

# Evaluating the Role of Broadcast Media in Credible News Dissemination in Oyo State

**Ismail Adesina Adediran**

Mass Communication Department, Adeseun Ogundoyin Polytechnic, Eruwa, Oyo State, Nigeria  
akeukewe2011@gmail.com

**Muhydeen Adekunle Adedoja**

Department of General Studies, Adeseun Ogundoyin Polytechnic, Eruwa, Oyo State, Nigeria  
lizzycom71@gmail.com

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**Abstract:** *The broadcasting medium has a significant impact on how the audience perceives the delivery of news and its reliability. Broadcast media are mass communication tools with a special duty to inform, educate, and entertain society's citizens. The study examined the role of broadcast media in credible news dissemination in Oyo State, which examines news credibility and reliability from broadcast media in Oyo State, investigate timely and accuracy of news reports in Oyo State. A research design survey approach was employed for this study. Respondents were the general public who rely on News from broadcasting media in Oyo state. A questionnaire was utilised in the survey. Primary data was used to acquire information from the study's respondents. Frequency tables and percentages were utilised to analyse the data. Data were computed and interpreted using the Statistical Package for the Social Sciences (SPSS) version 26. The investigation of the research revealed that there is no credibility or reliability from broadcast media in Oyo state. The result showed that there is satisfaction from news content, authentic information, objectivity, and balancing, ethical and professional practices are provided by broadcast media to ensure credibility of news dissemination in Oyo state. The research recommended that broadcasting media should also ensure the timely and accurate dissemination of information and that the regulating body should also oversee the way broadcasting media operate in order to ensure efficiency and effectiveness.*

**Keywords:** broadcasting, credibility, news dissemination, journalism.

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## INTRODUCTION

The broadcasting medium has a significant impact on how the audience perceives the delivery of news and its reliability. Ojebuyi and Kolawole (2016) argue that the media should regard itself as a public

servant by showing, through its content, conscience, the social relevance, and real facts of society at large. They support this significance by asserting that, in addition to being free, the media perceives itself as a public servant. Mass media, which includes radio, television, and written materials, is the current method for informing a sizable population (Abati & Ogunsiji, 2016). They primarily fulfil the social roles of providing entertainment and information. Even though it would be difficult for the mass media to thrive without society, the level of isolation, blindness, and backwardness that humanity would experience without the mass media would be unimaginable.

Broadcast media are mass communication tools with a special duty to inform, educate, and entertain society's citizens. The media is how society learns about events occurring both inside and outside of the nation, so that it can respond appropriately. Adamu et al. (2021) and Lasswell (1965) said the media's fundamental purpose is to inform the public, which will serve as society's watchdog. In order to ensure that the system is functioning effectively and assisting in the passing down of the social heritage from one generation to the next, it is expected of them to mount surveillance over the environment and correlate the elements of society. Interpretative reporting, investigative, and Straight news reporting are just a few of the information-gathering and dissemination techniques used by the broadcast media to carry out these tasks. Hence, this research investigated the role of broadcasting media on news credibility dissemination with reference to the general public in Oyo state.

### **Statement of the Problem**

Not only have ethical standards in journalism practise been compromised in Nigeria by the development of news, but it has also changed the focus of news towards one dimension: serving the interests of those who rely on the information. According to Ibrahim (2018) and Idowu (2001), news must be trustworthy to be believed and useful. This refers to whether the incident fits the requirement of newsworthiness or not. For evaluation, it must adhere to a stringent set of requirements. It's crucial to remember that news items that will make money for both the broadcast organisation and the journalists are rapidly displacing the watchdog role of the broadcast media.

Defining fake news as "deliberately false information distributed through traditional or online media," Askew (2018) notes that the phrase "fabricated" appears in the majority of evaluations. Another issue is that it might be difficult for consumers to tell what information is reliable and what information is not. Most users don't have the tools necessary to evaluate the accuracy of information, especially when it comes to media that is continuously broadcast over a network of networks, and the user is frequently left in the dark about the material's source (Edogor et al., 2015). Another issue is the potential for broadcast media to be deliberately utilised to promote rumours, misleading information, or even fake news. As a result, this research suggested solutions to problems regarding the broadcast media's role in the dissemination of news credibility in Oyo state.

### **Objectives of the Study**

The study examined the role of broadcast media on news credibility dissemination in Oyo state, which includes:

- i. examine news credibility and reliability from broadcast media in Oyo state
- ii. investigate timely and accuracy of news reports in Oyo state.

### **Research Questions**

- i. Is there news credibility and reliability from broadcast media in Oyo state?
- ii. To what extent does the timely and accurate reporting of news occur in Oyo state?

### **LITERATURE REVIEW**

Wathen and Burkell (2017) say one of the factors journalists and other media specialists employ to identify anomalous or dishonest sources of information is credibility, and also that reputation refers to the opinions or views the recipient of a message has about the communicator's dependability. According to some schools of thought, every organisation, person, or communicator may be studied using thoughts (Gass & Seiter, 2016). In every civilisation, broadcast media are the most efficient means of communication for conveying news, information, opinions, and entertainment. Broadcast media act as mass communication instruments and are particularly accountable for ensuring that society's citizens are kept informed, educated, and entertained. The media must inform society about what is happening in and around the nation so that it can react correctly. Payne and Dozier (2013) interpreted the concept of credibility in several different ways, such as a general assessment of the objectivity of a particular narrative and the perception of news broadcasts as plausible reflections of the events they depict. A news source is recognised as a reliable source of information when it reports on events honestly and objectively. Consequently, a new media outlet must always present the information objectively and without bias.

#### **Theoretical review**

The framework for this research was Social Responsibility Theory. This theory was acceptable since it promotes media accountability, ethical adherence, professionalism, and highlights some of the societal responsibilities of the media (Owens-Ibie, 1994; Ojebuyi & Kolawole, 2016). The Social Responsibility Theory of the Press was created as a result of the press's abuse of its unlimited freedom under libertarian press principles. In an effort to rein in the libertarian press's excesses, the concept of social responsibility press—which implies freedom and duty—emerged as a theoretical perspective. The press's obligation to serve all societal segments and stakeholder groups is based on its commitment to freedom of the press. The Hutchins Commission, which was founded in the United States of America in 1947, is responsible for the birth of the press's social responsibility doctrine. According to Asemah et al. (2017), the theory came about as a result of the press abusing the freedom that they got as a result of the free press. In a free press, there should be an open flow of unbiased information that empowers people to make informed political and other decisions that will affect their lives. These goals could not be accomplished because of the excesses and deceptions in sensationalism and yellow journalism. The Hutchin Commission was established in 1947 to investigate press criticisms which arise due to the unfavourable activities by the press caused freedom of the press. Peterson et al. (1956) later expressed the theory thus: “Freedom carries concomitant obligations, and the press which enjoys a privileged position under a government (democratic government) is obliged to be responsible to society for carrying out certain essential tasks of mass communication in contemporary society. To the extent that the press recognises its responsibilities and makes them the basis of operational policies, the libertarian system will satisfy the needs of society. To

the extent that the press does not assume its responsibilities, some other forces must see that the essential functions of mass communication are carried out.”

Social responsibility advocates for a press system that downplays unbridled freedom, excessive profit-making, and social elite control of the media, brilliantly encapsulating the heart of social responsibility as a theoretical perspective (Ojebuyi & Kolawole, 2016). The press and media are expected to uphold a high ethical standard of social responsibility by acting in accordance with the law. In their reporting, they must be instructive, impartial, sincere, correct, and fair. By serving as a watchdog over the authorities, particularly the government, they must defend the rights of the person. The press must maintain its financial independence and autonomy to avoid becoming reliant on any special interests and to focus its reporting on a specific individual, political party, organisation, or society (Folarin, 2006). This theory is essential to this study as it places it within the context of the expected responsibilities of the mass media and how they should fulfil these responsibilities in a way that demonstrates their social responsibility.

### **Empirical review**

Adamu et al. (2021) studied the effect of news commercialization on the veracity of news on a few radio stations in Nasarawa State. Taro Yamanè's formula, through the use of a structured questionnaire using a sample size of 400, the study used a cross-sectional survey research design with a few radio stations, including Maloney FM in Keffi, Auction FM in Akwanga, and Nasarawa Broadcasting Services in Lafia. The study came to the conclusion that news commercialisation affects the fairness and objectivity of news reporting in Nasarawa State and that news policy is more firmly established in broadcast outlets there.

Greg and Jonah (2018) investigated how the Minna metropolis's residents felt about the way news commercialisation affected the accuracy of televised content in the news. The study's theoretical foundation was social responsibility theory, which was used in conjunction with a quantitative survey design. The audience was carefully selected from among the citizens of Minna metropolis' 11 wards and had educational backgrounds of at least a first degree. A sample size of 384 respondents was used, and the data were presented and analysed using simple tables and percentages. According to the study's findings, the audience overwhelmingly agreed that only the opinions of the wealthy and powerful are expressed in the news, and that news commercialisation undermines news credibility by only presenting those opinions.

Wada (2018), social media and professional media have different standards for news reliability. The study evaluates consumers' ability to differentiate between material from reputable sources and that from social media. The result showed that social media has the ability to spread unprocessed, unconfirmed material to huge audiences, potentially reaching millions of users. Ibrahim (2018) examined how the three metropolises of Lafia, Keffi, and Akwanga in Nasarawa State evaluated the commercialisation of broadcast news with a focus on the Nasarawa Broadcasting Services, Lafia. A quantitative survey design was used for the investigation. The study claims that monetisation of the news damages its authority.

Ojebuyi and Ogunkunle (2019) examine private radio and public stations in the State's discharge of their anticipated social duties. Their research combined text analysis with survey research and made use of the

social responsibility idea. The results showed that the selected radio stations generally uphold the social responsibilities required of the mass media because their programme schedules include more non-sponsored than sponsored programming.

Abati and Ogunsiji evaluated the effect of broadcast media on rural areas in 2016. The study revealed relevant work, and the findings—specifically, the language barrier utilised in information dissemination—were reviewed regarding the study's questions. The study found that rural areas get greater media attention than metropolitan ones, as evidenced by Paramount FM and Mawuko village in Abeokuta, Ogun State.

Akeem et al. (2013) looked at Nigeria's media industry's turbulent 20-year history, both before and after liberalisation. The team employed both primary and secondary data sources to carry out its investigation. The main information was gathered from in-person interviews with policymakers, academics, seasoned journalists, and media professionals. The survey found that Nigeria's media business is seriously concerned about the regulatory and professional bodies' slack approach, particularly when it comes to matters of ethical conduct and practitioners' welfare.

## **METHODOLOGY**

A research design survey approach was employed for this study. The intended respondent is the general public that relies on News from broadcasting media in Oyo state. A questionnaire was utilised in the survey. Primary data was used to acquire information from the study's respondents. The population of the study consisted of the general public that relies on broadcasting media in Oyo state, the number of which is difficult to ascertain. Hence, the population is infinite. A convenience sampling technique was used to choose respondents and distribute the study questionnaire to them. The sample size was determined using the Cochran (1977) formula. Consequently, the sample size for this research project consisted of 385 individuals. Frequency tables and percentages were utilised to analyse the data. The data was computed and analysed using the Statistical Package for the Social Sciences (SPSS) version 26.

### **Data Analysis and Interpretation**

Respondents provided the data, which was then displayed as a frequency table and a percentage. A total of 385 questionnaires were issued to respondents in order to collect their data, and 365 of those yielded meaningful and valid results, or a response rate of 94.8%. The results of the returned questionnaire are shown in the presentation below;

#### **Research question One**

Is there news credibility and reliability from broadcast media in Oyo state?

**Table 1: There is satisfaction with news content on broadcast media in Oyo state**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	25	6.8	6.8	6.8
	strongly disagree	65	17.8	17.8	24.7
	Neutral	1	.3	.3	24.9
	Agree	209	57.3	57.3	82.2
	strongly agree	65	17.8	17.8	100.0
	Total	365	100.0	100.0	

Field survey (2023).

Table 1 implies above that the majority of the respondents, which is 209 (57.3%), agreed that there is satisfaction from news content, and 65 (17.8%) strongly agreed that there is satisfaction from news content on broadcast media in Oyo state. This implies that there's satisfaction with news content from broadcast media in Oyo state.

**Table 2: There is authentic information from broadcast media**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	18	4.9	4.9	4.9
	strongly disagree	82	22.5	22.5	27.4
	Neutral	5	1.4	1.4	28.8
	Agree	186	51.0	51.0	79.7
	strongly agree	74	20.3	20.3	100.0
	Total	365	100.0	100.0	

Field survey (2023).

Table 2 above implies that the majority of the respondents, which is 186 (51%), agreed that there is authentic information from broadcast media, and 74 (20.3%) strongly agreed that there is authentic information from broadcast media. This implies that there's reliable and correct information from the source from broadcast media in Oyo state.

**Table 3: There is objectivity and balancing in news reporting**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	19	5.2	5.2	5.2
	strongly disagree	4	1.1	1.1	6.3
	Neutral	13	3.6	3.6	9.9
	Agree	228	62.5	62.5	72.3
	strongly agree	101	27.7	27.7	100.0
	Total	365	100.0	100.0	

Field survey (2023).

Table 3 above implies that the majority of the respondents, which is 228 (62.5%), agreed that there is objectivity and balancing in news reporting from broadcast media, and 101 (27.7%) strongly agreed that there is objectivity and balancing in news reporting from broadcast media. This implies that there's objectivity and balancing in news reporting from broadcast media in Oyo state.

**Table 4: Oyo state broadcast media provides more news credibility than other states' broadcasting media**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	21	5.8	5.8	5.8
	strongly disagree	50	13.7	13.7	19.5
	Neutral	1	.3	.3	19.7
	Agree	286	78.4	78.4	98.1
	strongly agree	7	1.9	1.9	100.0
	Total	365	100.0	100.0	

Field survey (2023).

Table 4 above implies that the majority of the respondents, which is 286 (78.4%), agreed that Oyo state broadcast media provides news credibility more than other states' broadcasting media, while 7 (1.9%) strongly agreed that Oyo state broadcast media provides news credibility more than other states' broadcasting media. This implies that Oyo state broadcast media provides more news credibility than other states' broadcasting media.

**Table 5: The media team provides ethical and professional standard practices in news reporting**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	14	3.8	3.8	3.8
	strongly disagree	36	9.9	9.9	13.7
	Neutral	4	1.1	1.1	14.8
	Agree	306	83.8	83.8	98.6
	strongly agree	5	1.4	1.4	100.0
	Total	365	100.0	100.0	

Field survey (2023).

Table 5 above implies that the majority of the respondents, which is 306 (83.8%), agreed that the media team provides ethical and professional standard practices in news reporting, while 5 (1.4%) strongly agreed that the media team provides ethical and professional standard practices in news reporting. This implies that the media team provides ethical and professional standard practices in journalism and ensures credibility in news reporting.

### Research question Two

To what extent does the timely and accurate reporting of news occur in Oyo state?

**Table 6: Broadcast media provides timely information**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	44	12.1	12.1	12.1
	strongly disagree	1	.3	.3	12.4
	Neutral	10	2.7	2.7	15.1
	Agree	118	32.3	32.3	47.4
	strongly agree	192	52.6	52.6	100.0
	Total	365	100.0	100.0	

Field survey (2023).

Table 6 above implies that the majority of the respondents, which is 118 (32.3%), agreed that broadcast media provides timely information, while 192 (52.6%) strongly agreed that the media team provides ethical and professional standard practices in news reporting. This implies that the media team provides ethical and professional standard practices in journalism and ensures credibility in news reporting.

**Table 7: There is accuracy in the information provided by broadcast media**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	5	1.4	1.4	1.4
	strongly disagree	14	3.8	3.8	5.2
	Neutral	20	5.5	5.5	10.7
	Agree	315	86.3	86.3	97.0
	strongly agree	11	3.0	3.0	100.0
	Total	365	100.0	100.0	

Field survey (2023).

Table 7 above suggests that 315 respondents (86.3%) agreed in the majority that the information presented by broadcast media is accurate, while 11 respondents (3%) strongly agreed. This suggests that Oyo state's broadcast media outlets deliver accurate information.

**Table 8: Broadcast media provides the latest information**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	64	17.5	17.5	17.5
	strongly disagree	1	.3	.3	17.8
	Neutral	2	.5	.5	18.4
	Agree	288	78.9	78.9	97.3
	strongly agree	10	2.7	2.7	100.0
	Total	365	100.0	100.0	

Field survey (2023).

Table 8 above implies that the majority of the respondents, which is 288 (78.9%), agreed that the media provides the latest information, while 10 (2.7%) strongly agreed that broadcast media provides the latest information. This implies that broadcasting media in Oyo state provides the latest information, and that information is not delayed in dissemination.

**Table 9: There is effectiveness in news reporting by broadcasting media**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	77	21.1	21.1	21.1
	strongly disagree	37	10.1	10.1	31.1
	Neutral	21	5.8	5.8	36.9
	agree	93	25.5	25.5	72.5
	strongly agree	137	37.5	37.5	100.0
	Total	365	100.0	100.0	

Field survey (2023).

Table 9 above implies that the majority of the respondents, which is 93 (25.5%), agreed that there is effectiveness in news reporting by broadcasting media, while 137 (37.5%) strongly agreed that there is effectiveness in news reporting by broadcasting media. This implies that there is effectiveness in news reporting by broadcasting media.

**Table 10: I prefer broadcasting media in Oyo state to others in terms of newly received information**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	17	4.7	4.7	4.7
	strongly disagree	44	12.1	12.1	16.7
	Neutral	40	11.0	11.0	27.7
	agree	241	66.0	66.0	93.7
	strongly agree	23	6.3	6.3	100.0
	Total	365	100.0	100.0	

Field survey (2023).

Table 10 above implies that the majority of the respondents, which is 241 (66%), agreed and preferred broadcasting media in Oyo state over others in terms of newly received information, while 5 (1.4%) strongly agreed and preferred broadcasting media in Oyo state over others in terms of newly received information. This implies respondents preferred broadcasting media in Oyo state to other information they receive from broadcasting media in other parts in terms of newly received information.

## DISCUSSION OF RESULTS

The research investigated the role of broadcasting media on news credibility dissemination with reference to the general public in Oyo state. The research proffers a solution to the following research questions

which are; Is there news credibility and reliability from broadcast media in Oyo state? To what extent does the timely and accurate reporting of news occur in Oyo state?

The investigation of the research revealed that there is no credibility or reliability from broadcast media in Oyo state. The result showed that there is satisfaction from news content, authentic information, objectivity, and balancing, ethical and professional practices are provided by broadcast media to ensure credibility of news dissemination in Oyo state. This is in line with Abati and Ogunsiji (2016) on using broadcast media to reach rural communities.

Lastly, the research also showed the extent to how timely and accuracy of news reports in Oyo state. The result revealed that there is effectiveness, timeliness, accuracy, and that broadcasting media in Oyo state provides the latest information, which makes respondents prefer broadcasting media in Oyo state over others in terms of newly received information. This is in line with Wada (2018), who asserted the relevance of professional versus social media: news credibility.

## **CONCLUSION**

The research investigated the role of broadcasting media on news credibility dissemination in Oyo state with reference to the general public opinion and views. Broadcasting media plays a crucial role in the dissemination of news credibility and also serves as a primary source of information for the general public, and has the responsibility to provide accurate and reliable news to the general public. Through its various platforms, such as television, radio, and online streaming, broadcasting media have the ability to reach a wide audience and shape public opinion. The credibility of news reported by broadcasting media heavily influences how the audience perceives and understands current events. Broadcasting media organizations have the resources and expertise to conduct in-depth research and fact-checking before presenting news stories. They follow a set of journalistic standards, including verification of information from multiple sources, ensuring accuracy, and maintaining transparency in reporting.

Moreover, broadcasting media play a vital role in debunking misinformation and fake news. By providing fact-based reporting and analysis, it helps promote a culture of critical thinking and informed decision-making among the audience.

Based on the findings of this research, it was revealed that the role of broadcasting media in news credibility dissemination is significant. With its wide reach and influence, broadcasting media can shape public perception and understanding of current events. By upholding credibility and ethical standards, broadcasting media can provide the public with accurate, reliable, and trustworthy news.

## **Recommendations**

Based on the study's findings, the following suggestions were made:

- Journalists should work with standard and good ethical practices in ensuring news credibility
- Broadcasting media should also ensure timeliness and accuracy in disseminating information
- Broadcasting media should improve their news content to satisfy the audience

- The regulating body should also oversee the way broadcasting media operate in order to ensure efficiency and effectiveness.

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