*Sapientia Global Journal of Arts, Humanities and Development Studies (SGOJAHDS), Vol.6 No.1 March, 2023; p.g. 335 – 355; ISSN: 2695-2319 (Print); ISSN: 2695-2327 (Online)*

# TRACKING TELEVISION ARTICLES WITHIN THE NIGERIAN CONTEXT: A SYSTEMATIC REVIEW

**OLANREWAJU, MARANATHA MORENIKE**
**Department of Mass Communication**
**Redeemer's University Ede, Osun State, Nigeria**
**maranathamm11@gmail.com**
**+2348167717162**

**OLA, OLUWAWAPELUMI IYINOLUWA**
**Department of Mass Communication**
**Redeemer's University Ede, Osun State, Nigeria**
**pelzy60@gmail.com**
**+2348067103584**

**&**
**IFEDUBA, EMMANUEL**
**Department of Mass Communication**
**Redeemer's University Ede, Osun State, Nigeria**
**emmanuel.ifeduba@yahoo.com**

**ABSTRACT**

*Television has grown to become a very vital part of human life, as people have moved from just visuals which can be gotten from reading a newspaper, and audio that is gotten from audio, now people want audio-visuals that can only be gotten from the conventional media which is the television. This paper examines the research conducted by researchers in Nigeria and the world on how television affects different sectors and garments of life. The objective of the study was to find out the different areas of research that researchers have covered as it relates to the sectors of the society and television. The research methodology used in this paper is the Systematic Review method. Findings revealed that researchers have focused mainly on topics relating to television, administration, politics and community development. The study recommended that researchers should diversify and research on television and other areas like climate change, culture, business, economy, etc.*

**Keywords: television, research, systematic review, Nigeria.**

## Introduction

Television has grown to become a very vital part of human life, as people have moved from just visuals which can be gotten from reading a newspaper, and audio that is gotten from audio, now people want audio-visuals that can only be gotten from the conventional media which is the television. Today, it is impossible to escape television in popular culture. People rely on television for their news, entertainment, education, culture, sports, weather, and even music (thanks to the invention of music videos). There are now countless options for watching television, making it possible to watch both appropriate and improper television programs at any time.

These days, television is a need in every home. The use of television for both enjoyment and education are beneficial and healthy. A potent form of mass communication is television. It simultaneously offers acoustic and visual content (James et.al, 2017). It provides a lot of enjoyable content. It has connected remote regions of the planet. It is a fantastic place to unwind. Every day, millions of people watch television for enjoyment, news and commentary, information collecting, and other purposes. It is now highly well-liked by individuals from all social strata. Television can also be used for national growth and development. For instance, Kur and Nyekwere (2015) looked at the positive and negative tales that Nigerian television had aired regarding the country's democracy process. The analysis showed that, starting with the military government era, the military governments' triumphs were focused on the growth of the television sector, whereas the successes of the civilian governments were concerned with the consolidation of the expansion. A component of the society's growth has an impact on the entire society.

Jolapamo, Oko-Epelle and Adeagbo (2021) affirms that over the years, studies have indicated a significant and cordial association between national growth and academic study all over the world. The human mind is one that seeks to know more, hence the need to continue to research. For growth to continue to occur, research is inevitable. Researchers in Nigeria and the world have from time past continue to research on how television affects different sectors and garments of life. For example, Okoro and Onakpa examined how viewers in a few North Central Nigerian towns perceived animated television cartoons as a political communication tool in 1970. Agricultural radio and television programs' effects on farmers in Southwest Nigeria were assessed by Yahaya in 2002. In 2011, Funsho et al. evaluated the effects of pay raises on employees' performance at the Nigeria Television Authority (NTA), Kaduna, Nigeria. Nwaoboli (2023), a researcher more recently, examined the impact of Nigerian Television Authority (NTA), Benin City sports coverage on the growth of sports in Nigeria.
This study seeks to find out the different areas of research that researchers have covered as it relates to the sectors of the society and television. This study also seeks to find out the period which researchers focused on researching about television and different sectors of the society. This study also hopes to make recommendation as to which area needs more focus by researchers. To achieve this, a systematic literature review and a content analysis will be carried out on 100 articles that relates to research on television in Nigeria only.

**Methodology**

The systematic review method and quantitative research are the research methodologies employed in this work. A systematic review is a procedure and research approach for finding relevant research, evaluating it critically, gathering and analysing data from it. The quantitative research method to be used for this research is content analysis. Content analysis is used or applied in describing communication content and comparing media content to the real world. The population of this study contains one hundred and thirty one (131) annotated bibliography of television articles in Nigeria. Data searching was done from January 2023 to February 2023. The database used in this study were Academia, Research Gate, Google Scholar, Library Sources, Journal of Digital Media and Policy, Review of Communication and Media Studies, New Media and Mass Communication, International Journal of Soila Sciences and Management Review, Journal of Communication Studies, etc. These databases provided access to information used in studies, including titles, abstract and keywords. After choosing the database, keywords were set, and a search format was made. Keywords used in this study

included television and communication, television articles in Nigeria, television research in Nigeria, television research in Nigerian journals. The selected articles were picked after fulfilling the following criteria:

1. Articles written in English
2. Articles discussing television in Nigeria
3. Articles published by Nigerian authors

Exclusion criteria include:

1. Articles written in mixed language
2. Articles not relating to television in Nigeria
3. Literature review articles were excluded
4. Articles without any information related to the topic were excluded

Study selection was made by finding potentially relevant articles with the study aims. After reading the abstract, the authors read the articles' body parts to determine their compatibility with the inclusion criteria. The evaluation was done in the next phase by selecting relevant articles that fulfilled the inclusion criteria. The data of this study was analysed in tabular form.

**Literature Review**

**Television and Technology:** It is not possible to overestimate how important technology is to the expansion and advancement of television in Nigeria. Technology is known for making life simpler because it introduces simple ways to do tasks. The goal of the research on television and technology has been to offer fixes for issues related to those two fields. Osakue and Ogbemudia's study from 2021, which tried to investigate the difficulties with lighting in Nigerian television productions, serves as an illustration of this. The study's conclusions showed that the case study stations lacked critical lighting gear and skilled or experienced lighting designers or technicians. According to the study's findings, it was advised that the responsible authorities employ or train lighting designers who can produce and apply lighting diagrams and methods when developing high-quality television programs and supply the required television lighting equipment.

A study about the use of new media technologies in Nigerian television newsrooms was conducted in 2020 by Igyuve et al. The paper claimed that a variety of facets of the Nigerian television newsroom have been greatly affected, with the decrease in production time, the removal of some gatekeepers, and cost reductions being some of the most significant. The paper's conclusions were based on the technological acceptance model and the technological determinism theory. According to the study's findings, new media technologies have made newsrooms smaller and boosted multitasking and multiskilling.

The digitalization of television in Nigeria is another topic that researchers have studied in relation to television and technology. Nigeria set June 17, 2012 as the date for the switchover from analog to digital broadcasting, as opposed to the June 17, 2015 time limit set by the International Telecommunication Union for the complete conversion of all broadcast channels in Europe, Africa, the Middle East, and the Islamic Republic of Iran (Balarabe, 2013). Even though the time has long since passed, Nigeria's broadcasting industry has not completely switched from analog to digital. So, it is necessary to investigate the reasons behind the failure of digital broadcasting in Nigeria. Financial constraints, the Nigerian Broadcasting

Commission's (NBC) exclusive implementation strategy and policy-burdened intervention, the impact of the current complexities with the country's policy framework and approach to the transition to digital television, among other issues, were some of the difficulties mentioned by Abikanlu (2020) in the discussion of the challenges facing the Nigerian transition to digital television. Dtikuk (2017) conducted a critical analysis of the successes and failures of Nigeria's digital transition. Mishaps include things like an absence of political will, technical glitches, infrastructure shortages, etc. Due to the fact that, as of the time this paper was written, only these two states had started the transition process, the report came to the conclusion that failing to repeat the Jos-Plateau State and Abuja pilot efforts amounts to nothing more than lip service and a premeditated misadventure. In their analysis, Akinbolati and Ajewole (2020) also highlighted that a location's weather can have an impact on digital television, as was the case for Lagos, Kaduna, and Katsina States in Nigeria. These three states were mentioned by Akinbolati and Ajewole (2020) as having experienced a route loss of the three digital terrestrial television base stations. Results from the study conducted by Oyedele (2019) also showed that despite certain difficulties in key areas, the stations are already making some daring moves to achieve the desired digital broadcasting experience.

When it comes to the study of ICT and how it relates to television and technology, scholars in Nigeria have expanded into several distinct fields. ICT, or information and communication technology, is one of these fields. It would be accurate to say that ICT is now an essential component of every radio/television station's and newspaper/magazine organization's daily operations (Gapsiso & Wilson, 2014). In his research, Baruwa (2020) examined the use of animation in television shows that were broadcast on a few television stations in Lagos State, Nigeria. The results of this study demonstrated that TV stations in Lagos State mostly focus on using animation for entertainment to amuse viewers rather than regularly airing animated videos made with the intention of having an impact and causing positive social change. According to the report, TV stations should air more animation designed to modify the attitudes and behaviours of Nigeria's thronging television audience.

**Television and social media:** The development of social media in the 20th century posed a danger to television's expansion and popularity. On the basis of this, researchers have looked for ways to integrate social media into television by examining how the two platforms may cooperate for society's benefit (Abikanlu& Aina, 2021). Akinreti (2016), investigated the use of social media platforms for television broadcast using a case study of Channels television in Nigeria. The study looked at how social media works, how it affects news and program content, and what problems it poses for the television broadcasting business as a whole. According to survey results, the majority of Channels viewers access Channels TV news and programs via desktop computers, laptops, tablets, and smartphones, as well as the social media sites Facebook, Twitter, and YouTube.

The comparative content analysis by Apuke and Tunca (2019) compared how internally displaced individuals in Nigeria were covered on television and blogs. The essay looked at how Nigerian internal migrants were covered on television and blogs between October 2016 and October 2017. About 87 stories were covered by each of the Nigerian Television Authority, African Independent Television, and http://Naija.com. The majority of the stories appeared in the first two headlines, and African Independent TV covered the issues in a more optimistic and objective way. On the other hand, African Independent Television and Nigerian

Television Authority commented in a more critical tone. The survey also found that African Independent Television and Nigerian Television Authority used a more upbeat and impartial tone while describing and reporting on the problems facing internally displaced people in different camps. In contrast, http://Naija.com's tone was more critical.

**Television, Administration, Politics and Community Development:** The public and the government are to be connected via television. So, it's crucial to comprehend how television contributes to both community growth and the management of society's concerns. This would facilitate community development by making it simple to manage the operations of the society. Umeh (1989), researched the emergence and growth of television transmission in Nigeria. The article claims that the history of television broadcasting in Nigeria has centred on the medium's capacity for political and educational broadcasting. Following the establishment of Western Nigeria Television (WNTV) in 1959, the study looked at the political and educational factors that played a role in the growth of television in Nigeria between that time and early 1962, before each of the three regional governments had its own television station. According to the article, the expansion of television stations coincided with the emergence of new states up until the establishment of the Nigerian Television Authority (NTA), which curbed this proliferation and resource wasting. The essay evaluated how well educational television programming had performed in Nigeria and came to the conclusion that it had been largely successful.

Ufuophu-Biri (2020) also looked at how television may promote family harmony in South-South Nigeria. As harmony inside a family extends to society as a whole, this leads to the growth of a community, which is necessary for every community to flourish. The majority of respondents to the survey did not watch television with their families at home, according to the Behaviour Imitation, Linkage, and Bowen Family Systems theories. The study also discovered that watching television can occasionally have a detrimental effect on the harmony and values of the family, particularly when there is no supervision over what is watched and what is not watched. The study's conclusions advised families to watch television together at home and to refrain from picking up unhealthy values from the media.

In his study, Talabi (1989) explored the effects of knowing how families see television on educational planning, policymaking, and the spread of innovations in society. This study demonstrated how television has an impact on the moral standards that people uphold in society. According to Nnadiukwu and Anih (2020), television is a potent medium that shapes societal culture. Thus, culture refers to the fields of the arts, sciences, beliefs, behaviour, or even attitude of the members of a society. According to the study, television is a channel for destroying culture and tradition as well as a means through which individuals can share and promote their cultural values through programming and material for sustainable growth. Adesina et al. (2017) found that television programs have a beneficial role in community development by having programs that are intended to improve people's quality of life and bring government closer to the people. This supports the idea that television is a medium for community development.

It is debatable if Nigerian viewers find local television news sources and programs to be reputable enough to believe them and use them to guide their judgments. In their study, Adum and Chinelo (2021) noted that international cable television news networks are strongly

preferred over local cable television news networks. According to Adum and Chinelo (2021), this preference is the result of the belief that these international organizations provide more accurate and objective reporting of events than the audience is capable of receiving from the local media. According to Sanusi et al. (2022), source credibility is essential to how news audiences absorb and interpret the news, particularly on television because it appeals to both the senses of sight and hearing. According to Ajilore and Okeya (2016), a television station's ownership has an impact on how its viewers receive and interpret its news and programming. According to Akpoghiran et al., the appearance of the presenters or newscasters is another factor that affects the credibility of a news or program source in the eyes of the audience (2017). According to Akpoghiran et al., (2017)'s study, viewers' attention to news is influenced by the appearance of female newsreaders. According to the study, men viewers are drawn to facial beauty while female viewers are drawn to general physical attractiveness.

Ojomo and Adekusibe (2020) investigated how women were portrayed in particular Nigerian television programs. The study, which took a conceptual approach, discovered that traditional representations of women as housewives, domestic workers, dependent on men, and sex objects are common. The study also shown how stereotypical portrayals of women in television programming had a negative influence on women's attitudes and contributions to societal advancement. In a similar vein, Olaseinde and Ogwuche (2022) investigated how viewers in Nigeria perceived media depictions of domestic abuse against men. The study found that viewers are heavily visible to domestic violence-related television programming, and that this exposure, particularly among female respondents, is gradually shifting domestic violence from men abusing their wives to women abusing their husbands. The survey also showed that men are not adequately represented on Nigerian television when it comes to domestic violence.

Without feedback, communication is insufficient. Finding better ways to convey a message is aided by feedback. The impact of viewer input on television programs must be understood. Research is the only method to accomplish this. In Lagos State, Nigeria, Alabi (2014) conducted study on the impacts of viewer feedback on radio and television programs. The study's conclusions showed that television stations use public feedback more than radio stations do to improve upcoming shows.

Oyedele and Akano (2018) state that the current dominant conclusion of evidence-based discussion and social debate on the rural-urban disparity in media coverage in Nigeria is that rural issues are overlooked and superimposed over urban and political interests. This is relevant to how television can be involved in grass-roots development. Ihechu (2012) remarked that incorporating healthy behaviors that promote rural development into television shows will help and speed up rural development.

**Television and Advertising:** The heart of any business is its advertising. Customers won't be aware of the products and services that one creates if there is no promotion for them. According to Gbadeyan (2010), advertisements often enlighten consumers about a product or service in order to help them make decisions. There are numerous ways for business owners to promote their products and services. The methods include word-of-mouth marketing, door-to-door solicitation, outdoor advertising, radio solicitation, television solicitation, etc. There are numerous television commercials that feature both men and women (Innocent &

Pamela, 2021). In society, advertising serves both practical and aesthetic purposes. Olatunji and Aladeyomi (2013), adds that among the marketing uses of advertising are convenience, the dissemination of information, the improvement of choice, and the maintenance of competition. In addition, advertising can be used for entertainment, social networking, and other non-marketing purposes. The majority of people, according to study, prefer television advertising since it gives the goods an audio-visual impression. Several scholars have looked into how television advertising affects consumer purchasing decisions. Malachy (2020) investigated how beer brand preferences among male bank employees in Oyo town, Nigeria, were influenced by television ads. According to the study, beer consumption rates and television advertising are related.

Oyedele and Minor (2012) studied consumer culture themes in South African and Nigerian television commercials. The goal of the study was to respond to Taylor's criticism that cross-national advertising and globalization research are underrepresented in developing nations. The study employed semiology to evaluate the stories and storylines used in television advertisements from Nigeria and South Africa, the two largest economic powers in sub-Saharan Africa, to promote global consumer culture. The work fills this theoretical gap in the literature. The results of this study showed that, in contrast to earlier cross-national advertising and globalization research that suggested that advertising is a portrayal of cultural and global consumer capitalism values, advertisements portray a romantic view of middle-ground politics that is supported by political institutions on both a national and international level. The agenda setting and reinforcement theory served as the foundation for a study conducted by Edegoh et al. (2013) to evaluate the effect of political television advertising on voters' views toward voting in Anambra State. According to the study, voters' preferences for marketed candidates are influenced by their exposure to television advertising. The survey also showed that voters are more likely to remember advertised candidates when they see them on television. According to the study, television advertisements have a higher rate of influencing people's decisions in all areas of life. When Akpan et al. (2015) conducted research to determine the impact of testimonials in television advertising on the use of specific antiseptic goods among people of Uyo Urban of Akwa Ibom State in Nigeria, they validated the aforementioned statement. Agboola and Emedari (2019) conducted research on how television advertisements affect students at the Federal University of Technology, Minna's shopping behaviors. According to the report, the majority of respondents had watched television commercials, and there is a perfect correlation between the goods advertised and what was really bought. This serves as another evidence that television advertising has a significant impact on the purchasing decisions of the general public.

In order to ascertain the impact of children's age on their comprehension of television advertising, Gbadeyan (2009) investigated how youngsters in Lagos State, Nigeria, perceived television ads. The study concluded that it is important to take into account the appropriate age at which children should be introduced to television advertisements. According to the article, younger kids should only see a little amount of television commercials, however older kids can watch more.

**Television and Education:** The two main categories of teaching methods are pedagogy and andragogy. While pedagogy involves teaching children or adults with dependent

personalities, andragogy involves facilitating education for people who are self-directed learners. In light of this, various researchers have investigated the advantages of television for learning in both children and adults (Ajayi-Dopemu, 1985). Umunadi did a relational study on the academic achievement of students in television technology at technical colleges in Delta State, Nigeria (2009). The study at Delta State contrasted male and female students' academic performance in the area of television. Males did better than female counterparts, according to the results. It was also discovered that, in the 2005 and 2006 NABTEB exams, urban pupils outperformed their rural counterparts. Based on these conclusions, it was suggested that professors teach both the theoretical and practical aspects of the television subject to students in order to raise their academic progress.

Iroh (2018) conducted study on Nigerian television and civic education instruction. According to the study, students are being presented with complicated issues that go further than rote learning, and traditional teaching methods are failing to address these issues. As a result, creativity may be the only remedy. The study's methodology was participatory action research (PAR), a qualitative approach that allows participants to fully comprehend not only the "how and why" of learning and participation but also gives teachers the chance to employ a range of techniques to meet predetermined objectives. The study advised that television, which mixes audio and visual projections, be implemented as a teaching tool in schools due to its intrinsic and extrinsic benefits for piquing and maintaining a child's interest.

In nursery schools in Imo state, Nigeria, Ugochukwu et al. (2022) looked into parents' perceptions of television viewing habits as a predictor of kids' violent and attention-seeking behaviours. The study, which used a correlational research methodology, found that pre-schoolers' aggressive and attention-seeking behaviours are significantly predicted by parents' perceptions of their television viewing habits. In order to prevent and lessen instances of violent behaviour among pre-schoolers, the researchers advised parents to refrain from watching or sharing horrifying and violent video clips based on the study's findings. In order to prevent attention issues, parents of pre-schoolers should forbid them from watching any kind of television show when they have homework to complete. Omojuwa et al. (2010), remark that television programming influences language development in Nigerian students in addition to influencing children's violent behaviour. This idea is shared by Ihechu and Akomas (2019), whose research examined the impact of a television show on students' pronunciation skills in Umuahia, Abia State. Their findings revealed that the methods used to enhance pronunciation skills—such as rhymes, games, and diagrams—kept the students' interest. Although Ihechu and Akomas (2019) also discovered that the program under study, the Bubble Guppies television series, had some restricting factors like irregular access to the program due to epileptic electrical supply and non-availability of DSTV in every household, they also found that these factors were not the only ones at play. In order to increase exposure and expand learning opportunities, the study advised local TV channels to make and air related shows in addition to Bubble Guppies. In contrast, Gowon (2009) asserts that while television has a favourable impact on pupils' speaking abilities, it has no impact on their writing abilities.

**Television and Health:** Several new discoveries were made as a result of the COVID-19 epidemic, which is why it is important to investigate how Nigerian television research is related to these new findings. In order to reaffirm the significance of the media in fostering

good health in society, Apuke and Omar (2021) did a study on television news coverage of the COVID-19 outbreak in Nigeria: Missed Chances to Foster Health Due to Ownership and Politics. The focus of the study was the privately owned African Independent Television (AIT) and the government-run Nigerian Television Authority (NTA). The study found that privately owned media outlets in Nigeria link negative tone stories with health difficulties, in contrary to government-controlled media outlets in Nigeria. In Effiong et al(2020) .'s review of ongoing television program awareness initiatives on the corona virus in Nigeria, the Nigerian Television Authority (NTA) was employed as a case study. The results of this study showed that NTA consistently informs the public about the corona virus sickness on a daily basis. This type of research enables recommendations to be made to government organizations, health agencies, and other parastatals regarding the implementation of measures intended to provide the required funding for awareness campaigns regarding disease outbreaks in the nation.

**Television and Agriculture:** Agriculture is a frequent occupation for a common man. So, it is crucial to conduct research on how television can be used to advance the average person's line of work (Chikwendu&Omenesa, 2015). Oyegbami and Fabusoro (2004) investigated how chicken farmers in Oyo State, Nigeria's Egbeda local government area, used radio and television as sources of agricultural information. The study found that there is a strong likelihood of expanded usage of radio and television for general development of agriculture and national food security, along with greater agricultural programming and expanded information on poultry care on the existing programs.

Similar to this, Yahaya (2002) made an effort to quantify the effect agricultural radio and television programs had on farmers in southwest Nigeria. The study made note of the fact that it is impossible to contact all farmers in Nigeria, like in many other nations, due to the small number of extension agents (one to 4,000 farmers). Agricultural groups have used radio and television to cheaply and widely distribute pertinent agricultural information to farm households. Although earlier research has shown that these radio shows have sizable listenership, less focus has been placed on farmers' perceptions of the unique advantages these programs offer. The study looked at how 198 randomly chosen farmers in southwest Nigeria's Oyo State evaluated the effectiveness of two long-running agricultural programs produced in Nigeria, one for radio and the other for television. The study's findings showed a very favourable evaluation of the two special program elements as well as the worth of the two programs for enhancing agricultural production along 12 perceptual dimensions.

**Television and Security:** Security is a concern on both a national and international scale. As both government and commercial organizations strive for new ways to improve the country's security condition, security has emerged as a popular study topic in Nigeria. In light of this, Orlu-Orlu (2017) investigated how South-East Nigerians perceived the Nigerian Television Authority and Channels Television's coverage of the kidnapping of the Chibok schoolgirls. The purpose of the study was to determine how the Nigerian Television Authority (NTA) and Channels Television had reported the kidnapping of more than 200 female students at the Government Girls Secondary School in Chibok, Nigeria's Borno State. Results showed that whereas Channels Television frequently presented a fair view of the abduction, NTA frequently sided with the government in its coverage of the kidnapping of the Chibok schoolgirls. While Channels Television's reporting on the kidnapping of the Chibok

schoolgirls received excellent marks for reliability, NTA's reporting received low marks. According to the findings, it was suggested, among other things, that the Nigerian Television Authority (NTA) wake up and make an effort to adequately account for the girls' kidnapping. In their study, "Taking us to the Vulnerability Scene: Television News Coverage and Framing of Internally Displaced Persons in Nigeria," Apuke and Tunca (2020) noted that although there is growing interest in how the media covers internally displaced people (IDPs) in developing nations, studies on visual coverage are still in their infancy. According to this perspective, the study looked at Nigerian television news coverage of IDPs. The study's findings revealed a considerable disparity in the visual frames, with private media using more moving pictures. Results from the interviews performed as part of the study also revealed that factors such as media ownership and control, media sources, marketers, inadequate training, inadequate pay or incentives, and competition deadline syndrome affect how IDPs are framed and covered in Nigerian media.

Umoru (2022) evaluated young people's reactions to violent television programs in Lafia, Nasarawa State, Nigeria, to determine how television programs affect people's attitudes toward violence. It is no longer surprising that Nigeria has been plagued by insurgencies and violent aggression, according to Chukwuma et al. in 2022. According to Umoru (2022), watching violent television shows frequently increased hostility, and males reacted to these shows more aggressively than females did. According to the study, there should be a thorough reorientation aimed at educating television networks to limit violent television programming.

Another national security crisis that struck Nigeria in 2020 was the EndSARS protest. Nearly all 36 of Nigeria's states and the FCT were tense. Scholars like Daniel et al. (2021) decided to do a comparative analysis of the television coverage of the protest in Nigeria utilizing the Nigerian Television Authority (NTA) and Arise television as case studies. In their study, Daniel et al. (2021) found that, in contrast to the government station, which provided less emphasis, private television stations in Nigeria gave more significance to the demonstration on all of their platforms, including YouTube and their television station. This study demonstrated the necessity for government stations in Nigeria to increase their coverage of national issues regularly. Since the media reflect social events and shape audience perspectives, it is crucial that government stations in Nigeria increase their coverage of national issues frequently (Akpoghiran&Otite, 2013). In order to cover conflicts, reporters and television cameramen require some kind of cover from the government. Due to the job's high level of danger, it may have an impact on their performance and perhaps cause them to give up journalism. Gever et al. (2022) discovered that there is a statistically significant association between employment risks and the inclination to leave journalism because of the risks associated with the job. The study went on to suggest that when there are benefits that are expected, such as praise, career development, etc., it assists in keeping reporters and television cameramen on the job, which would then result in increased media coverage of security concerns and other issues in the society. And Funsho et al., (2011), adds that when there is continuous increment in the salaries of television station workers, it will boost their performance.

**Television and Religion:** Religion is a very critical and divisive subject in Nigeria that need increased and more attention, just as security. In order to determine if Borno Radio Television

(BRTV) and Nigerian Television Authority (NTA), Maiduguri, complied with the Nigeria broadcasting code on religious programming, Yusuf et al. (2019) conducted comparative research of these stations. The report noted that the Nigerian broadcast business has witnessed a mushrooming expansion of religious programs on radio and television since 1992, when the broadcast industry was deregulated along with the issuance of broadcast licenses to individuals and organisations. The report points out that the National Broadcasting Commission (NBC), Nigeria's broadcast industry governing authority, states that religious programming cannot make up more than 10% of all programs at a given broadcast channel. The study found that, as of the time of this research, a significant portion of BRTV and NTA's airtime was devoted to Islamic preaching during the 29- or 30-day Ramadan fasting period. To determine whether or not the airtime allotted to Islamic programming in those stations was within the NBC 10% restrictions, this study used a comparative analysis methodology. The study's main findings revealed that more airtime than the permitted 10% was given to religious programs, with BRTV Maiduguri giving them more time than NTA Maiduguri. Also, Islamic religious programs received more airtime than those from other faiths.

**Television and Westernization:** In essence, westernization is giving up all of one's own cultural practices in favour of those of the west. According to Emetumah and Emetumah (2015), there is no question about how television affects the spread of culture because it has advanced technologically and made the entire world into a small, interconnected community. According to Babaleye and Ajisafe (2016), there is a general trend of African cultural erosion among Nigerian youth. The majority of them do not value anything uniquely Nigerian, including its culture, cuisine, language, music, and literature. The importance of maintaining cultural diversity and national identity has grown (James, 2016). According to Dipo-Adedoyin (2019), Nigerian students prefer international content on television over indigenous ones. The impact of foreign television programs on the westernization of Nigerian youths was examined by Adebayo et al. in 2017. Due to its auditory and visual capabilities, the study noted that television has been a particularly significant public communication tool. Results indicated that some Nigerian youngsters significantly believe what they see on international television programs to be reality.

Similar to this, Apuke and Dogari (2017) investigated the impact of television shows on young people's attire at Nigerian higher education institutions. The study found, among other things, that youths love and watch entertainment and musical programs the most. The survey also showed that youngsters more often than not replicate the hip hop, hippy, and makeup/hairstyles seen on television programs, and that doing so looks indecent. According to the survey, universities and other postsecondary institutions should seriously consider enforcing dress codes and discipline disobedient students. The study also found that local television hosts should always dress nicely and be aware that, regardless of the type of program they host, the younger generation is likely to copy anything they do. Oko-Epelle et al. (2022) also point out that Nigerian undergraduate students' cultural orientation has changed as a result of their exposure to international television programs. According to Garba and Wanapia (2015), unless media gatekeepers take a role in the design and execution of policies, foreign cultural norms and goods will continue to rule the market.

**Results and Discussion of Findings**

**Research Question 1**

What area of research has more focus from researchers on the society and television?

**RESULT**

| S/N | Themes | TOTAL | PERCENTAGE |
|---|---|---|---|
| 1. | Television and Technology | 20 | 15.6% |
| 2. | Television and social media | 3 | 2.3% |
| 3. | Television, Administration, Politics and Community Development | 56 | 42.8% |
| 4. | Television and Advertising | 13 | 9.9% |
| 5. | Television and Education | 17 | 13% |
| 6. | Television and Health | 4 | 3.1% |
| 7. | Television and Agriculture | 3 | 2.3% |
| 8. | Television and Security | 6 | 4.6% |
| 9. | Television and Religion | 2 | 1.5% |
| 10. | Television and Westernization | 7 | 5.3% |
| | Total | 131 | 100% |

Based on the one hundred annotated bibliography gathered by the author, findings show that researchers focus more on research that relates to television, administration, politics, and community development. Out of a 100%, 42.8% percent of the articles reviewed were relating to administration, politics, and community development. The next area that received attention is television and technology which garnered 15.6% out of 100%. Next is television and education which got 13%. The remain areas shared the remaining 28.6%.

**Research Question 2**

Which period did researchers focus more on researching about television and different sectors of the society?

**RESULT**

| S/N | PERIOD OF PUBLICATION | TOTAL | PERCENTAGE |
|---|---|---|---|
| 1. | 1970-1999 | 4 | 3.1% |
| 2. | 2000-2009 | 7 | 5.3% |
| 3. | 2010-2019 | 62 | 47.3% |
| 4. | 2020-2023 | 58 | 44.3% |
| | Total | 131 | 100% |

Based on the findings of this study, it is revealed that 47.3% percent of the articles reviewed were published between 2010-2019. After this, from 2020-2023, the articles garnered 44.3% coverage. Comparatively, from 2020-2023 have more articles published compared to 2010-2019, this is so because it a just a period of three years.

**Research Question 3**

Which methodology was used more by researchers to research on issues that related to television in Nigeria?

**RESULT**

| S/NO | METHOD | TOTAL |
|---|---|---|
| | **QUANTITATIVE METHOD** | |
| 1. | Survey | 62 |
| 2. | Content Analysis | 13 |
| 3. | Experiment | 7 |
| 4. | Correlational Analysis | 2 |
| | | |
| | **QUANLITATIVE METHOD** | |
| 1. | Ethnography | 2 |
| 2. | In-depth interview | 5 |
| 3. | Participatory action research | 1 |
| 4. | Semiology | 1 |
| 5. | Content Analysis /Discourse Analysis | 3 |
| | | |
| | **MIXED METHOD** | |
| 1. | Observation and Survey | 1 |
| 2. | Focus group discussion and survey | 2 |
| 3. | Observation and in-depth interview | 1 |
| 4. | Survey and In-depth interview | 2 |
| 5. | Survey and Content Analysis | 1 |
| | | |
| | **POSITION PAPER/CONCEPTUAL PAPER** | 28 |
| | TOTAL | 131 |

Based on the findings of this study, it is revealed that researchers in Nigeria adopts the quantitative survey research method more than any other type of research method. Position paper/conceptual paper follows with 28 articles adopting this method. The research methods that are not employed by researchers when researching on television in Nigeria include, qualitative content analysis, focus group discussion, observation, and so on.

**Research Question 4**

Which theories were used more by researchers to research on issues that related to television in Nigeria?

**RESULT**

THEORIES

| S/NO | THEORIES USED BY RESEARCHES UNDER REVIEW | TOTAL |
|---|---|---|
| 1. | None | 63 |
| 2. | Cultivation theory | 8 |
| 3. | Development media theory | 2 |
| 4. | Participatory media theory | 3 |
| 5. | Source credibility theory | 1 |
| 6. | Gate keeping theory | 2 |
| 7. | Agenda Setting theory | 9 |
| 8. | Social Perception theory | 3 |
| 9. | Framing theory | 4 |
| 10. | Cultural Imperialism | 3 |
| 11. | Social learning theory | 4 |
| 12. | Reinforcement theory | 1 |
| 13. | Functionalist theory | 1 |
| 14. | Marxist theory | 1 |
| 15. | Technological acceptance model | 1 |
| 16. | Technological determinism theory | 3 |
| 17. | Symbolic interaction theory | 1 |
| 18. | Sensitivity theory of motivation | 1 |
| 19. | Behaviour Imitation, Linkage and Bowen Family Systems theories | 1 |
| 20. | Observational learning theory | 1 |
| 21. | Dependency theory | 1 |
| 22. | Diffusion of innovation theory | 3 |
| 23. | Mediamorphosis | 1 |
| 24. | Uses and gratification theory | 5 |
| 25. | Elaboration Likelihood theory | 1 |
| 26. | Cognitive Dissonance theory | 2 |
| 27. | Democratic participant theory | 3 |
| 28. | Value Creation theory | 1 |
| 29. | Magic Bullet theory | 1 |
| 30. | Conscientization and Critical Consciousness theory | 1 |
| 31. | Propaganda model | 1 |
| 32. | New growth theory | 1 |
| 33. | Modernisation theory | 1 |
| 34. | Two-factor theory | 1 |
| 35. | Social shaping of technology theory | 1 |
| 36. | Reception analysis theory | 1 |
| 37. | Constructivism theory | 2 |
| 38. | Cultural theory of mass communication | 1 |
| 39. | Mental space theory | 1 |

| | | |
|---|---|---|
| 40. | Consistency theory | 1 |
| 41. | Spiral of science theory | 1 |
| 42. | Society in transition domestic violence theory | 1 |
| 43. | Social responsibility theory | 2 |
| 44. | Individual differences theory | 1 |
| 45. | Expectation theory | 1 |
| 46. | Isochrony theory of stress | 1 |
| 47. | Symbol system theory | 1 |
| 48. | Hypodermic needle theory | 1 |
| 49. | Conversational analysis theory | 1 |
| | TOTAL | 153 |

Based on the findings of this study, 48 theories were used in 131 articles on television in Nigeria. Although 63 out of the 131 articles that were reviewed did not have a theoretical background to the study, the remaining 66 articles had theoretical backgrounds, with some studies adopting 2 or more theories to back up the findings of their study. Furthermore, out of all the communication theories employed by researchers, this study found that the agenda setting theory is used more by researchers than any other communication theory. Also, this study found out that, researchers in the mass communication field, specifically relating to television, borrow theories from different fields of study to back up their study.

**Conclusion**

Based on the study's result, it has revealed that researchers over the years have focused mainly on topics relating to television, administration, politics and community development. While neglecting areas like television and religion, television and health, television and social media, television and agriculture, television and security, television and westernization, television and advertising. It has also been revealed that researchers usually adopting the quantitative survey method, than other methods. It is therefore recommended that researchers should diversify and research on television and other areas like climate change, culture, business, economy, etc. It is also recommended that researchers seek to employ other research methods to get data.

**References**

Abikanlu, F. (2020). Transition to digital television in Nigeria: Challenges and promises. *Journal of Digital Media and Policy*, *11*(1), 47–64. https://doi.org/10.1386/jdmp_00011_1

Abikanlu, F., & Aina, T. (2021). Modelling Social Television Analytics and Twitter-Enabled Audience Engagement – A study of Cross-Platform Television Audience in Nigeria. *The Journal of Social Media in Society*, *10*(1), 79–99.
https://thejsms.org/index.php/JSMS/article/view/833

Adebayo A.J., Akarika D.C., & Kiera (2017). Influence of foreign television programmes on the westernization of Nigerian youths. *International Journal of International Relations, Media and Mass Communication Studies, 3(1).*
*https://www.eajournals.org/journals/international-journal-international-relations-media-mass-communication-studies-ijirmmcs/vol-3-issue-1-march-2017/influence-foreign-television-programmes-westernisation-nigerian-youths/*

Adesina, K., Ganiu, O., &Sukurat, O. R. (2017). Television as vehicle for community development. In *Advances in Media, Entertainment, and the Arts* (pp. 60–84). IGI Global. http://dx.doi.org/10.4018/978-1-5225-3376-4.ch004

Adum, A., &Chinelo, E. (2021). Audience perception of credibility of indigenous cable television news network in Nigeria. *The International Journal of Humanities & Social Studies*, *9*(9). https://doi.org/10.24940/theijhss/2021/v9/i9/HS2109-027

Agboola, A.K., Emedari, G.S. (2019). Influence of television commercials on purchasing habits of students at the Federal University of Technology, Minna. *Benin Mediacom Journal,13.*

Ajayi-Dopemu, Y. (1985). Educating through television in Nigeria. *Journal of Educational Television*, *11*(2), 115–121. https://doi.org/10.1080/0260741850110205

Ajilore, K., Okeya, O.A. (2016) Broadcast ownership and audience perception of the credibility of political news: A comparative study of private and government-owned television stations in Ondo State, Nigeria. *Communication Review: A Journal of the Department of Mass Communication, University of Lagos. 7(3).*

Akinbolati, A., &Ajewole, M. O. (2020). Investigation of path loss and modelling for digital terrestrial television over Nigeria. *Heliyon*, *6*(6). https://doi.org/10.1016/j.heliyon.2020.e04101

Akinreti, Q. O. (2016). *The utilisation of social media platforms for television broadcast: Case study of channels television in Nigeria*. https://www.academia.edu/24585815/THE_UTILISATION_OF_SOCIAL_MEDIA_PLATFORMS_FOR_TELEVISION_BROADCAST_CASE_STUDY_OF_CHANNELS_TELEVISION_IN_NIGERIA

Akpan, U. U., Nda, I., &Nkenta, I.P. (2015). Testimonials in television advertising and consumer patronage of select antiseptic products in Uyo urban, Akwa Ibom state of Nigeria. *International Journal of Education and Research*, *3*(8).
https://www.ijern.com/journal/2015/August-2015/18.pdf

Akpoghiran, I. P., Otite, E. S. (2013). Television news perspective of conflict reporting: The Nigerian Television Authority as a reference point. *Journal of Media and Communication Studies*, *5*(2). https://doi.org/10.5897/JMCS12.046

Akpoghiran, I. P., Umukoro, S. E., & Okoro, E. F. (2017). Viewers' perception of female newsreaders' appearance on television and its influence on attention to news. *Journal of Social and Management Sciences*, *12*(1). https://doi.org/http://dx.doi.org/10.5987/UJ-JSMS.17.063.1

Alabi, O. F. (2014). Effects of Audience Feedback on Radio and Television Programmes in Lagos State, Nigeria. *Journal of Language and Communication*, *1*(2).
https://www.researchgate.net/publication/275018999_Effects_of_Audience_Feedback_on_Radio_and_Television_Programmes_in_Lagos_State_Nigeria

Apuke, O. D., &Dogari, K. A. (2017). Influence of television programmes on youth dressing pattern in Nigerian tertiary institutions. *International Journal of International Relations, Media and Mass Communication Studies*, *3*(2).
http://www.eajournals.org/wp-content/uploads/Influence-of-Television-Programmes-on-Youth-Dressing-Pattern-in-Nigerian-Tertiary-Institutions.pdf

Apuke, O. D., & Tunca, E. A. (2019). A comparative content analysis of television and blog coverage of internally displaced persons in Nigeria. *The Social Science Journal*, *56*(2), 168–182. https://doi.org/10.1016/j.soscij.2018.12.009

Apuke, O. D., & Tunca, E. A. (2020). Taking us to the Vulnerability Scene: Television News Coverage and Framing of Internally Displaced Persons in Nigeria. *Journal of Refugee Studies*, *34*(4), 4406–4427. https://doi.org/10.1093/jrs/feaa075

Apuke, O. D., Omar, B. (2021). Television news coverage of COVID-19 pandemic in Nigeria: Missed opportunities to promote health due to ownership and politics. *SAGE Open*, *11*(3). https://doi.org/10.1177/21582440211032675

Babaleye, S. O., &Ajisafe, I. O. (2016). Western television programmes and the African cultural identity of Nigerian youths. *International Journal of Media, Journalism and Mass Communications*, *2*(2).

https://doi.org/10.20431/2454-9479.0202010

Balarabe, S. (2013). Digitization of television broadcasting in Nigeria review. *World Academy of Science, Engineering and Technology International Journal of Information and Communication Engineering*, *7*(10).

https://afribary.com/works/digitization-of-television-broadcasting-in-nigeria-review-4060

Baruwa, F. (2020). Assessment of animation usage in TV programme broadcast within selected television stations in Lagos state. *Journal of Arts and Humanities*, *9*(9). https://doi.org/http://dx.doi.org/10.18533/journal.v9i9.1942

Chikwendu, D. O., &Omenesa, Z. E. (2015). Financial Implications of Radio and Television Agricultural Broadcasts in Nigeria. *Journal of Agricultural Extension*, *1*. https://journal.aesonnigeria.org/index.php/jae/article/view/302

Chukwuma Alphonsus, U., Etumnu, E. W., Talabi, F. O., Fadeyi, I. O., Aiyesimoju, A. B., Apuke, O. D., & Celestine, G. V. (2022). Journalism and reportage of insecurity: Newspaper and television coverage of banditry activities in Northern Nigeria. *Newspaper Research Journal*, *43*(3), 343–357. https://doi.org/10.1177/07395329221112393

Daniel, D. T., Nwodu, G. E., Ono, G. N., &Akanbi, J. O. (2021). A comparative evaluation of Nigerian Television Authority and Arise television coverage of EndSARS protest in Nigeria. *GVU Journal of Communication Studies*, *3*. https://doi.org/https://www.researchgate.net/publication/360015656_A_COMPARATIVE_EVALUATION_OF_NIGERIAN_TELEVISION_AUTHORITY_AND_ARISE_TELEVISION_COVERAGE_OF_ENDSARS_PROTEST_IN_NIGERIA

Dipo-Adedoyin, Felicia, O. (2019). Undergraduates' preference of local and foreign television programmes: A study of Lagos state polytechnic and Caleb university, Lagos state. *Benin Mediacom Journal,13.*

Dyikuk, J. J. (2017). Digital terrestrial television: A critical assessment of the adventures and misadventures of Nigeria's digital switch over. *International Journal of Applied Research and Technology*, *6*(12).

https://www.researchgate.net/publication/339441694_Digital_Terrestrial_Television_A_Critical_Assessment_of_the_Adventures_and_Misadventures_of_Nigeria's_Digital_Switch_Over

Edegoh, L. O. N., Ezebuenyi, E. E., &Asemah, E. S. (2013). Television as a medium of political advertising during elections in Anambra State, Nigeria. *Asian Journal of Social Sciences & Humanities*, *2*(3).

http://www.ajssh.leena-luna.co.jp/AJSSHPDFs/Vol.2(3)/AJSSH2013(2.3-40).pdf

Effiong, A. I., Nseobot, I. R., Johnny, A. E., MfrekeUmoh, J., Frank, E. I., Abere, O. J., Abraham, U. P., Essien, M. O., &Ukpong, E. S. (2020). Assessment of Nigerian Television Authority (NTA) ongoing programme awareness campaigns on corona virus in Nigeria. *Electronic Research Journal of Social Sciences and Humanities*, *2*.

https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3567859

Emetumah, F. I., &Emetumah, F. C. (2015). Implications of cultural diffusion in Nigeria through the television medium: A survey of selected youths in Imo state. *Advances in Social Sciences Research Journal*, *2*(8). https://doi.org/10.14738/assrj.28.1408

Funsho, B. M., Samuel, O., &Oboromeni, A. (2011). An assessment of salary increments on workers' performance in Nigeria television authority (NTA), Kaduna - Nigeria. *EBSU Journal of Social Sciences*, *1*(1).

https://www.academia.edu/79766083/An_Assessment_of_Salary_Increment_on_Workers_Performance_in_Nigeria_Television_Authority_NTA_Kaduna

Gapsiso, N. D., &Wilson , J. (2014). Study of the Effects of ICT on News Processing in Borno Radio Television (BRTV) Maiduguri - Nigeria. *New Media and Mass Communication*, *27*.

https://www.iiste.org/Journals/index.php/NMMC/article/view/14372

Garba, M. J., Wanapia, N. I. (2015). The implications of Western Television programmes on cultural values of Nigerian students: A study of Taraba State University Students. *Taraba Journal of Political Science and International Relations*, *2*(1–2), 181–195.

https://www.researchgate.net/publication/341788851_The_Implications_of_Western_Television_Programmes_on_Cultural_Values_of_Nigerian_Students_A_Study_of_Taraba_State_University_Students

Gbadeyan, R. (2009). Children's perception of television commercial in Lagos State, Nigeria. *African Research Review*, *3*(2).

https://doi.org/10.4314/afrrev.v3i2.43634

Gbadeyan, R. A. (2010). Content analysis of selected television commercials to children in Lagos State Nigeria. *African Journal of Marketing Management*, *2*(5).

https://www.researchgate.net/publication/304714914_Content_Analysis_of_Selected_Television_Commercials_to_Children_in_Lagos_State_Nigeria

Gever, V. C., Talabi, F. O., Okunade, J. K., Aiyesimoju, A. B., Sanusi, B., Bello, S. A., &Apuke, O. D. (2022). Impact of job risks on job performance and propensity to quit journalism among television camerapersons covering conflicts in Nigeria. *Electronic News*. https://doi.org/10.1177/19312431221143316

Gowon, R. (2009). Effects of television and radio on speaking and writing skills of senior secondary school students in Jos metropolis. *African Research Review*, *3*(2). https://doi.org/10.4314/afrrev.v3i2.43609

Igyuve, A., Inobemhe, K., Udeh, N.-T. S., &Ugber, F. (2020). A discourse on the use of new media technologies in Nigerian television newsrooms. *International Journal of Social Sciences and Management Review*, *3*(6).

http://dx.doi.org/10.37602/IJSSMR.2020.3529

Ihechu, I. P. (2012). Television programmes and cultural proximity: A panacea for violence in a multi-cultural society. *Research on Humanities and Social Sciences*, *2*(6).

https://www.researchgate.net/publication/338533546_Television_Programmes_and_Cultural_Proximity_A_Panacea_for_Violence_in_a_Multi-Cultural_Society

Ihechu, I.P., Akomas, S. (2019). Influence of Bubble Guppies television series on the pronunciation ability of pupils in Umuahia metropolis, Abia State. *Benin Mediacom Journal,13.*

Innocent P.I., Pamela O.N. (2021). Perception of the portrayal of women in television advertising amongst Umuahia residents of Abia State, Nigeria. *British Journal of Mass Communication and Media Research*, *1*(1). https://doi.org/10.52589/bjmcmr-vagrxqzr

Iroh, D. E. (2018). Television and the teaching of civic education in Nigeria: The Friedel Kropf's experiment. *Creative Artist: A Journal of Theatre and Media Studies, 12(1)*.
https://www.ajol.info/index.php/cajtms/article/view/190143

James, John, A., Akarika, D. C., & Kieran, N. U. (2017). Influence of foreign television programmes on the westernisation of Nigerian youths. *European American Journals*, *3*(1).
https://www.eajournals.org/journals/international-journal-international-relations-media-mass-communication-studies-ijirmmcs/vol-3-issue-1-march-2017/influence-foreign-television-programmes-westernisation-nigerian-youths/

James, M. O. (2016). Television as a tool for promoting Nigerian culture. *EJOTMAS: Ekpoma Journal of Theatre and Media Arts*, *5*(1–2). https://doi.org/10.4314/ejotmas.v5i1-2.12

Jolapamo, B., Oko-Epelle, L., &Adeagbo, S. (2021). Preferred approach to communication research in Nigeria: The scholars' perception. *Online Journal of Arts, Management and Social Sciences*, *5*(2).

Kur, J.T., &Nyekwere, E. O. (2015). Television Broadcasting and the Democratization Process in Nigeria: The Successful and Unsuccessful Story. *Online Journal of Communication and Media Technologies*, *5*(4). https://doi.org/http://dx.doi.org/10.29333/ojcmt/2529

Kur, J. T., &Nyekwere, E. O. (2022). Television broadcasting and the democratization process in Nigeria: The successful and unsuccessful story. *Online Journal of Communication and Media Technologies*, *5*(4).http://dx.doi.org/10.29333/ojcmt/2529

Malachy, O. U. (2020). Influence of television commercials on beer brands preference among male bank employees in Oyo town, Nigeria. *Journal of Communication and Media Research*, *4*(1).
https://jcmrjournal.org/article?id=216

Nnadiukwu, M. I., &Anih, C. A. (2020). Evaluation of television as a medium for promotion of indigenous culture and traditional heritage; a study of the nigeria television authority. *Journal of Media & Management*, *2*(2), 1–7. https://doi.org/10.47363/jmm/2020(2)116

Nwaoboli, E. P. (2023). Influence of Nigerian Television Authority (NTA), Benin City sports coverage on the development of sports... *International Journal of Multidisciplinary Approach and Studies*, *10*(1). https://doi.org/https://www.researchgate.net/publication/367465177_Influence_of_Nigerian_Television_Authority_NTA_Benin_City_Sports_Coverage_on_the_Development_of_Sports_in_Nigeria

Ojomo, O., &Adekusibe, G. E. (2020). Portrayal of Women in Select Nigerian Television Contents. *Ebonyi State University Journal of Mass Communication*, *7*(1).
http://www.ebsujmc.com/uploads/951720_1592509758.pdf

Oko-Epelle, L., Shodipe, O. A., & Sanusi, B. (2022). Effect of foreign television contents among undergraduate students of Redeemer's university: Cultural Imperialism Revisited. *International Journal of Management, Social Sciences, Peace and Conflict Studies*, *5*(2). https://doi.org/https://www.researchgate.net/publication/361567714_EFFECT_OF_FOREIGN_TELEVISION_CONTENTS_AMONG_UNDERGRADUATE_STUDENTS_OF_REDEEMER%27S_UNIVERSITY_CULTURAL_IMPERIALISM_REVISITED

Okoro, N., &Onakpa, M. S. (1970). Audience perception of television animated cartoons as tool for political communication: A study of selected towns in North Central Nigeria. *AFRREV IJAH: An International Journal of Arts and Humanities*, *5*(4). https://doi.org/10.4314/ijah.v5i4.17

Olaseinde, O., &Ogwuche, P. O. (2022). Audience perception of television portrayal of domestic violence against men in Nigeria. *American Journal of Humanities and Social Sciences Research*, *6*(3). https://doi.org/https://www.researchgate.net/publication/359108573_Audience_Perception_of_Television_Portrayal_of_Domestic_Violence_against_Men_in_Nigeria

Olatunji, R.W., Aladeyomi, S.A. (2013). Entertainment orientation of advertisements on television and social media: A study of Selected brands in Nigeria's telecommunications industry. *The Nigerian Journal of Communication,11(1).*

*http://tnjc.org.ng/wp-content/uploads/October2014/Entertainment-Orientation-of-Advertisements-on-Television.pdf*

Omojuwa, J. O., Timothy, A., &Obiekezie, E. (2010). The television factor in vocabulary development among secondary school students in Cross River state, Nigeria. *Global Journal of Educational Research*, *8*(1–2).

https://doi.org/10.4314/gjedr.v8i1-2.53769

Orlu-Orlu, H. C. (2017). Perception of the Nigerian Television Authority and Channels Television reportage of the Chibok school girls abduction among residents of South-East Nigeria. *European Scientific Journal, ESJ*, *13*(23), 176. https://doi.org/10.19044/esj.2017.v13n23p176

Osakue, S. O., Ogbemudia, M. J. (2021). Challenges of lighting in television productions in Nigeria: A study of two NTA community stations. *GVU Journal of Communication Studies*, *3*(1), 59–67.

https://www.academia.edu/69905098/Omoera_O_S_and_James_O_M_2021_Challenges_of_Lighting_in_Television_Productions_in_Nigeria_A_Study_of_Two_NTA_Community_Stations_GVU_Journal_of_Communication_3_59_67_https_journals_sau_edu_ng_index_php_sjmas_article_view_559_390?from_sitemaps=true&version=2

Oyedele J. O., Akano O. D (2018) Level of coverage and types pf rural development issues covered by BCOS radio and Television stations of Oyo State, Nigeria. *Journal of Communication and Media Research, 10(1). https://jcmrjournal.org/article?id=123*

Oyedele, A., & Minor, M. S. (2012). Consumer culture plots in television advertising from Nigeria and South Africa. *Journal of Advertising*, *41*(1), 91–108. https://doi.org/10.2753/joa0091-3367410107

Oyedele, O. J. (2019). Ibadan television stations' readiness for digital transition. *Journal of Language, Technology & Entrepreneurship in Africa*, *10*(1). https://doi.org/10.4314/jolte.v10i1

Oyegbami, A., Fabusoro, E. (2004). The use of radio and television as sources of agricultural information among poultry farmers in Egbeda local government area of Oyo State, Nigeria. *Moor Journal of Agricultural Research*, *4*(1). https://doi.org/10.4314/mjar.v4i1.31771

Sanusi, B., Daniel, H. A., Zechariah, O., & Olanrewaju, M. M. (2022). TV News Presentation, Source attractiveness, and Credibility: An Audience Perception Study. *KIU Journal of Social Sciences*, *8*(3).

https://www.researchgate.net/publication/364302139_TV_News_Presentation_Source_attractiveness_and_Credibility_An_Audience_Perception_Study

Talabi, J. K. (1989). The television viewing behaviour of families in Kwara State, Nigeria. *British Journal of Educational Technology*, *20*(2), 135–139. https://doi.org/10.1111/j.1467-8535.1989.tb00274.x

Ufuophu-Biri, E. (2020). Television and family unity in South – south Nigeria. *Mediterranean Journal of Social Sciences*, *11*(2). http://dx.doi.org/10.36941/mjss-2020-0025

Ugochukwu, N. J., Ibiam, J., Amaeze, F. E., Ugwu, G. C., Ngwok, A. N., Onuegbu, C. C. A., &Ugwuanyi, C.S. (2022). Parents' Perception Of Television Viewing Habit As A Predictor Of Pre-schoolers' Violent And Attention Behaviours In Nursery Schools Imo In State, Nigeria. *Webology*, *19*(2). https://www.webology.org/abstract.php?id=2420

Umeh, C. C. (1989). The Advent and Growth of Television Broadcasting in Nigeria: Its Political and Educational Overtones. *African Council on Communication Education*, *3*(2).

https://resource-recycling.com/escrap/wpcontent/uploads/sited/2/2016/09/jamr003002006.pdf

Umoru, T. (2022). Assessing youth response to violent television programmes in Lafia, Nasarawa state-Nigeria. *Social Sciences and Contemporary Issues*. https://www.researchgate.net/publication/362068603_ASSESSING_YOUTH_RESPONSE_TO_VIOLENT_TELEVISION_PROGRAMMES_IN_LAFIA_NASARAWA_STATE-NIGERIA

Umunadi, K. E. (2009). A relational study of students' academic achievement of television technology in technical colleges in Delta State of Nigeria. *Journal of STEM Teacher Education*, *4*. https://core.ac.uk/download/pdf/48842530.pdf

Yahaya, M. (2002). Measuring the impact on farmers of agricultural radio and Television Programs in Southwest Nigeria. *Journal of Applied Communications*, *86*(3).

https://www.researchgate.net/publication/234580674_Measuring_the_Impact_on_Farmers_of_Agricultural_Radio_and_Television_Programs_in_Southwest_Nigeria

Yusuf, I. U., Usman, M., & Ibrahim, A. M. (2019). Compliance to Nigeria broadcasting code on religious programs: A comparative study of Borno Radio Television (BRTV) and Nigerian Television Authority (NTA) Maiduguri. *Journal of Philosophy, Culture and Religion*, *47*. https://doi.org/10.7176/jpcr/47-01