

Attitude of Students towards News Analysis on Melody FM, Warri

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Abstract

This research study investigated the attitude of students towards news analysis on melody Fm, Warri. Three objectives guided the study and three research questions were answered. The population of the study consisted of 16,860 students of College of Education, Warri. The sample size used for the study was 120 students derived via the use of purposive sampling of non-probability sampling technique. The instrument for data collection was a structured questionnaire. The instrument was validated by three experts from the institution. The reliability of the instrument was determined through the use of Crobach Alpha and a reliability coefficient index of 0.71 was established. Simple percentage and tables were used for the data analysis. The study revealed that students have negative attitude towards news analysis on Melody Fm, Warri. Equally, college of Education students Warri, listen to melody Fm, Warri. The study recommended that students should be given orientation on the importance of listening to news analysis.

Keywords: Attitude of student, News, News analysis, FM.

Introduction

Radio news analysis is also known as news commentary. It has to do with explanation and analysis of news for easy and proper understanding and nobody can throw them into the trash or discard them. Any medium, be it electronic or print services by the type of services it renders to the public and for any media house to be responsible, it has to gain the goodwill of the people it serves. The need to be socially responsible necessitated the adoption of public affairs reporting and radio news interpretations which are invaluable too tools for media organizations today.

The society in which we are living today has become so sophisticated and complex that mere straight news can no longer make the public understand the events. It therefore becomes necessary that the mass media have to interpret news through the use of news analysis or commentaries so as to make them more understandable to their targeted public, stimulate thought and form opinion/attitude. Most radio stations give their news analysis after the day's main news. Delta State broadcasting service radio Fm broadcasts news analysis at 7am. News analysis bothers on the particular and peculiar topic that demands public interest due to its importance to the public. News analysis centers on such topics as "Winning war against Covid-19", Female child education', etc.

News commentaries tend to educate the members of the society on important burning issue in around them. The topic at hand is so much interpreted to the understanding of everyone, even their level to enable them for their opinion. Nevertheless, students do not as such patronize news analysis. Research reveals that most students of these days go for entertainment programmes on radio such as drama programmes. It is quiet unfortunate that only the aged appreciate the educative, informative and enlightening programmes of news analysis on radio. Furthermore, the daily dissemination of information has for long been the work of the mass media. Media houses have developed and it is a machine for social change and opinion formation. The broadcast media appeal to individuals and transcend largely a number of barriers to penetrate the society irrespective of status.

Radio analysis commentary is important in our social, political and economic life because it is a tool for changing and molding of attitudes and opinions. Such factors are culture, family role, individual differences, and reference groups, backgrounds etc. students of tertiary institutions are directly or indifferently affected by each factor.

This study is set to critically examine the attitude of students towards news analysis on melody Fm, Warri, among the students of college of education, Warri. The issues of opinion formation or attitude formation is capable of building or destroying a person, group, institution or even a nation when the right opinion or attitude about an action of particular set of people is not formed by others, it can lead to deep-rooted sentiments, misinterpretations, wrong captions, and ideas which can eventually lead to the collapse of such an organization or even government. It is therefore in the light of the above identified importance of good opinion formation that these researcher decided to find out how radio Fm news commentary have affected the formation of attitude among the students of college of education, Warri.

Overview of Broadcasting

Broadcasting has been defined by various authors. Egbon cited in Umolu (2014) defined Broadcasting as “the transmission of radio and television signals to a wide heterogeneous audience”. This simply means that the audience of a broadcast programme is scattered over distance and are reached simultaneously (at the same time). Broadcasting can also be looked at as the distribution of audio/video content to a disperse audience via and electronic mass communication medium. Broadcasting therefore breaks the barriers of distance. The term “broadcasting” which is derived from the method of sowing seeds in a field by casting them broadly about, was originated in the early days of radio, to distinguish radio broadcasting from methods using wired transmission (as in telegraph and telephone) or that were intended as person to person communication.

Broadcasting has also been defined as the distribution of audio and/or video content to a dispersed audience through any electronic mass communication medium, but typically, one using the electromagnetic spectrum, in a one-to-many model. In radio/television broadcasting, signals from a broadcast station are transmitted as electromagnetic waves through the transmitter to the homes of the consumer of the broadcast messages. The reach of a broadcast is such that no matter your location, as long as the technology as the technology for transporting such a message is readily available, there is nothing stopping it. The signals of a broadcast station could be in the form of music, sound, video etc. As music opposed to other forms of mass communication, like newspapers, magazines and book (print media) broadcasting is an entirely electronic means of communication, because it uses electronic technology to transmit messages.

Newspaper, on the other hand is not in the family of the electronic media because it does not use electronic technology in all the stages of reaching its final reader. However, there are now online or internet based newspapers designed, produced and distributed electronically, using new forms of technology. Broadcasting is distinguished from “cable casting” which is the transmission of television and sometimes radio signals directly to the homes of consumers, by means of coaxial cables. Whereas broadcasting is open to everyone, provided you have a television or radio receiver, cable is restricted and its services are excessively available to only those who have decoders and are subscribers to such stations. Similarly, broadcasting, from its definition and meaning, is distinguished from narrowcasting”, which is the transmission of special interest programmes to a much smaller audience, as against the broad and large ones of broadcasting.

Evolution of Radio Broadcasting

Radio broadcasting is the transmission of electromagnetic signals through the atmosphere or free space. This simply means that radio signals are spread out in all directions, from a central point (broadcast studio) to listeners and potential listeners (heterogeneous audience) with a decoding device (radio set) to receive signals. Radio transmission is only possible with the aid of a transmitter installed in the radio station. The Webster Dictionary (2010) defines radio as the science, art and process of communicating by means of a radiant energy transmitted directly through space in waves. Radio is believed to be the first known system of mass communication in the world. The evolution of this medium is somewhat contributory. It is contributory in nature because, it is not an invention of one man. However, Guglielmo Marconi is most associated with the advent of radio. Broadcasting began as transmissions which only carry dots and dashes of the wireless telegraph.

The wireless telegraph is a transmission of electric telegraphic signal without wire. Radio broadcasting his began with audio sound broadcasting service which was broadcasted through the air as radio waves from transmitters to antennas.

In early 1873, James Maxwell was able to prove mathematically that electromagnetic wave could propagate through free space. Edwin Houston, Elihu Thomson and Thomas Edison in 1875 and David Edward Hughes in 1878, noticed that electrical sparking could be detected at a distance. At this time, no connection was made with Maxwell's theories and it was written off as electromagnetic induction. In 1886, Heinrich Rudolf Hertz in his research noticed the same sparking phenomenon and was able to conclusively demonstrate the existence of airborne electromagnetic waves in an experiment that substantiated Maxwell's theory of electromagnetism. The discovery of these waves prompted many experiments by physicist. Oliver lodge, a British Scientist in 1894 during a lecture, transmitted and received Hertzian waves at distances up to 50 metres. This demonstration was advanced a year later with experiment by Jagadish bose. Startin in late 1894, Guglielmo Marconi worked on bring radio out of the lecture halls and Laboratories by perfecting the wireless transmission. The wireless telegraphy is the transmission of electromagnetic implilse without the use of wires. By 1896, he had patented a system of apparatus that became commercially important.

The Features of Radio

Inspite of the worrisome generalization that mass media cannot do more than creating awareness regarding any development project (Klapper, 1960) radio has continued to wax stronger as a medium of the people we regard it as a medium of the people because radio has become a common sight in rural areas in particular, it is on unusual to see people tie a radio set around their waist while climbing trees or tilling the ground. Onyekwere (1990) obviously sounds the same not where she posits, that" with the exception of radio which has be found to be effective in reaching the rural Nigeria masses. Other channels of mass media communication have been found to be relatively less effective. Also, Ansah (1991) agree that of all the mass media generally available to Africans, radio is the wide spread and accessible. Obviously, radio has over riding advantages over other media of mass communication. Some of these advantages are:

1. Radio appeals to illiterate audience as development news and programme can be broadcast to them not just in their native languages but also in their local dialects
2. Radio breaks the barrier of distance, as it reach its amazingly wide and highly penetrating
3. Radio is relatively cheap compare to other channels of mass communication
4. It breaks the barrier of power outage as it can easily be operated using dry cell batteries
5. Radio appeals to audience sense in which case one can easily get expose to it while doing other things. Radio has the power of on-the-spot live transmission, thereby keeping people living at the periphery adequately informed about government policies, actions as well as providing information about people living in other lands

News Analysis

News analysis refers to the measurement of various qualitative and quantitative attributes of textual (unstructured data) news stories. Some of these attribute are; sentiment relevance, and novelty. Expressing news stories as numbers and metadata permits the manipulation of everyday information in a mathematical and statistical way. This data if often used in financial markets as part of a trading strategy or by businesses to judge market sentiment and make better business decisions. News analytics are usually derived through automated text analysis and applied to digital texts using elements from natural language processing and machine learning such as talent semantic analysis, support vector machines, "bag of words" among other techniques.

The application of sophisticated linguistic analysis to news and social media has grown from an area of research to mature product solutions since 2007. News analytics and news sentiment calculations are now routinely used by both buy-side and sell side in alpha generation, trading execution, risk management and market surveillance and compliance. There is however a good deal of variation in the quality, effectiveness and completeness of currently available solutions. A large number of companies use news analysis to help them make better business decision. Academic researchers have become interested in news analysis especially with regards to predicting stock price movements, volatility and traded volume. Provided a set of values such as sentiment and relevance as well as the frequency of news sentiment scores for multiple asset classes such as equities forex, fixed income, and commodities. Sentiment scores can be constructed at various horizons to meet the different needs and objectives of high and low frequency trading strategies, whilst characteristics such as direction and volatility of asset returns as well as the traded volume may be addressed more directly via the construction of tailor made sentiment. Scores. Scores are generally constructed as a range of values. For instance, values may range between 0 and 100, where values above and below 50 convey positive and negative sentiment, respectively.

Statement of the Problem

The issues of opinion formation or attitude formation is capable of building or destroying a person, group, institution or even a nation when the right opinion or attitude about an action of particular set of people is not formed by others, it can lead to deep-rooted sentiments, misinterpretations, wrong captions, and ideas which can eventually lead to the collapse of such an organization or even government. It is therefore in the light of the above identified importance of good opinion formation that the researcher decided to find out how radio Fm news commentary have affected the formation of attitude among the students of College of Education, Warri.

Meanwhile, in the course of studying the statement of problem of this research study, however, there exist the problems of ascertaining the right time to reach the students of college of education, Warri. With the presence of many other radio stations, how do we know if the students of College of Education Warri listen to Melody, Fm, let alone the news analysis programme of the station? Another problem has to do with knowing the right time to reach the students with the news analysis. All these are the hitches that this research encounters in an attempt to study the attitude of students towards news analysis on melody, Fm, Warri.

Purpose of the Study

In a broader perspective, this research tends to determine the attitude of students towards news analysis on Melody Fm, Warri. The study specially seeks among other things;

1. To ascertain if the students of College of Education, Warri are exposed to news analysis on Melody Fm, Warri.
2. To determine the attitude of student of College of Education Warri towards news analysis on Melody Fm, Warri.
3. To find out how often the students of College of Education Warri, listen to news analysis on melody Fm, Warri.

Research Questions

The following questions were answered;

1. Are the students of College of Education Warri exposed to news analysis on Melody Fm, Warri?
2. What is the attitude of students of College of Education Warri towards news analysis on Melody Fm, Warri?
3. How often do the students of College of Education Warri listen to news analysis on melody Fm, Warri?

Methodology

Research design according to Ifedon and Ifidon (2007) is the blue print or plan which determines the nature and scope of study carried out or proposed. The descriptive survey research design was used for the study.

A study population is the total of the critical analysis on aggregate of which is the total of the number of persons or objects for investigation (Nnamani, 2004). The population of the study consists of the 16,860 students of College of Education, Warri. The sample size used for the study was 120 students of College of Education, Warri. The purposive sampling of non-probability sampling technique was adopted. The purposive sampling or judgmental sampling involves the hand picking of the desired sampling elements. The instrument for data collection was a structured questionnaire. The questionnaire covered all related areas and contained different types of questions in order to create varieties that may interest the respondents so as to elicit relevant data for this study. The questionnaire was divided into two parts or sections. Section A was personal data namely: Sex, Age range, marital status etc. section B focused on general knowledge on the topic drawn from the research question. The data collected was presented in a tabulated form with focus on the major research questions in order to enable the researcher determine the results. Data collected was analyzed using simple percentage and tables for easy understanding. The formula used was:

$$\frac{f}{n} \times \frac{100}{1}$$

Where:

f – frequency of response

n – number of respondents

The researcher administered one hundred and twenty copies (120) of questionnaire to the selected students of College of Education, Warri. Thereafter, one hundred and eighteen (118) copies were retrieved, whereas only two (2) copies were lost. The percentage of the retrieved copies of questionnaire was calculated thus:

$$\frac{118 \times 100}{120} = 98\%$$

Therefore, the total returned copies used for the study (n=118) which represents 98% of the sample of study.

Results

The collected questionnaire or data was presented in tables. This is because it makes it easy to comprehend.

Table 1: Sex

Sex	Frequency	Percentage
Male	49	42
Female	69	58
Total	118	100%

The above table showed that 42% of the respondents were male while 58% of the respondents were female.

Table 2: Age Range Distribution

Age Range	Frequency	Percentage
16-20	68	58
21-30	46	39
31 and above	4	3
Total	118	100%

The above table showed that 58% of the respondents were within the age range of 16-20. 39% of the respondents showed that the respondents showed that the respondents fell within the age range of 21-30 years, while 31 years and above of the respondents constitute 3%.

Table 3: Marital Status Distribution

Marital Status	Frequency	Percentage
Married	14	12
Single	104	88
Total	118	100%

The above table showed that 12% of the respondents were married while 88% of the respondents were single

Table 4: Programme Distribution

Programme	Frequency	Percentage
Full Time	78	66
Part Time	40	34
Total	114	100%

The above table showed that 66% of the respondents were in full time programme while 34% of the respondents were in part time programme

Table 5: Students of Collage of Education Warri, are exposed to view analysis on Melody Fm, Warri

Response	Frequency	Percentage
Strongly agree	80	68
Agree	20	17
Undecided	10	8
Disagree	8	7
Strongly disagree	-	-
Total	118	100%

The above table showed that 68% of the respondents indicated strongly agree, 17% of the respondents indicated agree, 8% of the respondents indicated undecided while 7% of the respondents indicated disagree.

Table 6: Students of College of Education, Warri listen to news analysis on Melody Fm

Response	Frequency	Percentage
Strongly agree	100	85
Agree	13	11
Undecided	5	4
Disagree	-	-
Strongly disagree	-	-
Total	118	100%

The above table showed that 85% of the respondents indicated strongly agree. 11% of the respondents indicated agree while 4% of the respondents indicated undecided to item 6 in table 6 above.

Table 7: Students do not listen to news analysis regularly

Response	Frequency	Percentage
Strongly agree	98	83
Agree	10	8
Undecided	3	3
Disagree	-	-
Strongly disagree	7	6
Total	118	100%

Information in table above showed that 83% of the students indicated strongly agree, while 8% of the responds indicated agree. However, 3% and 6% of the respondents indicated undecided and strongly disagree

Table 8: Students have negative attitude towards news analysis on melody Fm Warri

Response	Frequency	Percentage
Strongly agree	80	68
Agree	30	25
Undecided	-	-
Disagree	5	4
Strongly disagree	3	3
Total	118	100%

The table above showed that 68% of the respondents indicated strongly agree. 25% of the respondents indicated agree while 4% and 3% of the respondents indicated disagree and strongly disagree to the item 8 in table 8 above

Table 9: Students do not like listening to news analysis to melody Fm Warri

Response	Frequency	Percentage
Strongly agree	78	66
Agree	29	25
Undecided	5	4
Disagree	6	5
Strongly disagree	-	-
Total	118	100%

The above table showed that 66% of the respondents indicated strongly agree, 25% of the respondents indicated agree. 4% of the respondents indicated undecided while 55 of the respondents indicated disagree

Table 10: News analysis comes up at 7am when students are getting ready for lectures

Response	Frequency	Percentage
Strongly agree	108	92
Agree	-	-
Undecided	6	5
Disagree	-	-
Strongly disagree	4	3
Total	118	100%

The above table showed that 92% of the respondents indicated strongly agree, while 5% and 3% of the respondents indicated undecided and strongly disagree.

Table 11: College of Education students, Warri listen to melody Fm, Warri seldomly

Response	Frequency	Percentage
Strongly agree	90	76
Agree	20	17
Undecided	18	7
Disagree	-	-
Strongly disagree	-	-
Total	118	100%

The table above showed that 76% of the respondents indicated strongly agree. While 17% and 7% of the respondents indicated agree and undecided

Table 12: Irregular power supply does not allow college of Education students to listen to news analysis

Response	Frequency	Percentage
Strongly agree	92	78
Agree	18	15
Undecided	8	7
Disagree	-	-
Strongly disagree	-	-
Total	118	100%

Information in the table above showed that 78% of the respondents indicated strongly agree, while 15% and 7% of the respondents indicated agree and undecided.

Table 13: Melody Fm news analysis is broadcast at inappropriate time for the college of education, Warri students

Response	Frequency	Percentage
Strongly agree	100	84
Agree	-	-
Undecided	8	7
Disagree	7	6
Strongly disagree	3	3
Total	118	100%

The above table show that 84 of the respondents indicated strongly agree, 7% of the respondents indicated undecided while 6% of the respondents indicated disagree and strongly disagree.

Table 14: College of Education students make use of social media for news information more than radio

Response	Frequency	Percentage
Strongly agree	80	68
Agree	20	17
Undecided	10	8
Disagree	-	-
Strongly disagree	8	7
Total	118	100%

Data from the above table showed that 68% of the respondents indicated strongly agree, 17% of the respondents indicated agree, while 8% and 7% of the respondents indicated undecided and strongly disagree.

Answer to Research Questions

Research question one: Are students of College of Education, Warri exposed to news analysis on Melody Fm, Warri?

In providing answer to the research question one information in tables 5 and 6 will be used. In table 5, 68% and 17% of the respondents indicated strongly agree and agree that students of college of education, Warri are exposed to news analysis on melody, Fm, Warri only 8% and 7% of the respondents indicated otherwise. Similarly, in table 6, 85% and 11% of the respondents indicated strongly agree and agree that students listen to news analysis on melody Fm 4% of the respondents indicated undecided.

Research question two: What is the attitude of students of College of Education, Warri towards news analysis on melody Fm, Warri?

In answering the research question two, information in tables 8 and 9 would be used. In table 8 however, 68% and 25% of the respondents indicated strongly agree and agree that students have negative attitude towards news analysis on melody, Fm, Warri. Also in table 9, 66% and 25% of the respondents indicated strongly agree and agree that students do not lack listening to news analysis on melody Fm, Warri.

Research question three: How often do the students of College of Education, Warri listen to news analysis on melody Fm Warri?

In answering the research question three, however, information in table 11 would be used. In table 11 76% of the respondents indicated strongly agree alongside 17% of the respondents indicated strongly agree alongside 17% of the respondents that indicated agree that college of education students, Warri listen to melody Fm Warri seldomly. Only 7% of the respondents indicated undecided

Discussion of Findings

The finding in research question one revealed that student of College of Education Warri listen to news analysis on melody FM. This finding aligns to a related research by Bastian and Schmidt (2019) who found out that students tend to prefer news that is interactive and relatable, evaluating not only the content but also its presentation. Factors such as trust in the news source, relevance of topics, and format of delivery influence these attitudes (Meyer, 2021). Dedicating time to the finding of the study for research question analyzing current events on forums like Melody FM can foster critical thinking and informed discussions among students, preparing them for active citizenship.

The finding of the study for research question two revealed that, students of College of Education, Warri have negative attitude towards news analysis on Melody FM Warri. This study is in agreement to a related research by Turner and Miller (2020) which identified social influences, peer discussions, and the perceived credibility of the news source as critical factors affecting how students consume and perceive news. Furthermore, familiarity with the medium can enhance engagement; students who regularly listen to radio are more likely to hold favorable views toward news analysis.

The finding of the study for research question three revealed that, student of College of Education, Warri, listens to melody FM seldomly, This study agrees with Nwankwo, (2021) who asserted that while many studies focus on positive engagements with media, it is essential to acknowledge critiques surrounding news analysis. Students may develop skepticism towards media representations, particularly if they perceive biases or misrepresentation of issues that matter to them therefore, fostering media literacy among students is crucial for helping them critically analyze news content and understand the broader media landscape.

Conclusion

This research study has demonstrated that students of college of education, Warri have negative attitude towards news analysis on melody Fm, Warri. The students of College of Education listen to melody, Fm Warri seldomly. This is because melody Fm Warri broadcasts news analysis at the time in the morning when students are getting ready for lectures.

Recommendations

From the findings and conclusions of this research study, the following recommendations are offered:

1. Students should be given orientation on the need to be listening to news analysis as this will develop a positive attitude towards listening to news analysis.
2. Melody Fm should vary the hours they broadcast news analysis to ensure that students of College of Education, Warri are reached at the appropriate time.
3. College of education, Warri authorities should educate their students on the need to be listening to news analysis of melody Fm Warri.

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