

From Analogue to Digital Broadcasting: The Historical Foundation of Radio and Television for National Development in Nigeria

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Abstract

The aim of this article is to evaluate historical trends in the history of radio and television and their role or otherwise in national development. The article titled; From Analogue to Digital Broadcasting: The Historical Foundation of Radio and Television for National Development in Nigeria has been examined from five perspectives-how radio and television have been embraced in Nigeria, the present status of radio and television in Nigeria; the ideal status for radio and television as media for national development in a developing and democratic country like Nigeria. This is in terms of acquisition, use, misuse and management of radio and television for development at all levels in the country. The need for migration from analogue to digital broadcasting in view of the benefits as well as for the purpose of bringing radio and television in Nigeria in line with global standards is also evaluated. Investigating into how people are using social media from multimedia perspective and how social media can be integrated in broadcasting for development equally engage attention in this paper. The article adopts the rhetorical-analytical approach to the discussion. Reflective, Individual differences and selectivity theories serve as theoretical framework.

Keywords: From Analogue to Digital Broadcasting Historical Foundation of Radio and Television National Development

1. Introduction

It is a truism that the entire world continues to be considered by media researchers as a “global village” whereby everyone knows everyone is each other’s keeper, and where everyone can reach, and where every information about everyone could be received and disseminated to everyone in that “global village” within a few seconds. Effective use of radio and television for development therefore, should be a pre-condition for any meaningful and sustainable democracy and development within the “global village.” However, as Akinfeleye, (2003) observed, there seems to be an imbalance in information flow through the radio and television within the same “global village”.

After almost two decades into this century, Nigeria continues to ponder on what possible radio and television policy option to adopt in the acquisition and use of radio and television for development in the new millennium. Certainly Nigeria does not want to be left behind the rest of the world in the radio and television for development revolution. But Nigeria does not have sufficient funds and technical know-how to manufacture her own software and hardware of radio and television, yet she wants to and must use radio and television for development. Clear-out and rational policies are imperative for Nigeria’s vertical and horizontal economic and political development through radio and television in the new millennium.

2. Broadcasting in Nigeria and National Development

A nation’s broadcast system develops as the nation develops. The scope, sophistication, purpose and/or philosophical foundation of radio and television portray a symbiotic relationship with the nation’s growth. The situation is in consonance with the “Reflective Theory” of nation-media growth. The Nigerian radio industry is now in its 7th decade of growth, while television industry is now in its 6th decade of growth. This calls for celebration in the sense that the “reflective theory” of nation-media growth has been very much true in our development in Nigeria. The basic philosophical foundation of radio and television in Nigeria was for education. This had changed in recent times. It now includes entertainment, information and national development and mobilization of the citizens for developmental efforts – be it on family planning, democracy, primary health care, economic cultural factors and many more.

2.1 The Potentials of Radio and Television in National Development

Comstock (1975, p. 22) remarked that: “Television programmes have served as significant conduits for peace overtures by parties involved in the Middle East conflict”. He added that many times, television in particular, had been metaphorically used to write the first draft on many foreign policy issues – whatever the television chooses to highlight becomes the instant focus of attention by policy-makers, policy critics and policy users. Pre-emptive focus by the television on certain burning issues, he added mortgages the effective time and direction of decision on contemporary issues. He calls all these potentialities of the television as the “fire engine syndrome”

which helps in the reflection and the shaping of behaviour of people either positively or negatively.

2.2 The basic imperatives of Radio and Television in Development

Communication either through the television, radio, newspapers, etc., is so central to our existence that even when we attempt not to communicate, we still say something – i.e. communicating. If communication through the radio and television as well as other media is so vital to our day-to-day activities, when then do we have communication problems particularly when they are used to promote development? Why are the radio and television not solely responsible for the promotion of democracy in our society? Why is effective promotion of national development through radio and television sometimes difficult to achieve? What are the elements necessary for effective social change issues in our society? These are some of the pertinent issues which we need to answer in our attempt to use the radio and television for development. Akinfeleye, (2003) speculated that perhaps part of the answer lies in the fact that, messages through radio and television are very common phenomena in our lives, and that we tend to take our ability to use the radio and television for granted and/or synonymous with effective mobilization through the radio or television. He declared that, there is a difference between our ability to communicate and our desire to communicate effectively for national mobilization particularly through radio and television.

2.3 The historical Overview of Radio and Television in Nigeria

According to Agba, (2006) Radio Broadcasting began in Nigeria in 1932, when the British colonial government established a Re-diffusion Center in Lagos, for the reception and rebroadcast of the British Broadcasting Corporation's programmes. BBC's programmes were sent to the Re-diffusion Center through the Post and Telegraph (P & T) department of the colonial administration. Such programmes were meant to cement the political and economic ties that existed between Britain and her Nigerian colony. It is said that the programmes of this Rediffusion Center became as popular especially after the World War II that the British government commissioned two Engineers, I. W. Turner and F. A. Byron to investigate the possibility of expanding broadcasting facilities in West African colonies. Based on the report submitted by Turner and Byron in August 1949, the colonial government established the Nigerian Broadcasting Service (NBS) in April, 1951. The NBS functioned as an arm of the colonial government until 1956 when it became a corporation.

Earlier, The McPherson constitution which was operational under the colonial administration in Nigeria, sought to centralize broadcasting, to bring it under the exclusive control of the colonial government. This arrangement succeeded until 1953 when Chief Anthony Enahoro, a member of the action Group, moved a motion in the House of Representatives, calling for "self government". Members from northern Nigeria in the House of Representatives opposed Enahoro's motion. This matter generated tension in government circles, especially when members of the Action Group staged a walkout from the House of Representatives. Other members of the party, who held cabinet positions, resigned their appointments to such positions. John McPherson who was the colonial Governor General at that time, got so disturbed by this trend that he made a radio broadcast, condemning the Action Group and its leader, Chief Obafemi Awolowo.

Unfortunately, the colonial government denied Awolowo a chance of using the radio to respond to the accusations labeled against him. Bitter reactions to this denial of access to radio, led to the removal of the issue of centralization of broadcasting from the 1954 constitutional provisions. This gave regional governments the power to establish their own broadcast services.

In response to this development, the Western Region established the Western Nigeria Radio-vision service and commissioned the Western Nigeria Television (WNTV). Thus, the first television station was established in 1959 in Ibadan, capital of the then Western Region.

Thereafter, the other two regions in Nigeria took steps to equally establish their own stations. The Eastern Nigeria Broadcasting Service (ENBS) emerged in 1960 while the Northern Region established the broadcasting company of Northern Nigeria in 1962. This company gave birth to the Radio Kaduna Television (RKTV) in 1962.

These stations sought to outdo one another in terms of competence and operation. However, the slogans of these stations suggest that the competition amongst them was more political than educational or informational. For example, the WNBS claimed it was "First in Africa" while the ENBS claimed that it was "second to none".

Political necessity made the Federal Government in Nigeria to set up the Nigerian Television Service (NTS) in 1962, to complement its radio station which had been renamed Nigerian Broadcasting Corporation on October 6, 1956. Having realized the power of the broadcast media, the Federal Government of Nigeria directed the NBC to establish an external broadcasting institution. This directive gave birth to the voice of Nigeria in January 1962. Consequently, Nigeria's voice was heard for the first time beyond Nigeria's borders. The voice of Nigeria which was set up in Ikorodu Lagos was meant to project Nigerian news, activities and culture abroad. Equally, the station was established to ensure that Nigeria policies were better understood by her neighbours.

When the civil war broke out in Nigeria in 1966, the Federal Government of Nigeria used the broadcast

media to mobilize its citizens against the Biafran government, just as the Biafra government also used its broadcast media to mobilize its people against the Federal government of Nigeria. The Nigerian civil war was fought in the battle fields and on the air waves. After the civil war, the federal government of Nigeria learnt its lessons from the role that regional stations played in creating division and disunity. Therefore, the government returned broadcasting to its exclusive control and used the Nigerian Television Authority (NTA) decree of 1977 and the Federal Radio Corporation of Nigeria (FRCN) decree of 1978 to support this.

The creation of 19 states in 1976 led to an increase in the number of stations as the federal government Ministry sought to make its impact felt in the new states.

Despite the increased number of stations, people still complained about the technological efficiency of existing stations and the professional integrity of workers in the broadcast media. People argued that the broadcast media should be deregulated and democratized. It was argued that since private individuals were free to own print media establishments, capable private individuals should also be allowed to own radio or television stations.

In view of this agitation, section 36 of the 1979 constitution which is section 39 of the 1999 constitution, provides that:

“Every person shall be entitled to own, establish and operate any medium for the dissemination of information, ideas and opinions, provided that no person other than the government of the federation or of a state or any other person or body authorized by the president, shall own or operate a television or wireless broadcasting station for any purpose whatsoever”.

The constitutional provision indicates that any person can own a broadcast station if the president’s grants approval. Despite this provision, the Civilian administration under Shehu Shagari refused to grant private license for ownership of broadcast station. Ironically, military Head of state (Ibrahim Babangida) takes the credit for introducing measures that gave rise to the emergence of private broadcasting stations in Nigeria. His government set up the national Broadcasting Commission (NBC) through decree 38 of 1992. The commission was given the mandate to receive process and consider applications for the ownership of radio and television stations, including cable and satellite made to the president. The commission does recommend applications to the president through the Federal Minister of Information and Culture. On June 10th 1993, broadcasting attained a new height in Nigeria when the then Head of State Gen. Ibrahim Babagida, gave the first set of licenses to private owners of broadcast stations in this respect, private televisions started in Nigeria in 1993 while private radio broadcast outfits followed in 1994. One of the first Independent TV was Minash International Television (MITV) which was established in Ikeja Lagos by Alhaji Gbadiyinka Buhari in 1993. Another is Moraj systems Television which was established by Chief Mike Ajegbo in Obosi Anambra State in 1994.

Similarly, the first Independent radio station was Ray Power 100 FM which was licensed on August 16th 1994. It is owned by Chief Raymond Dokpesi under the auspices of DAAR Communication Ltd.

2.4 Broadcast Ownership, Control and Direction of Information Flow in Nigeria

The deregulation of radio – TV in Nigeria constituted a major break-through in the 1979 Constitution.

It says in part that:

“Every person should be entitled to own, establish and operate any medium for dissemination of information, ideas, and opinions, provided that no person other than the Government of the Federation, or of a State or any other Armed Forces shall own, establish or operate a Television or Wireless broadcasting station for any purpose whatsoever”.

Until the media deregulation policy came into being in 1992 under Babangida, all the radio and television stations in Nigeria were owned and controlled by either federal government or state governments.

As Akinfeleye (2003) observed, they were guided by the government definition of social-responsibility of the press and not the professional. They were funded mainly by government through subventions. They therefore danced to the tune of the piper.

2.5 The Deregulation of Broadcasting in Nigeria and National Development National Broadcasting Commission (NBC)

Decree No. 38 of 1992 established the broadcast regulatory body known as the National Broadcasting Commission – (NBC). Among other things, the decree-empowers NBC to: (1) Regulate and control broadcasting in Nigeria. (2) Receive and recommend application for Broadcast licences to the Minister of Information and presidential approval OR disapproval. (3) Receive and process applications for ownership of cable television services, direct satellite broadcast and any other broadcasting outfits (4) Advise the Federal Government, from time to time on the implementation of the National Mass Communication Policy with reference to the broadcast industry.

2.6 Television under both Military and Civilian Regimes

All the military regimes without exception have used the television as tools for the promotion of their legitimacy in governance. Professionalism in television broadcasting was no longer a tangible issue under the military. In fact, dissension on professional and even moral ground was not tolerated under the military regimes. Overt and covert interference under the military was the order of the day in television broadcasting. News controllers, managers etc were daily being monitored for probable disloyalty or sabotage and they dared not influence the direction of news flow.

Under Abacha, we can still remember the promo on the NTA on the issues of –

- a) “HE WHO THE CAP FITS”
- b) THE TWO MILLION MARCH SAGA
- c) THE YOUTH EARNESTLY ASK FOR ABACHA
- d) THE MAGIC KEY

Akinfeleye (2003) pointed out that certainly the NTA management knew that it was not proper to run such political campaign freely on our national television service. They knew it was unprofessional and irresponsible journalism to run such useless political advert on NTA which is financed by our tax payers’ money, but they were helpless under the circumstance. He lamented that indeed, it was a monumental disgrace to the journalism profession.

The situation is a bit different under the civilian regimes – subject of course to some of the misgivings and political engineering, wrangling which are inherent in any civilian regime in the developing countries.

However, one can say, without any hesitation that the civilians are still more tolerant of the television broadcasters than the military regimes. One thing that is certain under the civilian regime is that political power is more differential though the politicians may still try to exercise some covert control on the television broadcasting because of the ownership factor and desire to dominate the air. A good example was the issue of NTA – Ikeja which was and is still located in Surulere. This was part of the Shagari regime’s answer to the – atmospheric war between the Federal and State owned television station.

The issue here is to ask whether the government – Federal or State should have exclusively owned and controlled television stations in Nigeria or not. My candid answers to this question is that they – i.e. The government – Federal or State have no business in the ownership of television station.

3. Programme Policy

This has become a dialectic issue because television programme policy in Nigeria varies from government to government. The military government had its own programme policy, while the civilian government had its own programme policies which made appropriate and pluralistic programme policy unattainable. Instead, a monolithic programme policy is encouraged in a pluralistic society such as Nigeria.

3.1 Philosophy of Radio and Television

Akinfeleye (2003) posited that the philosophy of radio and television in Nigeria has become nebulous. On paper it states that radio and television shall be used for information, education and entertainment of the people. But in practice, it has changed to being used as instrument of oppression, disunity, political vendetta, tools for coup’s in the past, promotions, frame-ups, frame-down etc and baseless propaganda particularly, during the Babangida and Abacha regimes; and in recent times, during electioneering campaigns.

3.2 Takeover of Radio and Television Stations by the Government in the Past

Another issue worth discussing here is the take-over of broadcast stations by government in the past. For example, the 1975 unwarranted take-over of all television stations in Nigeria by the military government under the pretence of national unity which almost led to national disunity.

3.4 Dependence on Foreign Production

Although the NBC’s guideline specify the ratio of foreign and local programmes, by and large nearly all the television stations have not been able to keep up to this guideline due to the high cost of and unnecessary delays in local programme production.

3.5 Programme Sponsorship

This is another emerging issue in television for development in Nigeria. Due to the poor stage of Nigeria’s economy and political logjam particularly during the last four years under Abacha and the present prevailing recession under the APC government of President Buhari, it was not, and it is not easy to find dependable and committed programme sponsorship. Potential programme sponsors considered most of the government-owned television stations as appendages of the State-House where they operated.

3.6 Issue of Copyright

This is another burning issue in television broadcasting in Nigeria. One unique case that readily comes to mind is that of Charley Boy V. Multichoice – Charley Boy V. NTA. The issue here is the allegation by Charley Boy that NTA sold the Charley Boy show to Multichoice without his permission. It went to court but the case was later resolved by the parties out of court.

To reposition our radio and television for national development, the is need to establish community-based television stations, educational broadcasting stations public service and religious programme television stations and regular training and retraining of TV personnel are some notable neglected areas that should urgently be looked into. Of course, adequate funding, proper use of radio and TV for development, national unity and disengagement of various governments for ownership and control of radio and television constitutes a major part of the broadcast undigested past.

4. What the Radio and Television Producer/Controller Must Know

For the television to be used for national mobilization on socio-economic and political issues, the radio and television producer must know exactly what the society needs on related issues. But is this always possible to do so? The answer to this question can be deduced from the US example: Louis Harries public opinion survey of the public's needs and the mass media perception of what they think the public needed, shows that the media seriously misjudge what the viewers and/or listeners say they are interested in. according to the survey, the media say 75 per cent of the public had strong interest in sports, while 35 percent of the public said they had interest in sports. The media suggested that 13 percent of the public had a strong interest in governmental and political issues. Forty-two per cent of the public said they had a strong interest in those subjects. Further still, the media suggested that only 34 per cent of the public had interest in national issues, 60 per cent of the public expressed strong interest in such issues. And finally, in the media views, only 4 per cent of the public had strong interest in international issues. Now, granting all the deficiencies of this survey, there is at least a dichotomy with exploring in the above percentages. But the societal conclusion here is that the radio/television producer must first of all know exactly what aspects of development issues the public would be interested in before attempting to promote it through the radio or television. Therefore, the radio/television controller needs to do his research thoroughly before producing his developmental issues.

It is certain that radio or television gives us the major headlines as most newspapers and magazines do, and that society gets its intimations of societal burning issues through the radio and television, but it is generally accepted that what could be missing from radio or television news/programming is perspective, although it is said that a picture is worth more than a thousand words and a good sound could help us visualize images in our heads. Akinfeleye, (2003) added that a picture (TV picture), etc., for instance, is more than a thousand words if the picture is the right one, and has not been manipulated. A variety of basic psychological mechanisms will be needed here to explain the perception of the television pictures and the radio sound effects by the general public. This can be explained through the theory of individual differences and selectivity theory of perception. While the individual differences theory says that we, as human beings, are genetically different, psychologically different, physiologically different, biologically different, therefore, we will behave differently, "Selectivity Theory" says that as a result of individual differences theory (already explained above), we selectively expose ourselves to those things which we like, and that we also selectively perceive whatever we like, that we selectively pay attention to whatever we admire and that we selectively retain them while we selectively behave. In a nutshell, it is selective exposure, selective perception, selective attention, selective retention and selective behaviour.

4.1 Accidental Radio and Television Messages vs. Purposeful Radio and Television Messages

Because of the society multifarious daily activities, two types of radio/television messages have been identified. These are (a) Accidental radio/Television Messages; and (b) Purposeful radio/Television Messages.

4.2 Accidental Radio/Television Messages

This is the type of radio or television messages that occur at any given time. It is an unplanned communication directed to whoever has the "ear to hear, let him hear it". In most cases accidental communication does not expect any focused feedback, but if by chance one does occur, it takes it like that. Its audience is generally massive and unintended. Whereas, purposeful radio or television messages which are in the province of social and behavior change communication (SBCC), are planned actions of interaction and mobilization of particular audience to cause a change, or modification in their behavioural pattern. It could be focused towards an adoption of innovation in form of healthful radio or television messages sent and will require some feedback by the intended audience.

The purpose of purposeful radio or television messages is to bring about behavioural change. In other words, the effect of the purposeful radio/television message is, among other things, to change the receiver's behaviour that would have resulted from his/her decoding the message(s) that had been sent by the encoder. Therefore,

messages which produce the desired change(s) in the receiver's behaviour is said to be purposeful which presupposes that certain reactions are expected and must be carried before the message can be meaningful and complete particularly in using the radio and television for promoting good healthful living.

- Changes in the receiver's knowledge through the message sent via radio or television.
- Changes in the receiver's behaviour

Many times these changes may occur in sequences, that is, a change in the audience knowledge precedes a change in the behaviour and adoption of development or any other basic issues.

4.3 Messages Design for Radio and Television Mobilization

If the radio or television is to be used effectively for the promotion of national development in Nigeria; if the radio and television are to be accepted as a tool for national mobilization; if the radio or television is to enhance and achieve the desired goals in related issues; and if radio or television is to create awareness and contribute significantly to the positive mobilization of the Nigerian people on related radio/television controller/producer must generate national participation.

Akinfeleye (2003) opined that the basic concept of Marshall McLuhan which says that "the media is the message"; should be expanded further to include "the message is the media, the media is the message".

Therefore, the radio or television message designer must move closer and must understand the culture, norms on traditions of the people they want to mobilize for national integration.

Additionally, Nigeria must speed up the process of migration from analogue to digital broadcasting.

The broadcast industry in Nigeria is currently undergoing a transition from analogue to digital *system*. Digitization is a technology that *can* change the scope of broadcasting in Nigeria and other countries of the world including their ability to widen the scope of national development. This initiative was borne out of the desire of the International Telecommunication Union (ITU) to transform the global broadcast industry with quality signals. In its Regional Radio Communications Conference (RRC) held in 2006, a deadline for a total switchover of all broadcast channels from analogue to digital was set. The body set June 17, 2015 for all Ultra High Frequency channels to go digital. It also set the digitization of all Very High Frequency channels for 2020 (Ake, 2008).

Digital broadcasting enables programme presentation to be well improved. This is true in terms of clarity and quality of signals and spectrum efficiency. Ocholi (2009, p.2) argued that:

Since technology has opened a world of possibilities for broadcasting, a huge spectrum will be available for radio and television broadcast in the country. As a result, more frequencies or wavelengths will be available for television stations in the country. It will also afford the industry opportunities for interactive broadcasting which is quite relevant to national development as the television sets would now do much more than receive signals.

In the digitization era, digital television sets would be able to store data from received audio and visual signals as well as provide access to the internet. Digital equipment will enable the simultaneous transmission of more than one channel from one station. Ocholi (2009, p.3) further explained that, "digital television offers variety of added services such as multimedia, banking, home shopping and faster rates of data transmission (casting)."

To meet the deadline, Nigeria set June, 2012 as its switchover period. This period has passed without the switchover. Some Nigerians are of the opinion that the switchover will not be realised. This has generated criticism about government inability to meet the deadline. Though, the National Broadcasting Commission initially looked confident on successfully transiting from analogue to digital by the end of 2012, it has not been successful, even the 2015 deadline has not been met by many countries, including Nigeria. Many Nigerians are saying that the NBC has not done well in this regard. This has put pressure on the federal government.

Experts have pointed to numerous challenges that will slow the pace of realising the laudable project of migrating from analogue to digital broadcasting. According to them, some of these major challenges are; the dwindling economic situation in the country, poverty, hunger, corruption, poor infrastructure, inadequate social amenities, among other social, political, economic and health challenges faced by Nigeria. Ihechu and Uche (2012, pp. 38-39) added:

Most of the television and radio sets used today in Nigeria are not digital-compliant. It, therefore, means that those sets would have to be replaced with digital compliant ones. However, for the consumer, there will be a second option or acquiring a digital analogue converter known as Set Top Box. Also, all the analogue production and transmitting equipment will become obsolete at the end of the digitalization process. Thus, governments and individuals participating in the ownership of broadcasting facilities must be prepared to face the challenge.

5. Digital Broadcasting and National Development

Digital broadcasting is the transmission of audio (Radio) and audio and video (Television) by digitally processed

and multiplexed signal, in contrast to analogue and channel separated signals used in analogue broadcasting. It is said to be the first significant innovative service in the evolution of broadcast technology, especially television broadcasting since the evolution of colour television in the 1950s. With the advancement in technology driven by the computer age, the need to improve the transmission of broadcast signals has been on the front-burner of many discussions in the international broadcast industry.

The improvement of broadcast signals as a catalyst for national development can only be made possible by the migration from analogue to digital broadcasting. The need and advocacy for the world of broadcasting to migrate from analogue to digital has some years been championed by the International Telecommunication Union (ITU). It is now obvious that the world of broadcasting is going through a gradual change, due to the development of digital technology. Boah-Mensah (2010, p.12) maintained that “these technologies meant that sound and video, as well as text and still images, could be stored and transmitted in the form of binary digits. These “one’s” and “zero’s” correspond to on-off electrical pulses”.

Boah-Mensah (2010) further explained that the significance of digital broadcasting is that many more radio and TV channels can be squeezed into the exact same frequency space than is impossible under analogue transmission. According to him, the space freed-up by switching to Digital Terrestrial Television (DTT) is known as the “digital dividend” and it means that some of the vacated band can be used for other purposes. He also noted that with a digital radio, a multiplex can facilitate an ensemble of up to 50 channels on a single signal, and the same TV broadcaster could also run radio services at certain times of the day on the Multiplex, and switch to TV or data streams at others.

The switchover from analogue to digital broadcasting is seen as a welcomed development and a revolutionary change in the broadcast industry in the 21st century. It is an initiative that will benefit many segments of the society. The benefits could be in terms of programme content, media convergence, quality signals and multiple channels in Nigeria. Ihechu and Uche (2012, pp. 40-41) highlighted the benefits of digital broadcasting to include:

- (a) **National Interest:** When the transition is fully completed, the spectrum will be freed up. Thus, the spectrum can be applied to other services. The implication is that “a huge spectrum will be available for radio and television stations in Nigeria” (Ocholi, 2009, p. 1). This is because, digital transmission enhances “limited spectrum use” (Nwnakwo, 2010 p.2).
- (b) **Viewers’ Interest:** Digital broadcasting will afford the viewers “more programming choice arising from efficient spectrum utilization” (Udie, 2009, p. 7). The viewers are going to receive clearer pictures because digital broadcasting “promises television pictures that are as clear and crisp as a Cineplex feature” (Brain, 2010, p. 268).
- (c) **Broadcasters’ Interest:** The broadcasters will enter all cost effectiveness with digital broadcasting. This is because; a station can carry up to four channels on the same frequency. Also digital programme productions are flexible and faster than the analogue. (Gbenga-Ilori and Ibiyemi 2010, pp. 2-3) stated: “In the master control room where we used to have about 12 people working, it’s only one person doing that now. In programme injection, you only need two, now as a result of new (digital) technology.” Corroborating the above statement, Nwnakwo (2010, p. 4) said, “Doing so, they can realize ways to make more money”.
- (d) **Content Providers’ Interest:** Udie (2009, p. 7) states that “content providers have increased demand for all genres of programmes to fill the additional programming demands in the increased available channels”. While broadcast stations would increase the number of channels resulting from the digitization process, the demand for programme will increase. As a result, content providers will be fully engaged in their quest to satisfy the numerous stations that will be yearning for programmes. This will bring about competition which will result to quality content provision, and maximization of profit by the content providers.
- (e) **Regulator’s Interest:** As a result of the multi-channel broadcasting created by digitization, the regulator, National Broadcasting Commission (NBC), will be issuing more broadcast licences that will in turn increase its revenue base.

Also, many channels will be available for advertisers to market their products and have wider reach to consumers. This is in line with Ekeh (2009, p. 2) assertion that: “The migration of television from the traditional television set to the mobile device will portend a whole new world of opportunity to advertisers wishing to reach customers and prospects and to the entire advertising industry itself.”

5.1 Integrating the Social Media in Broadcasting for National Development

Integration of social media in radio and television broadcasting has become necessary to enhance development not only at the national level, but even at the rural community level. According to Agba and Basse-Duke (2014, p. 39):

Rural communities must also have the means for communication that is up to date, such as the social media,

which could enable them to express their viewpoints, to maintain a dialogue and debate among themselves and with their partners, and to exchange experiences, knowledge and techniques, using platforms such as rural broadcast stations.

They also proposed the entrenchment of Community based social media networks directly linked to radio and television broadcast stations in Nigeria for virtual face-to-face interaction with the audience members for the purpose of collecting local information for inclusion in the programmes for national development.

6. Conclusion and Recommendations

In conclusion, therefore, we may ask, Can the radio or television alone actually mobilize people for national development? The answer is, if nothing at all, the radio and television are both individually or collectively able and capable of creating awareness; they can supply the necessary information, they can also create interest in the mobilization process. But the adoption and/or rejection of the related issues will depend very much on the radio and television producer's initiative, creativity, logic of presentation and use of relevant local examples in his messages, either for environmental sanitation, or in any other areas. About 30 per cent of Nigerians live in the urban centres which have been over mobilized at the expense of the rural areas that had higher population that are under-mobilized.

The radio/television producer must re-design his messages so as to appeal to the minds of the rural dwellers. The message therefore, should be multi-directional and should be patterned after the horizontal formal for effective mobilization. The radio and television messages should be shared by all concerned, i.e. the mobilize and the mobilized.

If it is true that over 50 million Nigerians watch the NTA network news and/or programmes, with over seventy million Nigerians, listening to the Federal Radio Corporation of Nigeria programmes daily, it therefore call for a new psychology of radio and television broadcasting with a new sociology and philosophy of broadcasting for effective mobilization. If effective mobilization in related issues is to be successfully carried out by the radio or television; if the Nigerian radio or television is to bring to fruition the concept of 'Global village' in our national development efforts and if the greater population of Nigeria is to benefit from radio or television potentials, then, we recommend for the migration from analogue to digital broadcasting, creation of Community based social media networks directly linked to broadcast stations for national development, establishment of rural radio/television or village and/or community radio and television system in Nigeria. The community television viewing centres are outdated, ill-equipped and cannot successfully do the job of national development. It is no longer safe for many Nigerians to go out at night and watch the television at the very few existing television viewing centres which are tampered with by the men/women of the underworld. Regrettably, incidences like recent collapse of power cable on a viewing centre in Calabar which led to the death of many has tended to put the nail on the coffin of viewing centres in Nigeria. Therefore, a clarion call on the Federal Government is to establish more community radio and television stations; abolish the radio or television tax and make price of radio and television sets reasonable enough that the masses could use them for development. There is a big difference between availability of good radio and television programmes and masses' access to radio and television sets.

A good radio or television programme becomes useless when it cannot be listened to or watched by the potential audience either for non-availability of receiver sets or lack of electricity to generate power for the radio or television sets or that radio/television signals cannot be linked up, or a combination of the above.

The Federal Government should therefore rehabilitate both human and material resources (tapes, mixers, editing machines, etc.) of the Federal Radio Corporation of Nigeria (FRCN) and the Nigerian Television Authority for effective development.

Outdated equipment, tools and facilities should be rehabilitated; broadcast facilities should be linked with the major telecommunication networks to make them more beneficial to development; radio/modern communication infrastructures should replace the outdated ones. We therefore call for the establishment of rural Broadcast services (RBS) to be responsible for the mobilization of the rural dwellers towards the achievement of sustainable democracy in our development efforts.

The power of the "magic wave/tube" (the radio/television) to create awareness, interest, motivation and enhance national development cannot be compromised because information is power and an accelerator of meaningful and sustainable democracy.

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