, most readers now prefer online news platforms to traditional news for several reasons. Online platforms are mostly free, “quickly updated, easy to navigate, interactive, searchable, filterable, containing graphics and videos, providing much more information than newspapers for optional in-depth reading” (Huang, 2009, p. 116). This situation is one of the greatest challenges facing the print media generally and print newspapers in particular. This is because certain contextual elements, such as audios, video clips, comment sections, hypertext, hyperlinks, are not available in print media. These elements make online content more accessible, transparent, and interactive compared to traditional media content (Mathew, Ogedebe, & Adeniji, 2013). Therefore, newspaper publishers must embrace technology to claim widespread content delivery (Hassan et al., 2015). However, one of the major challenges is that publishers need a lot of sacrifices to strategize to maximize revenues in the digital environment (Angelucci & Cagé, 2019; Islam & Ahsan, 2020) Some of the major challenges facing print newspapers are enumerated as follows.

|  |  |  |
| --- | --- | --- |
| SN | Challenges | Empirical Evidence |
| 1 | High cost of production and distribution of traditional newspapers. Papers constitute 80-85percent of newspaper production cost | Onwuliri (2019)Srividya & Thirunavukkarasu (2016) |
| 2 | The need for updates in real-time. One of the major weaknesses of traditional newspapers lack of timely updates | Hassan et al. (2018) Huang (2009) |
| 3 | There is a general decline in reading cultureglobally | Hassan (2015)Huang (2009) |
| 4 | Traditional newspapers do not have certain features such as video clips, audios, andhyperlinks, and translation options | Ihlström (2005)Sajjad (2013) Mathew et al. (2013) |
| 5 | Traditional newspapers are not interactive; they are one-way communication media that do not have user comment sections | Ihlström (2005)Sajjad (2013)Smith (2005) |
| 6 | For readers, the cover prices of traditional newspapers are high. Online platforms offer news and information to the readers for free or at lowercosts | Abbey (2019) Ekeanyanwu et al. (2017) Mbozi (2021) |
| 7 | Since readers of online news are accustomed tofree news, publishers need to strategize ways to maximize revenues | Ekeanyanwu et al. (2017)Islam & Ahsan (2020) Sajjad (2013) |
| 8 | Advertisements constitute a high portion of revenues in traditional newspapers. The decline inprint newspaper readership affects revenues generated from sales and advertisement | Angelucci & Cagé (2019) Yun et al. (2018) |

Although the internet has posed huge challenges to traditional newspapers in most countries (Agboola, 2014; Ekeanyanwu et al., 2017; Islam & Ahsan, 2020; Okoro & Diri, 2012; Phipps, 2010; Sajjad, 2013), it provides various opportunities for newspaper publishers (Abbey, 2019; Angelucci & Cagé, 2019; Mbozi, 2021; McClure, 2010). However, publishers are missing powerful opportunities for competition. Traditional newspapers have a long tradition of providing accurate, reliable, and current news that contains thought-provoking and informative content through news articles, features, editorials, sub-editorials, analyses, and observations (Abbey, 2019; Akanda & Haque, 2013; Hassan, 2015; Ihlström, 2005; Mathew et al., 2013). The following values create immense opportunities for newspaper publishers if they embrace new technology.

Table 2: Opportunities for newspapers

|  |  |  |
| --- | --- | --- |
| SN | Opportunities | Empirical Evidence |
| 1 | Because of the abundance of information available on online platforms, differences between genuine news and rumor or fake news is often difficult to distinguish. By integrating the web, newspapers can play a significant role in providing credible information, which couldincrease their popularity | Abbey (2019) Akanda & Haque (2013)Dominick (2007) Mathew et al. (2013) Mbozi (2021)Nguyen & Western (2006)Sajjad (2013) |
| 2 | In today’s digital age, newspapers have the opportunity to provide both print and online news. Thus, newspapers can expand their reach because a relatively large number of readers, especially old people, are still loyal to the broadsheet. Some people read both print andonline versions | Abbey (2019) Abdulraheem et al. (2012) Chari (2009)De Waal et al. (2005) Hassan & Azmi (2018) Okonofua (2012) |
| 3 | Traditional newspapers do not require internet access. Thus, for readers who do not have access to the internet, reading print newspapers is stillthe best option | Abbey (2019)Thurman (2014)Sajjad (2013) |
| 4 | Through full integration of new technology, newspapers can attract advertisers for both print and online versions. Advertisers still spend on theprint model, especially national newspapers. Print drives most of the advertising revenue | Angelucci & Cagé (2019) Ihlström & Palmer (2002) Patel (2010)Pavlik (2013) |
| 5 | In online platforms, real-time updates are constant, but important news feeds often go unnoticed as they are forced out of the limelight with the latest update. Traditional newspapers donot have this disadvantage | Hassan (2015)Jun (2012)Sajjad (2013) |
| 6 | Most elder people are not conversant with newtechnology, and hence traditional newspapers can satisfy their news demand | Cherian and Jacob (2012)Hassan et al. (2018) Thurman (2014) |
| 7 | Due to economic reasons, some readers opt for traditional news because of the cost of internetand web browsing devices | Chyi & Ng (2020) Sajjad (2013)Tewari (2015) |
| 8 | Newspaper reporters can gather news from online platforms and perform fact-checking fromtheir homes or offices | Ekhareafo et al. (2013) Machill & Beiler (2009)Salman et al. (2011) |

In today’s fake news era and highly competitive media industry, by taking advantage of digital technology, newspapers could equip readers with reliable information, knowledge, and insights that will give them the needed advantage over other forms of media. This effort could also help readers achieve an unbiased and informative worldview (Patel, 2010). Newspapers can successfully coexist with new media in the digital environment at least within the provision of news and information (Abbey, 2019; Chyi & Ng, 2020; Dominick, 2007; Hassan & Azmi, 2018; Mathew et al., 2013). Rather than driving out traditional newspapers, “the internet will complement them in serving the seemingly insatiable news and information needs among a substantial segment of society” (Nguyen & Western, 2006, p. 16). The major issues with traditional newspapers include production costs and a lack of timely updates rather than credibility or content quality (Mbozi, 2021).

**2.2 THEORETICAL FRAMEWORK**

**Media System Dependency Theory**

The media system dependence theory serves as the foundation for this investigation. According to some accounts, Sandra Ball-Roacheach and Melvin De Fleur were the ones who first proposed the hypothesis in the year 1976. (Anaeto, Onabajo and Osifeso, 2008). The central idea behind the Media system dependency theory is that the more reliant a person is on the use of various forms of media to satisfy his or her information needs, the more significant the role that the media will play in his or her life, and the more influence that the media will have on him or her in the long run.

According to Ezeokoli (2002), this indicates that the more a person relies on a specific medium (like an online newspaper) to meet his or her information needs, the more important the role that an online newspaper plays in that person's life will be, and as a result, the more that person will be influenced by the information that is presented in an online newspaper (by online newspapers). Patrick (2014) broadens the application of the theory by include the notion that the audience is dependent on the information provided by the media in order to achieve their objectives. As a consequence of this, the degree to which members of the audience rely on the information provided by the mass media is variable. The more reliant individuals are on the media, the more sway the media will have over them. Within the framework of the Media System Dependency Theory, a number of fundamental concepts and assumptions have been uncovered.

On the other hand, those that were summarized by Anaeto et al (2008) and are listed below in order to help us to identify correlations between the theory and readership of online newspapers in Nigeria are as follows:

1. The link between the greater society, the function of the media, and the members of the audience is the foundation upon which the impact of the media on the audience is built.

2. In today's modern society, individuals are becoming more and more reliant on the information provided by the media in order to comprehend the world, take meaningful and productive action, and just relax.

3. When there are a lot of social changes and conflicts going on, members of the audience rely more on the media, but they depend less on it when society is generally stable.

4. There is not a uniform level of dependency among audience members on any one specific media.

5. The demands of individual members of the audience are not necessarily determined only by their own personal circumstances, but may also be influenced by other aspects of culture and society.

6. The members of the audience will be less reliant on one specific media to fulfill their demands if they have access to a greater variety of options to satisfy those needs.

7. Members of the audience are more likely to rely on a medium that satisfies more of their demands and less likely to depend on a media that satisfies less of their needs.

8. In order for members of the audience to be susceptible to persuasion by the media, they must first be dependent on the information provided by the media to achieve their objectives.

9. The likelihood that members of an audience will be affected by the content of the media increases in proportion to the degree to which those members' dependence on various forms of communication, including the media, is significant.

The fundamental premises of the media system dependency theory, which were outlined earlier in this paragraph, imply that online newspapers, which are a component of the mass media, have an effect on readers because of the relationships that exist between social realities, online newspapers, and the people who read them. This indicates that societal factors such as the availability and accessibility of information and communication technologies (ICTs) contribute to the degree to which individuals rely on online newspapers to satisfy their information requirements. The theory also suggests that people in modern societies, such as Nigeria, are becoming increasingly reliant on information obtained from the mass media in order to comprehend the world in which they live, assert a greater degree of control over their surroundings, arrive at the appropriate choices, and engage in meaningful and productive behavior. It is fascinating to see the extent to which people rely on online newspapers for the aforementioned factors, since they are certainly indicators of human growth.

Continuing with the topic of society, the Media System Dependency Theory proposes that when there is societal instability, audiences are more likely to rely on the media for information than they would be in other circumstances. This would lead one to believe that readers of online newspapers would read online newspapers more often during times of social upheaval and uncertainty and less frequently during times when society was generally stable. In other words, the level of anxiety that exists in the social environment might be a determinant in the amount of people who read online newspapers.

Another fundamental tenet of the Media System Dependency Theory that can be applied to the readership of online newspapers is the idea that readers do not have an equal level of dependence on any one specific online newspaper. This idea can be expressed as "readers do not depend on any particular online newspaper on an equal basis." This indicates that readers have the ability to choose their preferred online newspapers at any given moment from those that are accessible. However, the theory also swiftly demonstrates that the information demands of individual readers, which ultimately define their dependencies, are not entirely unique to each particular reader. These individual needs may be influenced by cultural norms and social circumstances such as the preferences of one's group or peers, the degree to which a society has advanced in terms of technological advancement, the requirement to take an active role in social interactions, and the accessibility of various alternatives. This brings up the question of whether there are any alternatives to reading news on the internet in terms of satisfying the information requirements of readers. According to the Media System Dependency Theory, the degree of dependency among readers of online newspapers is inversely proportional to the number of choices they have for satisfying their information requirements. In a similar vein, the idea suggests that consumers of media would rely more on online newspapers if the latter fulfills a greater proportion of the former's demands, and they would rely less on alternatives that fulfill a lesser proportion of those needs.

All of the above evidence lends credence to the fundamental hypothesis that audience members must have access to the content of online newspapers in order for those individuals to be influenced by what they read. The pursuit of satiating informational requirements is often the impetus behind this exposure. As a consequence of this, the theory postulates that the greater the needs of readers of the online newspaper medium, and consequently the stronger their dependence on the mass medium, the greater the chances that they will be influenced by the contents of the online newspaper medium. This is because the greater their dependence on the mass medium, the greater the likelihood that they will be influenced by the contents of the online newspaper medium.

**Creative Destruction theory by Joseph Schumpeter in 1950s.**

Creative destruction theory, according to Nolan, entails a process by which organizations achieve “dynamic disequilibrium” through dismantling “old order of economic activity (technological, organizational, and managerial) and simultaneously invent and build a new one” (Nolan, 1995:10). This is achieved through ‘adopting new ideas and abandoning the corresponding older ones.’ Analyzing the Creative destruction theory, Jones (2010:28) contends that the theory posits that as a company grows older and larger, cycles of creation and destruction set in. Creative destruction theory signifies that a non-innovative successful company that has reached its height is eventually driven out of the market or scene by one or more new innovating companies, which also eventually suffers the same fate, thus completing a creative destruction circle. Citing Foster and Kaplan (2001) and Burke (2010), Jones lists the following survival measures adopted by a company undergoing creative destruction stage, namely, the company at the ‘cultural lock-in stage’, must overcome the threat of extinction by shedding its bloated workforce and introducing innovations in one or more of three ways, namely (a) incremental innovation, which allows small changes over time; (b) substantial innovation, which necessitates some structural changes in the company, like cost-cutting, layoffs and restructuring; (c) or transformational innovation, in which the company essentially recreates itself (Jones, 2010).Though the theory is predominantly used in economics and when issues of new innovation is discussed, the theory still finds relevant to issue of newspaper management. This is so seeing that newspaper management is similarly to management of business outfit and challenges militating newspaper industry in Nigeria today is major issue of adopting new ideas, approaches to management in the face of new innovations. Linking the theory of creative destruction to the newspaper industry, the newspaper companies are in the difficult position of cultural lock-in, as disruptive innovations such as blogs, social networking sites, mobile devices, and news aggregators (Google, Yahoo, Facebook, among others) are challenging printed newspapers (Jones, 2010: 30). Thus, the long existence of the newspaper and the stability it has enjoyed over the years has been threatened posing among many factors serious managerial and professional challenges in the newspaper industry in Nigeria. The newspaper industry therefore has to make serious managerial decision such as initiating incremental innovation such as phasing out old production method or launching niche publications, moving more of their resources to news online, reducing staff sizes, and reorganizing remaining employees, and recreating themselves through the emergence of the new multi-media platform known as convergence. All these decisions might pose serious challenges to newspaper managers.

**2.3 EMPIRICAL REVIEW**

Some studies have earlier been conducted on the issue of newspaper management. Aliagan (2015) examined the measures taken by Nigerian newspapers, facing decline in readership and revenues, to survive the harsh business climate and how effective these measures have been in sustaining newspaper businesses. The qualitative study employed in-depth interviews with 11 senior editors of seven selected newspapers to generate its data. The results of the interviews were coded and discussed thematically. The findings in this study generally agreed with the theories of Destructive Innovation and Creative Disruption that when a business organ reaches a cultural lock-in stage, to break even and avoid bankruptcy or total extinction, such a business must undertake some fundamental survival strategies.

Similarly, Oyeyinka, Aganbi and Adebyo (2016) examine the problems of book publishing industry in Nigeria as books are effective medium of communication for intellectualism. Issues like poor financing, government regulation, poor reading culture, piracy and dearth of expertise were interrogated. The study is descriptive and data sourced from secondary sources. The paper concludes that stakeholders should come up with interesting solutions that can cater for human and material needs of the industry. The study recommends that the stakeholders in the publishing industry should be co-operative towards the building of a virile publishing industry. Private investors such as financial institutions and influential individuals should participate in terms of massive capital injection. Government should embark on the formulation of developmental policies that can eliminate the piracy scourge and charge less import duties on publishing equipment and accessories. Finally, publishing firms should make it a policy to give their technical staff up-to-date professional trainings. Though the study focuses on book publishing, it is important to note that the work finds relevance with this study in that both book and newspaper publishing shared some dynamics, problems and solutions, thus, understanding the problems of book publishing in the country gives an insight to issues or problems of newspapering in the country.

In another study, Ekhareafo, Asemah and Edegoh (2013) examine the challenges of newspaper management in information and communication technology age, paying attention to the Nigerian situation using survey method with a sample of 25 respondents from 5 newspaper organizations in Nigeria. Findings show that the challenges of newspaper management are administrative in terms of operating cost, security, and fall in revenue and challenge from social media. A key issue in newspaper management is the combination of editorial decisions with technical decisions to bring about quality print run. More so, the decision of which ICTs facility to acquire, when and how, poses a challenge to management. This is because of the state of social infrastructures, such as electricity, Internet penetration; etc, that put undue pressure on management.

Jatula (2017) examines factors that shape news production in the Nigeria press to investigate its effect on media content and democracy, particularly since the return to civil rule in 1999 after 29 years of intermittent but dictatorial military rule. The study used focus group discussions and semi-structured interviews to collect data, it was found that the Nigerian press encounters enormous political pressure which complicates, and often compromises the media’s ability to fulfill its constitutional role. The study recommends implementing the Freedom of Information Act and sets out a procedure for providing the media with more generous operating space in Nigeria.

Furthermore, Silas (2018) examines the print media and the challenges posed by the social media. It is no doubt that the social media has altered the news gathering and processing paradigm but the print medium remain relevant in news dissemination. The study is anchored on technology determinism theory by Marshall McLuhan. The theory states that media technologies shape how we as individuals in a society think, feel act and how a society operates as we move from one technology age to another. In another way, McLuhan predicted that we would be in the midst of a revolution, and that the world will never be the same due to the advance in technology. Scholarly journals and conference papers formed the sources for secondary data for this study. Findings from the study reveal that the new media have caused the print media, particularly the newspaper a huge lost in revenue and advertisement.

**CHAPTER THREE**

**RESEARCH METHODOLOGY**

**3.1 INTRODUCTION**

 In this chapter, we described the research procedure for this study. A research methodology is a research process adopted or employed to systematically and scientifically present the results of a study to the research audience viz. a vis, the study beneficiaries.

**3.2 RESEARCH DESIGN**

Research designs are perceived to be an overall strategy adopted by the researcher whereby different components of the study are integrated in a logical manner to effectively address a research problem. In this study, the researcher employed the survey research design. This is due to the nature of the study whereby the opinion and views of people are sampled. According to Singleton & Straits, (2009), Survey research can use quantitative research strategies (e.g., using questionnaires with numerically rated items), qualitative research strategies (e.g., using open-ended questions), or both strategies (i.e., mixed methods). As it is often used to describe and explore human behaviour, surveys are therefore frequently used in social and psychological research.

**3.3 POPULATION OF THE STUDY**

 According to Udoyen (2019), a study population is a group of elements or individuals as the case may be, who share similar characteristics. These similar features can include location, gender, age, sex or specific interest. The emphasis on study population is that it constitute of individuals or elements that are homogeneous in description.

 This study examines the challenges of newspaper circulation in Nigeria. Selected staff of Nigerian Tribune newspaper form the population of the study.

**3.4 SAMPLE SIZE DETERMINATION**

A study sample is simply a systematic selected part of a population that infers its result on the population. In essence, it is that part of a whole that represents the whole and its members share characteristics in like similitude (Udoyen, 2019). In this study, the researcher adopted the convenient sampling method to determine the sample size.

**3.5 SAMPLE SIZE SELECTION TECHNIQUE AND PROCEDURE**

According to Nwana (2005), sampling techniques are procedures adopted to systematically select the chosen sample in a specified away under controls. This research work adopted the convenience sampling technique in selecting the respondents from the total population.

In this study, the researcher adopted the convenient sampling method to determine the sample size. Out of all the entire staff of Nigerian Tribune newspaper, the researcher conveniently selected one hundred and twenty (120) participants as the sample size for this study.

According to Torty (2021), a sample of convenience is the terminology used to describe a sample in which elements have been selected from the target population on the basis of their accessibility or convenience to the researcher.

**3.6 RESEARCH INSTRUMENT AND ADMINISTRATION**

The research instrument used in this study is the questionnaire. A survey containing series of questions were administered to the enrolled participants. The questionnaire was divided into two sections, the first section inquired about the responses demographic or personal data while the second sections were in line with the study objectives, aimed at providing answers to the research questions. Participants were required to respond by placing a tick at the appropriate column. The questionnaire was personally administered by the researcher.

**3.7 METHOD OF DATA COLLECTION**

Two methods of data collection which are primary source and secondary source were used to collect data. The primary sources was the use of questionnaires, while the secondary sources include textbooks, internet, journals, published and unpublished articles and government publications.

**3.8 METHOD OF DATA ANALYSIS**

The responses were analyzed using simple percentage in frequencies and tables which provided answers to the research questions. Hypothesis test was conducted using g Chi-Square statistical package for social science (SPSS).

**3.9 VALIDITY OF THE STUDY**

Validity referred here is the degree or extent to which an instrument actually measures what is intended to measure. An instrument is valid to the extent that is tailored to achieve the research objectives. The researcher constructed the questionnaire for the study and submitted to the project supervisor who used his intellectual knowledge to critically, analytically and logically examine the instruments relevance of the contents and statements and then made the instrument valid for the study.

**3.10 RELIABILITY OF THE STUDY**

The reliability of the research instrument was determined. The Pearson Correlation Coefficient was used to determine the reliability of the instrument. A co-efficient value of 0.68 indicated that the research instrument was relatively reliable. According to (Taber, 2017) the range of a reasonable reliability is between 0.67 and 0.87.

**3.11 ETHICAL CONSIDERATION**

The study was approved by the Project Committee of the Department. Informed consent was obtained from all study participants before they were enrolled in the study. Permission was sought from the relevant authorities to carry out the study. Date to visit the place of study for questionnaire distribution was put in place in advance.

**CHAPTER FOUR**

**DATA PRESENTATION AND ANALYSIS**

1. **1 INTRODUCTION**

This chapter presents the analysis of data derived through the questionnaire and key informant interview administered on the respondents in the study area. The analysis and interpretation were derived from the findings of the study. The data analysis depicts the simple frequency and percentage of the respondents as well as interpretation of the information gathered. A total of one hundred and twenty (120) questionnaires were administered to respondents of which all were returned and validated. This was due to irregular, incomplete and inappropriate responses to some questionnaire. For this study a total of 120 was validated for the analysis.

**4.2 DATA PRESENTATION**

The table below shows the summary of the survey. A sample of 120 was calculated for this study. A total of 120 responses were received and validated. For this study a total of 120 was used for the analysis.

**Table 4.1: Distribution of Questionnaire**

|  |  |  |
| --- | --- | --- |
| **Questionnaire**  | **Frequency** | **Percentage**  |
| Sample size | 120 | 100 |
| Received  | 120 | 100 |
| Validated | 120 | 100 |

**Source: Field Survey, 2023**

**Table 4.2: Demographic data of respondents**

|  |  |  |
| --- | --- | --- |
| **Demographic information** | **Frequency** | **percent** |
| **Gender**Male |  |  |
| 46 | 38% |
| Female | 74 | 62% |
| Age |  |  |
| 20-25 | 34 | 28% |
| 26-30 | 48 | 40% |
| 31-35 | 18 | 15% |
| 36+ | 20 | 17% |
| **Year In School** |  |  |
| Year 3 | 67 | 59% |
| Year 4 | 53 | 41% |
| **Marital Status** |  |  |
| Single | 72 | 60% |
| Married | 48 | 40% |
| Divorced | 0 | 0% |
| Widowed | 0 | 0% |

**Source: Field Survey, 2023**

**4.3 ANSWERING RESEARCH QUESTIONS**

**What are the challenges inherent in the Newspaper industry?**

**Table 4.2:** Respondents on the challenges inherent in the Newspaper industry

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Options** | **SA%** | **A %** | **D %** | **SD** | **Total %** |
| Traditional Business Model  | 120(100%) | 00 | 00 | 00 | 120(100%) |
| Threat of Social Media  | 120(100%) | 00 | 00 | 00 | 120(100%) |
| Undue Interferences | 120(100%) | 00 | 00 | 00 | 120(100%) |
| Block Contestation of Newspaper in Nigeria | 120(100%) | 00 | 00 | 00 | 120(100%) |

**Field Survey, 2023**

From the responses obtained as expressed in the table above on the challenges inherent in the Newspaper industry, all the respondents constituting 100% strongly agreed to all the options provided. None of the respondents disagreed.

**To what extent has identified challenges affected newspaper circulation?**

**Table 4.4:** Respondents on the extent identified challenges has affected newspaper circulation

|  |  |  |
| --- | --- | --- |
| **Options** | **Frequency** | **Percentage** |
| High Extent | 58 | 48 |
| Low Extent | 26 | 22 |
| Undecided | 36 | 30 |
| **Total** | **120** | **100** |

**Field Survey, 2023**

From the responses obtained as expressed in the table above on the extent identified challenges has affected newspaper circulation, 48% of the respondents said high extent, 22% of the respondents said low extent, while the remaining 30% were undecided.

**What are the prospects of the Newspaper industry in Nigeria?**

**Table 4.2:** Respondents on the prospects of the Newspaper industry in Nigeria

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Options** | **SA%** | **A %** | **D %** | **SD** | **Total %** |
| In today’s digital age, newspapers have the opportunity to provide both print and online news.  | 120(100%) | 00 | 00 | 00 | 120(100%) |
| Traditional newspapers do not require internet access.  | 120(100%) | 00 | 00 | 00 | 120(100%) |
| Most elder people are not conversant with new technology, and hence traditional newspapers can satisfy their news demand | 120(100%) | 00 | 00 | 00 | 120(100%) |
| Due to economic reasons, some readers opt for traditional news because of the cost of internet and web browsing devices | 120(100%) | 00 | 00 | 00 | 120(100%) |

**Field Survey, 2023**

From the responses obtained as expressed in the table above on the prospects of the Newspaper industry in Nigeria, all the respondents constituting 100% strongly agreed to all the options provided. None of the respondents disagreed.

**CHAPTER FIVE**

**SUMMARY, CONCLUSION AND RECOMMENDATION**

**5.1 SUMMARY**

The broad objective of the study was to examine the challenges of newspaper circulation in Nigeria. Specifically, the study identified the challenges inherent in the Newspaper industry, discovered to what extent such identified challenges affect newspaper circulation, and highlighted the efforts being made to tackle such circulationand the prospects of the Newspaper industry in Nigeria.

The study adopted a survey research design and with the aid of convenient sampling method, the researcher enrolled 120 participants for the study who are staff of Nigerian Tribune newspaper. Well structured questionnaire was issued to the respondent of which a total of 120 responses were received and validated for the study.

**5.2 CONCLUSION**

Findings from the study revealed that

* The challenges inherent in the Newspaper industry include:
1. Traditional Business Model,
2. Threat of Social Media
3. Undue Interferences and
4. Block Contestation of Newspaper in Nigeria
* The extent identified challenges has affected newspaper circulation is high
* The prospects of the Newspaper industry in Nigeria include:
1. In today’s digital age, newspapers have the opportunity to provide both print and online news
2. Traditional newspapers do not require internet access
3. Most elder people are not conversant with new technology, and hence traditional newspapers can satisfy their news demand and
4. Due to economic reasons, some readers opt for traditional news because of the cost of internet and web browsing devices

**5.3 RECOMMENDATION**

The following suggestions were made base on the findings from the study:

* The management should expose their staff especially the editorial and production staff to training about utilization of modern technologies for newspaper production. This would help them to effectively deploy the technologies as well as produce quality outlook of the paper.
* Government should also improve the salary and other welfare package of the staff of the newspaper company. This would curtail some unethical practices associated with poor socio-economic situation of the staff.
* The management and the government should always ensure that staff employed to the newspaper organization are professionals and qualified. Political affiliation should not be criteria for employment in the organization.

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**APPENDIXE**

**QUESTIONNAIRE**

**PLEASE TICK [√] YOUR MOST PREFERRED CHOICE(S) ON A QUESTION.**

**SECTION A**

**PERSONAL INFORMATION**

**Gender**

Male [ ] Female [ ]

**Age**

20-25 [ ]

26-30 [ ]

31-35 [ ]

36+ [ ]

**Year In School**

Year 3 [ ]

Year 4 [ ]

**Marital Status**

Single [ ]

Married [ ]

Divorced [ ]

Widowed [ ]

**SECTION B**

**What are the challenges inherent in the Newspaper industry?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Options** | **Strongly Agree** | **Agree**  | **Disagree**  | **Strongly Disagree** |
| Traditional Business Model  |  |  |  |  |
| Threat of Social Media  |  |  |  |  |
| Undue Interferences |  |  |  |  |
| Block Contestation of Newspaper in Nigeria |  |  |  |  |

**To what extent has identified challenges affected newspaper circulation?**

|  |  |
| --- | --- |
| **Options** | **Please tick** |
| High Extent |  |
| Low Extent |  |
| Undecided |  |

**What are the prospects of the Newspaper industry in Nigeria?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Options** | **Strongly Agree** | **Agree**  | **Disagree**  | **Strongly Disagree** |
| In today’s digital age, newspapers have the opportunity to provide both print and online news.  |  |  |  |  |
| Traditional newspapers do not require internet access.  |  |  |  |  |
| Most elder people are not conversant with new technology, and hence traditional newspapers can satisfy their news demand |  |  |  |  |
| Due to economic reasons, some readers opt for traditional news because of the cost of internet and web browsing devices |  |  |  |  |