

JOURNALISTS' PERSPECTIVES ON NEWS COMMERCIALISATION AND ITS INFLUENCES ON MEDIA CREDIBILITY IN JOURNALISM PRACTICE IN NIGERIA

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ABSTRACT

This study looks at how Nigerian media are becoming more commercialised. The researcher explains what it is about and what questions will be asked. Based on the Social Responsibility Theory, the study used a questionnaire. In 2023, the NUJ was made up of 259 journalists from 12 media organisations in Osun State. Most people think that making news commercials hurts the media's credibility and trustworthiness. The way news is reported doesn't change much when it becomes more commercial. Low wages and the fact that most news outlets are owned by a small group of people are also factors for news commercialisation. People would trust the news more if the Nigerian Union of Journalists (NUJ) and other media groups could work out better pay for journalists.

Keywords: Journalists, News Commercialisation, Media Credibility, Journalism Practice.

INTRODUCTION

Since antiquity, news reporting has been an essential component of the media, contributing to the Fourth Estate's watchdog function and the media's credibility as a dependable source of information (Benkler, 2011; Debatin, 2016). Since the rise of the neoliberal capitalism political economy, which prioritised media commercialization and news commoditization, the media's traditional role as a disseminator of information has dwindled (Asogwa&Asemah, 2012).

News, according to Harcup (2012), is "a filtered account of world events that concentrates on what is original or unusual." According to McQuail (2013), the news frequently follows a style that is immediately identifiable due to its focus on current events, relevance to what the audience would be interested in, and commitment to the journalism idea of serving as a source of trustworthy and accurate information for the public. One possible explanation of the disconnect between citizens and their government, as well as their lack of interest in politics, is the media's obsession with the powerful at the expense of issues of public concern (Collin, 2015; Hildebrand, 2018 cited by Maryam, Lambe, &Aishat, 2020).

The media, as the "fourth estate" and people's defenders, is responsible for shielding the populace from the "powerful" and "mighty" in society. However, the media's

commercialization, competitiveness, and political economy make it appear as if they are unable to constantly serve this crucial duty. As a result of these challenges, there has been a widespread erosion of journalistic norms and ideals as the media attempts to fulfil its job. According to this viewpoint, journalists have become unethical (Coleman, Morrison, & Anthony, 2012)

The mass media's role in society includes not only the dissemination of information about people, events, and issues, but also the sourcing, gathering, analysis, and dissemination of that information through various forms of media such as news, documentaries, commentaries, editorials, advertorials, news analysis, profiles, columns, drama, cartoons, pictures, and magazine features. Broadcast and print media, online communities, digital television, Instagram, Whatsapp, YouTube, and 2go are all connected to a worldwide audience at the same time. On the other hand, concerns have been raised concerning Nigeria's media's legitimacy after it was determined that the country's journalistic establishment is not properly guided by ethical norms.

The term "commercialization of news" refers to the common practice of journalists seeking revenue streams other than advertising and subscriptions to cover their own wages and those of their publications (Esimokha, 2016 cited by Adelabu&Onwuka 2022). Putting a premium on specific stories is one way to commercialise news. The vast majority of media entities prioritise profit over public service in their news broadcasts (Chiomaa, 2016). Bribery of journalists to write positively about a certain political party or candidate is one possible explanation for the commercialization of news in Nigeria's media ecosystem (Collins, 2017). According to Ekeanyanwu and Obianigwe (2016), getting money as a gift may persuade a journalist to do what the giver wants, making truthful reporting on events and topics affecting the individuals who gave him the gift impossible. They are not allowed to distribute news that is true, balanced, fair, and accurate according to journalistic standards (Sherry, 2018). Market forces, rather than public interest, are sometimes blamed for the commercialization of news (Preston, 2009). The interests of marketers and financiers, rather than those of the broader public, frequently influence which news gets covered (Sherry, 2018). According to Valgerur (2018), McManus (2009) argued that "news is more focused on commercial maximisation than public comprehension" (p.19).

The commercialization of news is a major source of concern because of the potential harm it could cause to the public's understanding and engagement with critical topics. Jóhannsdóttir (2018) expresses a valid concern about the commercialization of news when she states that the media places more emphasis on entertainment than political information, or 'soft' news as opposed to 'hard' news, implying that news that is relevant to citizens is being discarded in favour of news that satisfies their commercialization approach.

Even if a clear marketing trend is in the news, many customers are unaware of it (Lambe, 2015). They have a high level of trust in the media and accept its reports at face value. According to Apuke (2016), when news is sold for profit, it reduces the public service function of journalists and the news industry as a whole. Instead of censoring or concealing stories for commercial gain, the media must follow journalistic norms such as honesty, objectivity, fairness, and balance in order to fulfil its role of educating the public. The stories have not

been edited or improved. In Nigerian media, however, the opposite is true. According to Chioma (2013), the media "deftly" uses news commercialization to dodge its "responsibility to evaluate society."

The purpose of their study was to look into the consequences of news commercialization on the Nigeria Broadcasting Commission. According to Udomisor and Kenneth (2013), news commercialization is still prevalent in Nigeria's television business. Furthermore, he contended that journalists should be paid more so that they can resist the influence of advertisers who want editorial control over the content they promote.

Hampton doubts the news media's ability to sustain these objectives, given its emphasis on revenue and ties to the state (2012). According to him, the development of commercial interests has forced media outlets to focus solely on stories that would increase readership and, hence, ad revenue. According to Kaplan (2012), the media's lack of neutrality stems from its overreliance on "broader constellations of political power and culture."

Modern media is constantly and harshly criticised, particularly in developing democracies. The media's proclivity for dishonesty and superficial content appears to have eroded the public's impression of the media as a watchdog and conduit between governments and citizens. This has contributed to scepticism about the news media's ability to foster the development of democracy in society (Coleman et al., 2012). As a result, the public's impression of the media and their belief that it influences people's behaviour is closely connected with the public's faith in the media as credible sources of information, particularly in politics and government (Mustapha & Wok, 2015, as cited by Perpetua & Kamaldin, 2021). The mass media have undergone a paradigm shift that has transformed the concept of public interest by shifting the emphasis of media products from "public benefit" to "commercial value." The general population is said to regard the media primarily as a business rather than a community resource (Odunlami et al., 2009, p.5 cited by Rashidat, 2019).

Experts, however, vary on the best techniques for commercialising media as well as organising and funding the media sector. This spectrum of ownership types includes public ownership, state ownership, and private ownership, from which notions like corporatisation, conglomeratism, and capitalism are derived (Hardy, 2014a in Rashidat, 2019). This study investigates how the commercialization of news has impacted public trust in Nigeria's media. As part of the evaluation, the connected media organisation of the Osun State NUJ chapel will be reviewed.

STATEMENT OF THE PROBLEM

Indeed, corporate interests do exert a significant amount of pressure on the news media, as Carlson describes (2015:856). To thrive in an industry where pay is stagnant or declining, news organisations need managers who can allocate funds as they see fit while keeping an eye on rising revenue streams, regardless of whether writers share their worries. The number of available resources (such as bureaus, sections/desks, new recruits, layoffs, and technological advancements) influences news coverage. Without any hard evidence to the contrary, it is safe to presume that journalists cater to their readers' and advertisers' interests despite institutional

constraints. This response exemplifies the problem that journalists have in combining their social obligations, agenda-setting positions, and the desire to stay in business.

There are growing ethical issues in the media as a result of the widespread trend of news organisations becoming for-profit corporations (Onoja, 2009). It's almost as though the media is acting cautiously in order to avoid reporting on crucial environmental and national/international events (Chioma, 2016).

It has been reported that media outlets charge a fee to cover and report on weddings, funerals, local festivals, charity events, and chieftaincy installations, among other events (Okoji, 2019; Adaba, 2011; Hanson, 2015). However, by doing so, they annoy NBC viewers and violate the network's standards.

The significant use of advertisements in news reporting is a sensitive issue in the media industry and a growing trend in worldwide news broadcasting. A deft manoeuvre by the media prioritises cash over their responsibility to inform the public about key societal developments and figures (Chioma, 2013). As a result, news commercialization has become synonymous with Nigerian media. As a result, several news organisations have put up paywalls. The Nigerian slang phrase "money for hand back for ground" applies here. Nothing can be recorded if funds are insufficient. This tactic is like a cankerworm eating away at Nigeria's basis of journalism. Numerous Nigerian media outlets' thirst for profit has jeopardised conventional journalistic ideals of impartiality, objectivity, balance, and authenticity.

In the current capitalist period, a news organisation is more likely to be created to generate cash than to serve the public interest (Azeez 2009, cited in Apuke, 2016). Thus, the wealthy's voices are heard at the expense of the poor, or the financially capable at the expense of the unemployed.

Given the foregoing, the focus of this research is on journalists' perception of news commercialisation and its influences on media credibility in journalism practice in Nigeria (a case study of Nigeria Union of Journalists, Osun State).

RESEARCH OBJECTIVES

This study aims at examining journalists' perceptions of news commercialisation and its influences on media credibility in journalism practice in Nigeria (a case study of Nigeria Union of Journalists, Osun State). The study is anchored on the following objectives.

1. To ascertain the perception of media practitioners in Osun in the metropolis on news commercialisation
2. To examine how news commercialisation influences objectivity, fairness, balance and truth in reporting.
3. To explore the forms of news commercialisation manifest among journalists in Osun Metropolis.
4. To examine what journalists perceive as reasons responsible for news commercialisation.
5. To examine the factor fuelling news commercialisation in Osun state.

RESEARCH QUESTIONS

The following research questions guide this study:

1. What is the perception of Journalist in Osun state on news commercialisation?
2. To what extent has news commercialisation influenced objectivity, fairness, balance and truth in reporting?
3. What are the forms of news commercialisation manifest among journalists in Osun Metropolis?
4. What are the possible reasons for the practice of news commercialization?
5. What are the factors fuelling news commercialisation?

EMPIRICAL STUDIES

Examining empirically the research conducted by other authors on the same issue. It displays the findings and assumptions of similar researches conducted by other authors, reflecting their perspectives and approaches to a topic. According to Udomisor and Kenneth's (2013) research on the impact of news commercialization on the Nigeria Broadcasting Commission's communication policy, "Unfortunately, economic and psychological factors have ensured that the commercialization of news will continue to be ingrained in the Nigerian culture. PSB's mission is to enlighten and educate the public. Promote information access equality by providing a place for individuals of all socioeconomic backgrounds to share their opinions. The owners of the media should recognise that charging diminishes their validity in the eyes of the public. Instead of them, ad businesses now determine the pace and flow of news. The definition of news at any point in time "That's the implication they made. The media sector must give its employees a living wage if it intends to regain the public's respect and admiration. They can only be convinced to stop stealing if they are compensated appropriately. Second, continuous training and retraining programmes are necessary for journalists to remain current and fulfil their essential civic responsibilities. Finally, media outlets should not prioritise profit over coverage of significant public issues. They must recognise that the electromagnetic waves they are exploiting are genuinely held in the public trust.

Papathanasopoulos (2001) analysed the effects of media commercialization and market expansion on Greek journalism in Kenneth & Odorume (2015). According to them, despite the prevalent notion that journalists in Greece play a proactive social and political role by setting the agenda and representing the average person, journalists are in fact greatly impacted by the restrictions imposed by news organisations. First, it explores the universal applicability of the "professional paradigm" of journalism. Second, it provides an overview of the current situation of the media. Using both primary and secondary sources, the effects of media commercialization on Greek journalism are then examined.

According to Adelabu and Onwuka (2022), news commercialisation is an abnormality in news neutrality and credibility which has become abnormal. In Nigeria, it was determined that news organisations lay less emphasis on doing the right thing by informing the public than they do on maximising their profits by pleasing the advertisers and sponsors who pay for news coverage. In the current media climate, the news is less concerned with providing unbiased assessments of current events and more concerned with delivering a prefabricated tale subsidised or paid for by special interests. According to the research, journalists believe

that the monetization of news poses a grave threat to the entire industry. Journalists and media outlets have long attributed the alarming tendency of merging newsgathering and advertising to the rising economic challenges.

According to research presented by Dele and Tokunbo (2015) in their book *Media Commercialization, Public Interest and Sustainable Development in Nigeria*, the commercialization of the media has become an unavoidable aspect of modern life. Contrary to popular assumption, the media are primarily community centers. To this end, the media must make every attempt to strike a balance between their commercial bottom line and their social responsibility as an institution charged with energising citizens to engage in civic and national affairs.

In his 2016 study, *Journalists' Perception of News Commercialization and Its Implications for Media Credibility in Nigeria*, Apuke adopted a quantitative survey design. Researchers utilised a questionnaire to collect this information. A poll of over 293 journalists who are members of the NUJ Jalingo branch revealed that profit considerations damaged the commitment of journalists and the media to public service. Instead of suppressing or burying stories for monetary gain, the media should encourage honesty, fairness, balance, and impartial reporting for the public's benefit. The stories are presented as they seem or occur, without sensationalism or embellishment. With contrast, this is not the situation in Nigerian media.

The article "Commercialisation of News Content in the Nigerian Broadcast Media Industry" by Tsebee and Akpobo (2015) noted that the commercialization of news is an issue in contemporary Nigerian journalism. It is implicit that only the wealthy can have their voices heard by the people. It is not a new phenomenon, but the commercialization of the media sector has gained momentum. Due to the commercialization of the news, only wealthy individuals can afford to have their voices heard. The commercialization of news, however, is not in the best interest of journalism practise or of the people who are being shortchanged in terms of the quality of the news information they are presented with, the access they are given, or the diversity of the news coverage they receive. However, proponents and opponents of the issue hold divergent perspectives. According to the study, it is in the public interest to expose, condemn, and restrict all forms of news commercialization.

THEORETICAL FRAMEWORK

Social Responsibility Theory

Social Responsibility Theory is a basic idea in this inquiry because it's one of the many interconnected and applicable media literacy communication theories. Social Responsibility Theory was proposed by Siebert et al (1956). Due to Libertarian Media Theory's faults, the U.S. created the Hutchins Commission in 1947. The theory gained popularity due to press freedom misuse. A free press should provide an unrestricted flow of information so citizens can speak their thoughts. Sensationalism and yellow journalism hindered the libertarian system's knowledge-sharing.

In this framework, social responsibility theory is based on a responsible free press. Press accountability is a government-granted privilege. According to the notion, journalists should

report events fairly, without taking sides or using sensationalism. This means a journalist should report the story as it happened, without adding sugar or spice. A journalist must deliver reliable, unbiased information to his readers.

Folarin identifies six functions for the press: serving the political system by making information, discussion, and investigation of public issues accessible, and informing the public to enable independent action (1998:27). As a social institution, the media serves and supports the social structure, even though it needs financial independence to maintain news objectivity. Therefore, the "common good" should be prioritised. The media serve the public, not private interests. The notion supports strong ethical requirements for the journalism sector. Asemah (2011) summarised Social Responsibility Theory's fundamental ideas.

- The media should recognise and fulfill societal commitments by adhering to high standards of truth, informativeness, accuracy, balance, and objectivity.
- The media shouldn't print anything that could provoke violence, civil disturbance, chaos, or denigrate ethnic or racial groupings. The media should be inclusive and diverse, allowing for many responses to sensitive matters.

Press ethics are given. This means journalists must always serve the public. Forcing paid-for or pushed-to-publish material on the public violates this philosophy. Apuke (2016) considered the social responsibility principle in media practice to be valid since it urges journalists not to overlook their societal responsibilities. "Truthful journalism" should replace lying, dishonesty, and subjectivity, he believes. The practice of imposing news on the public for money or influencing journalists to publish it contradicts this premise.

Relevance of the theory to this study

Social Responsibility Theory is significant to this study since it warns journalists and media organisations not to neglect their social duties. They shouldn't "yellow journalize" their stories/news, generate social disorder, or engage in deceitful, subjective, or false journalism. It balances freedom with responsibility. In the public interest and for accurate depiction, both viewpoints should be stated. According to the principle, the media should be accurate, objective, truthful, and informative. This will end the subjectivity of news commercialization.

METHODOLOGY

The qualitative survey research method was employed for this study. Check & Schutt (2012, p. 160) noted that *survey research* is "the collection of information from a sample of individuals through their responses to question". Also (Apuke 2016, citing Hardy and Bryman 2004) notes "that the survey research design is used for observing the social and behavioural characteristics, attitudes, values and beliefs of a large population using only a few people or items considered to be representative of the entire group". The researchers employed a questionnaire as the instrument for data collection. The population of the study comprises registered journalists under the Nigeria Union of Journalists (NUJ) Osun State Council 2023, which is Two Hundred and fifty-nine (259) Journalists (NUJ Osun State Chapter, 2023). These journalists are from twelve (12) chapels under NUJ, which are the Nigerian Television Authority (NTA) Chapel, Uniq FM Chapel, Rave FM Chapel, Osun State Broadcasting

Corporation (OSBC) Chapel, Gold FM Chapel, Correspondent Chapel, Osun Defender Chapel, Reality Radio Vision Chapel, Local Government Information, State Information, Federal Information, Federated Chapel. (Comrade Wasiu Ajadosu NUJ Chairman Osun State). Therefore to ascertain the sample size of the study, Taro Yamane's formula was used thus:

$$n = \frac{N}{1 + N(e)^2}$$

where: n = the sample size

N = the population size

e = the accepted sampling error

the needed sample size at a 95% confidence level with (0.10) 2

N = Population size 259

$$n = \frac{259}{1 + 259(0.10)^2}$$

$$n = \frac{259}{3.59}$$

n = 72.14 approximately 72.

The purposive sampling method was used to select 72 sample-sized respondents. The respondents were purposively selected from the Nigeria Union of Journalists (NUJ) Osun State Council. The essence of using purposive sampling was because the researchers had some characteristics in mind, which had to do with the on-the-job experience of journalists in Osun State. Data gathered were presented in pie charts and bar charts. Descriptive analysis was employed for data analysis, which comprises frequency counts and simple percentages.

DATA PRESENTATION AND ANALYSIS

TOTAL NUMBER OF RESPONDENTS	72
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Table 1: Demographic Characteristics of the Respondents

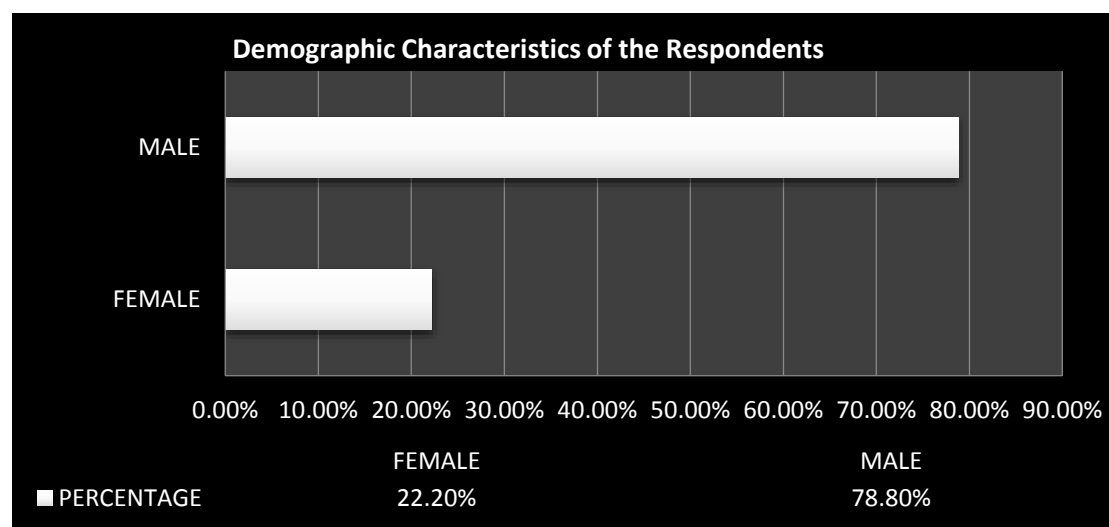


Table 1 which interpreted the gender of the respondents of this study has according to analysis depicted that 78.8% of the entire respondents are male while the female respondents constitute 22.2%.

Table 2: What is the perception of journalists in Osun state on news commercialisation?

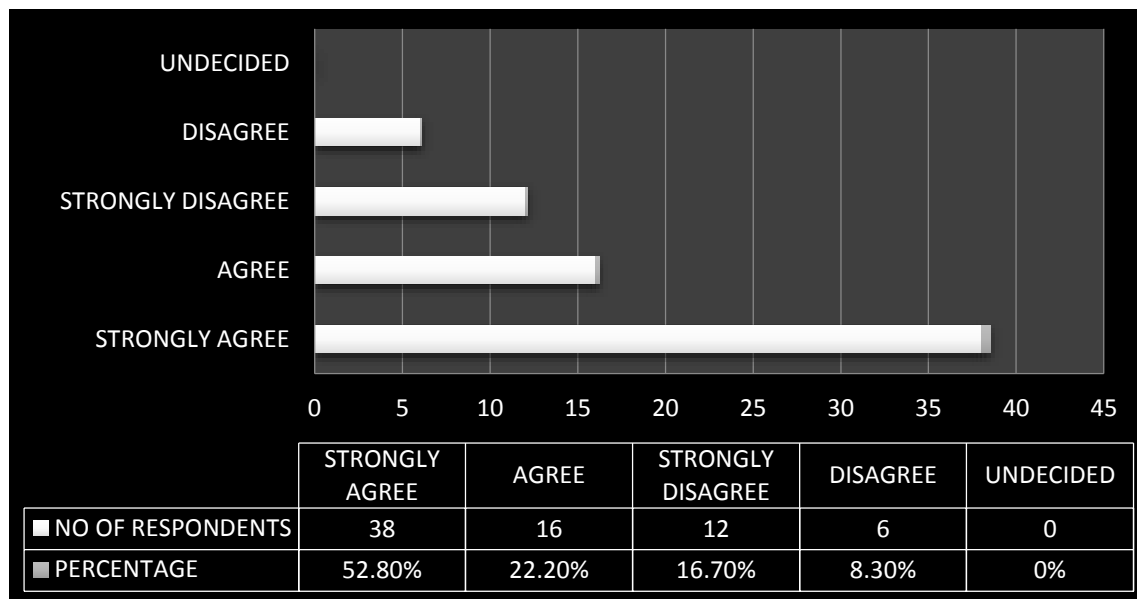


Table 2 shows the respondent's perception on journalists in Osun state on news commercialisation. 38 (52.8%) out of the 72 respondents strongly agreed that news commercialization is real while 6 (8.3%) disagreed on news commercialization. This response implies that most of the respondents believe that news commercialization is high in Osun State.

Table 3: To what extent has news commercialisation influenced objectivity, fairness, balance and truth in reporting?

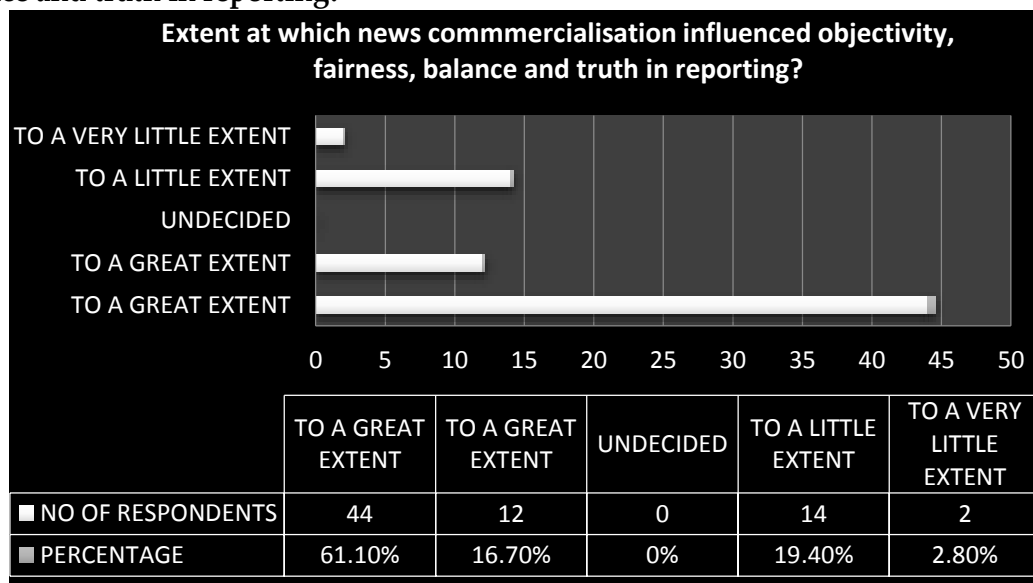


Table 3 depicts that 44 (61.1%) out of 72 of the respondents agreed to a great extent that news commercialization affects objectivity and balance in reporting while 2 (2.8%) of the respondents believe to a very little extent that news commercialization affects objectivity and balance in reporting. By implication, the findings reveal that most of the respondents are of the opinion that news commercialization to a great extent affects objectivity and balance in reporting.

Table 4: In the opinion of the respondents News commercialisation is seen as?

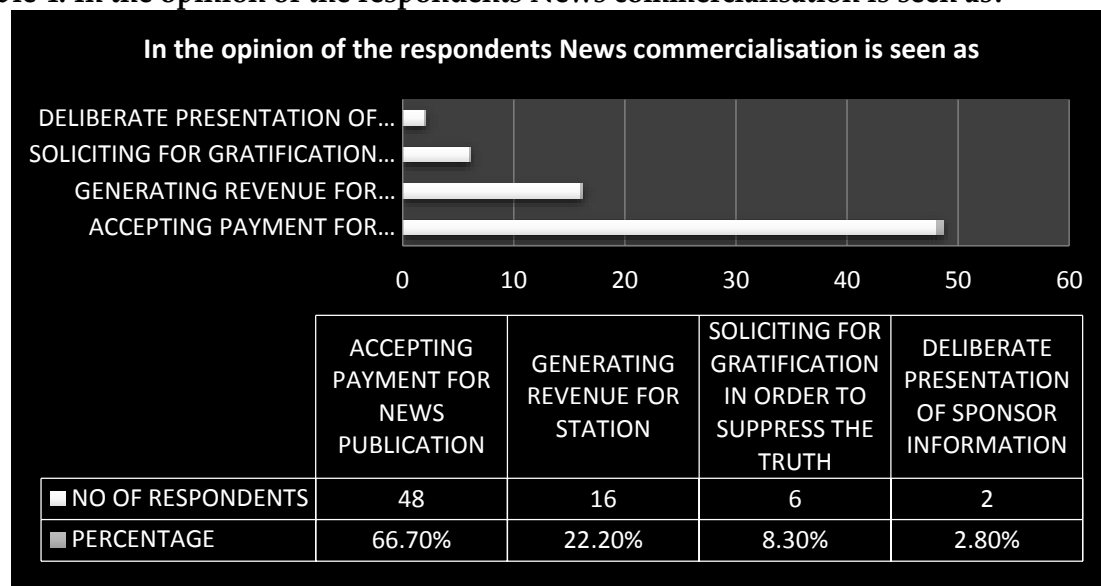


Table 4 indicates that 48 (66.7%) of the respondents see news commercialization as accepting payment for news publication, while 2 (2.8%) are with the opinion that news commercialization is the deliberate presentation of sponsored information. These findings indicated that the majority of the respondents believe that news commercialization is the acceptance of money for news publication.

Table 5: News commercialisation has effect on media truth and credibility?

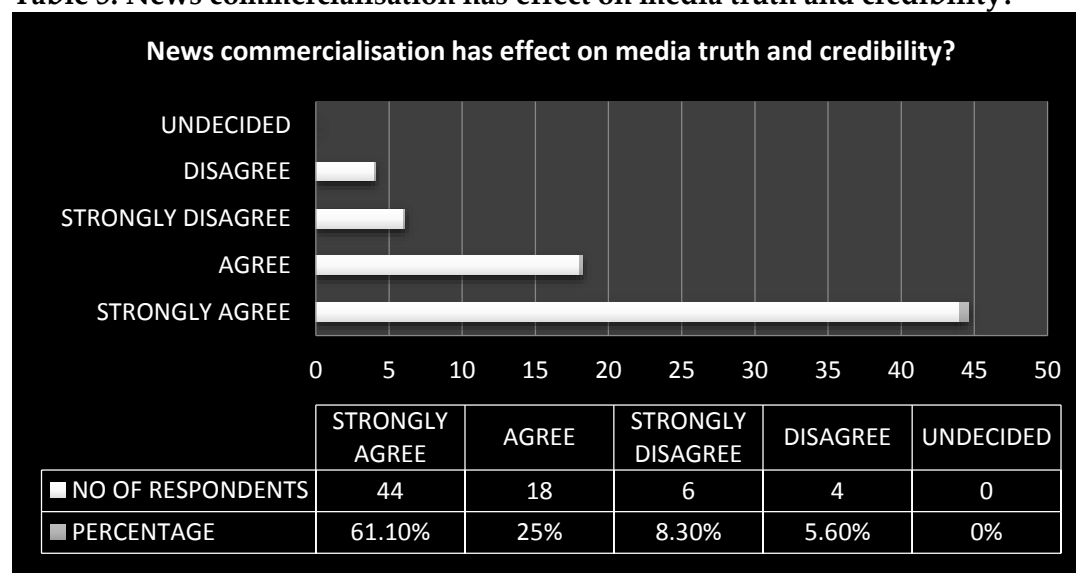


Table 5 shows that 44 (61.1%) strongly agreed that news commercialisation affects media trust and credibility while 4 (5.6%) disagree that news commercialisation affects media truth and credibility. The findings reveal that to a greater extent news commercialization affects the credibility and trust of the media as concurred by most of the respondents. This means that the more a media or journalist engages in news commercialization the more it loses its trust and credibility.

Table 6: News commercialisation has effect on Journalism profession and ethics

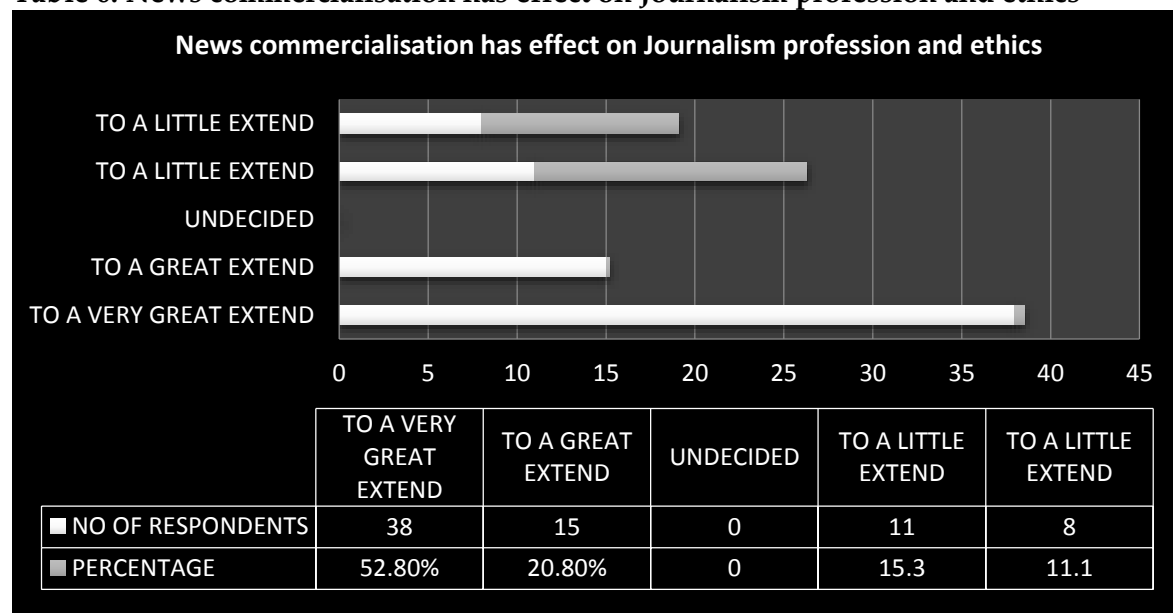


Table 6 depicts that 38 (52.8%) to a very great extent agreed that the practice of news commercialization tramples professionalism and makes a journalism or media house unethical while 8 (11.1%) respondents show that it is to a little extent that news commercialisation can affect professionalism and ethics. The findings reveal that the majority of the respondents that is, journalists in Osun state believe that news commercialization to a large degree affects ethics and professionalism of journalism practice.

Table 7: In what area of journalism is news commercialisation more manifest?

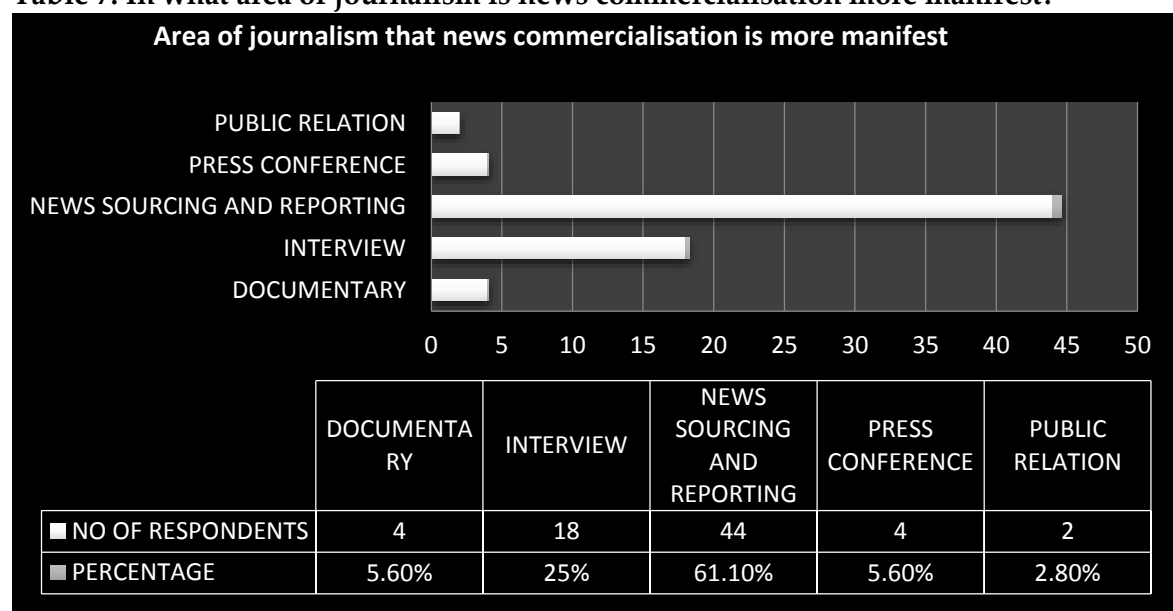


Table 7 revealed that 44 (61.1%) believe that news commercialisation is more manifest in sourcing and reporting of news stories while 2 (2.8%) says it is more manifest in public relation. This finding is in line with Apuke (2016) that the brown envelope syndrome manifests in areas of journalism generally.

Table 8: What is the factor fueling news commercialisation?

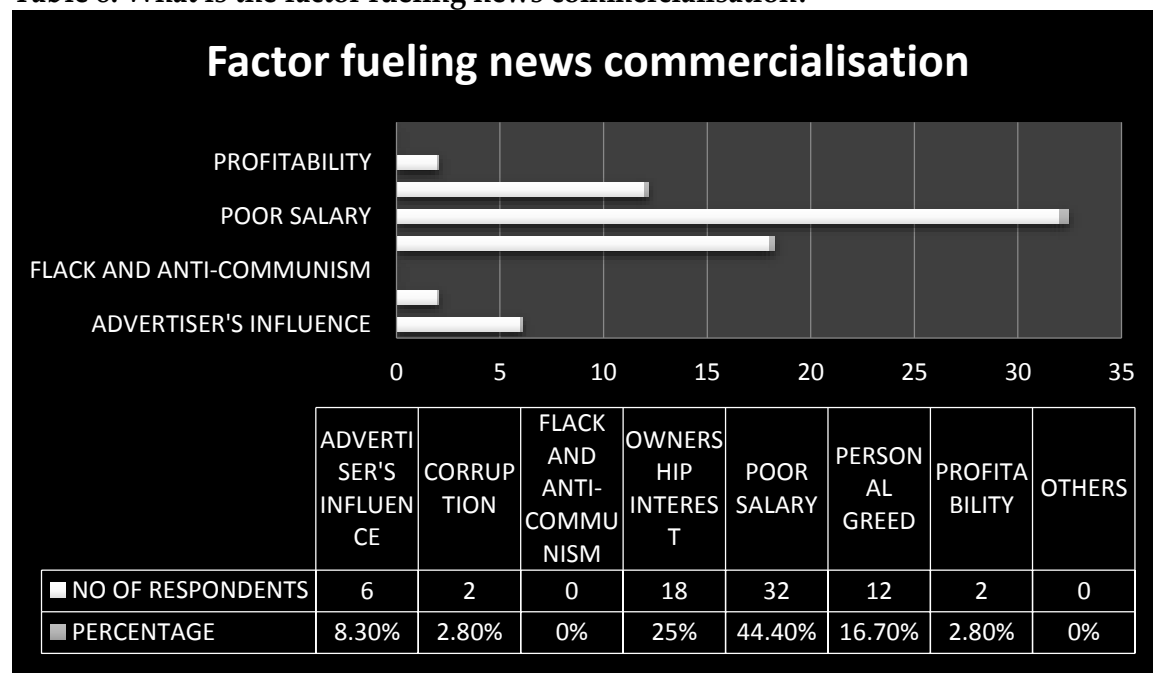


Table 8 shows that 32 (44.4%) agree that poor salary is the major factor that is influencing news commercialization while 2 (2.8%) says that it is corruption and profitability. This finding indicate that majority of the respondents (Journalists) agree that poor salary is responsible for news commercialisation.

DISCUSSIONS OF FINDINGS

According to the findings, 52.8% of journalists in Osun state strongly agreed that news commercialisation is high, while 8.3% disagreed. Data analysis and comparison with other sources led to the conclusion that news commercialisation has a significant impact on the credibility and performance of Osun State's media.

Furthermore, the research reveals that news monetization has a negative impact on objectivity and balance. This research backs up the findings of Ekeanyanwu and Obianigwe (2012, p. 517), who discovered that "monetary gifts could pressurize a journalist into doing what the giver wants, preventing the journalist from being objective in his reporting of events and issues involving the people who give such gifts." The commercialization of news, according to two respondents (2.8%), has a minor impact on objectivity and balance. According to the majority of respondents, the commercialization of news has a significant impact on the objectivity and balance of reporting. Sixty-eight percent (66.7%!) of respondents consider getting payment for a news publication to be news commercialization, whereas only two percent (2.8%) consider sponsored material to be news commercialization. Receiving paid for a news article is considered commercialisation by the vast majority of responders. "News commercialization" occurs when "journalists collect bribes or other types of money before reporting any incident or even publishing," according to Ekerikevwe (2009).

The findings also show that commercialization of news has a detrimental impact on media credibility, with 44 respondents (61.1%) strongly agreeing and only four respondents (5.6%) disagreeing. The majority of respondents believe that commercialization of news undermines

the media's credibility and reliability. As a result, the more a news organisation or journalist commercialises the news, the less trust their audience has in them.

Another finding suggests that 52.8% of respondents believe news commercialisation harms professionalism and makes journalism or media houses unethical, while 11.1% believe the influence is little. The majority of journalists in Osun feel that news commercialization has a substantial impact on journalistic ethics and professionalism. This exemplifies how the commercialization of news contradicts the media's role to report on social issues. In other words, the media should demonstrate social responsibility by providing free access to the news to the public. "The mass media are tools for mass communication that have unique responsibilities to keep members of society informed, educated, and entertained," write Udomosor and Kenneth (2013). "It is through the mass media that the society learns what is happening in and around the country and how to respond to it." In line with these findings, Asogwa and Asemah (2012) state that "Nigerian journalism practise is confronted by the problem of news commercialisation, which causes the mass media to deviate away from impartiality and balanced reporting." Both broadcast and print media have lost their attractiveness as a result of their abandonment of social duty in favour of financial maximisation.

Another finding found that 44 respondents (61.1% of the total) felt that commercialization of news is more visible in news origination and reporting. This backs up Apuke's (2016) argument that the brown envelope syndrome is common in the journalism industry.

Another statistic emphasises the factors for news commercialization: Low remuneration and ownership control are the two most important variables in this procedure, according to 32 respondents (44.4% of the total).

CONCLUSION

Nigerians embrace news commercialization for economic and psychological reasons. Commercialization harms journalism. It undermines fairness and objectivity. Unprofessional news commercialization harms media and journalists. Paid media deceives the public (as the people believe all contents from the media are objective). Style-wise, they're losing cred. News commercialization weakens journalistic and media social responsibility, the study found. The media should protect honesty, fairness, balance, and unbiased reporting, not destroy or suppress stories for money. Not sensationalising or embellishing, just reporting. Nigerian journalism differs. Poor salary payment and ownership influence news flow and what constitutes news. This trend will hurt news credibility.

RECOMMENDATIONS

Based on the results of this research, the following suggestions are offered as a way forward in addressing the drawbacks of news commercialization among journalists.

- To guarantee that journalists follow established rules of conduct, professional media organisations should take strong action against anyone who violate these guidelines.
- The credibility of the news can be improved if the Nigerian Union of Journalists (NUJ) and other media professional groups can establish a system for negotiating a higher salary for journalists. Journalists deserve a fair wage for their work. The only way to get them to stop thinking about making money and start thinking about stories that

would improve people's lives and the world around them is to pay them handsomely. Journalists need consistent training and refresher courses so that they may keep up with the profession's values and fulfil their essential societal duties.

- To enable media realise their potential as means for national development and not as a tool for ideological entrenchment by capitalists, there is a need for media content reinvention.
- Instead of trying to make money off of the news, media outlets can consider other options, such as investments and other fundraising activities from the outlets' friends and family. This should put to rest any suspicions that the station is only interested in commercialization as a means of making money.

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