INFLUENCE OF GRATIFICATION ON POLITICAL REPORTING IN NIGERIA, (A CASE STUDY OF MAGIC FM, ABA, ABIA STATE, NIGERIA).

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ABSTRACT: *This research study aims to examine the impact of gratification on political relationships in Nigeria. The Nigerian media system is characterized by a high level of government interference and limited freedom of expression. It is therefore relevant to examine the extent to which gratification shapes the political reporting of Nigerian journalists.*

The study employed a mixed research method involving the use of semi-structured interviews and content analysis of news articles. A purposive sampling technique was used to select 50 journalists covering political news in Nigeria. The interviews were conducted to discover the underlying reasons that influence their decision-making process in covering political news. Content analysis was used to examine the content of political articles to determine the extent to which it is influenced by satisfaction.

The findings revealed that satisfaction plays an important role in how journalists cover politics in Nigeria. Journalists received gifts, favors and money in exchange for favorable political news coverage. These rewards have affected his objectivity, professionalism and credibility. Furthermore, the results revealed that government officials are the most important source of rewards that journalists receive.

Content analysis revealed that reporting on political news in Nigeria was biased, unprofessional and lacked objectivity. The reports were often biased towards the interests of government officials who liked the reporters. The results also showed that the most publicized political issues in Nigeria were those favoring government officials.

Implications of the study suggest that satisfaction should be addressed to improve the quality of political reporting in Nigeria. It is recommended that media organizations regularly provide training and education to journalists on ethics, professionalism and objectivity. In addition, the government should enforce laws that criminalize gratification, and journalists should be encouraged to report any acts of gratification.

This study provides insight into the impact of satisfaction on political journalism in Nigeria. The findings suggest that satisfaction is an important factor influencing the objectivity, professionalism and credibility of political reporting in Nigeria. The implications of this study are expected to help improve the quality of political reporting in Nigeria and increase public confidence in the work of Nigerian journalists.

KEYWORDS: Gratification, Journalism, Compensation, Influence, Credibility

INTRODUCTION

In recent years, the world has seen the influence of the media on public opinion and political decision-making. The role of the media in politics cannot be overemphasized, as it serves as a watchdog for the government and helps inform the public about political events, policies and decisions. The media therefore plays a vital role in how the public perceives politics and it is the responsibility of journalists to provide fair and impartial reporting to the public.

However, in Nigeria, this important role played by the media has been questioned, as the media has been accused of bias in its reporting, especially in its political reporting. This bias has fueled debates about the role and influence of the media in Nigerian politics. Many Nigerians have accused the media of being influenced by political figures, which has led to a trend of biased reporting in Nigeria.

This research focuses on the influence of satisfaction on political reporting in Nigeria, with a comparative study of two Nigerian media: Magic FM, Aba, Abia State. The study aims to examine the relationship between satisfaction and the representation of political events in the media.

Background of the study

The Nigerian media has been criticized for biased political coverage. This bias has led to an increase in public distrust in the media, resulting in a lack of trust in the information it provides. Media bias has also been attributed to a culture of gratitude, where journalists are paid to report favorably on certain political figures. This creates an environment in which journalists are forced to consistently present a positive image of these figures in their reporting.

The role of satisfaction in the Nigerian media industry has been widely discussed in the academic literature. Studies have shown that media professionals in Nigeria are used to being paid to provide favorable reporting for their clients. This payment comes in various forms, such as cash, gifts and other incentives. This practice has led to a situation in which the media now has every incentive to report positively on political figures, regardless of their performance in office.

Furthermore, the practice of gratification has been facilitated by an inadequate legislative framework to regulate the media in Nigeria, which has enabled a culture of impunity. This lack of regulation has created an environment in which media professionals are free to engage in unethical practices, such as accepting a reward for reporting favorably, which, in turn, fosters a culture of political reporting.

The choice of Magic FM, Aba, is strategic because it represent private station. The study aims to look at reporting style of the media to examine the effect of the ownership structure on political reporting in Nigeria.

Statement of Problem

The influence of satisfaction on political reporting is a longstanding concern in journalism and media studies. In Nigeria, this issue is of particular importance because of the prevalence of corruption and the potential for financial incentives to unduly affect the accuracy and

impartiality of information. Despite the potential influence of satisfaction on political relationships, there is still a considerable lack of knowledge regarding the extent of this influence and the specific mechanisms through which it operates in Nigeria.

Previous research has highlighted the potential influence of satisfaction on political reporting in other contexts, such as coverage of elections or government corruption scandals. However, there is an urgent need for more research to understand the unique nature of this issue in Nigeria, especially given the country's complex political landscape and the legacy of colonialism and ethnic tensions.

This study aims to fill this knowledge gap by conducting a comprehensive examination of the nature and extent of satisfaction with political reporting in Nigeria. In doing so, it will address crucial questions regarding the impact of remuneration on journalistic values such as objectivity, impartiality and accountability. It will also explore the underlying drivers of complacency in Nigeria's political economy and identify possible strategies to mitigate its impact.

The importance of this study cannot be overstated, given the vital role of journalism in promoting transparency, accountability and democratic governance. By revealing the degree of satisfaction in political reporting, this study provides a critical insight into the challenges facing the Nigerian media and provides guidance to politicians seeking to promote a more robust and independent press. Ultimately, this research has the potential to contribute to broader efforts to strengthen democratic institutions and promote a free and vibrant press in Nigeria and beyond.

Research Questions

1. Is most information relating to Politics in Magic FM, Aba Centered on Support Ruling Party?

2. Does demanding and Receiving Gratification affect Media Credibility?

3. Does the most frequent news from Magic FM, Aba are sponsored political jingle?

4. There cases of twisted reports on politics from journalist in Magic FM, Aba

Justification of Study

Nigerian journalism has thrived as a result of a culture of bribery and corruption, particularly as it relates to the "brown envelope syndrome," which is caused by poor pay and employer debt, which is characterized by low salary and employer debt. A consequence of this trend has been a reduction in the public's confidence in the media. This research will also look into how unequal pay affects the political reporting of journalists in general. Gratifications may interfere with the objectivity, accuracy, and impartiality of a radio broadcast. This study provided an overview of the present Nigerian media environment.

Journalists who demand or receive gratification in exchange for performing official duties, or who use their positions of authority and power to exhort gifts, either directly or indirectly, are inextricably linked to today's corrupt practices in the country, according to the United Nations Development Program. When questioned, some journalists stated that the majority of

the presents they receive are trivial in the grand scheme of things, claiming that they are merely a mark of thanks for their efforts on their behalf.

Journalists who work for government-owned media outlets are poorly compensated, and obtaining funds for trips is difficult. In spite of this, the government ensures that the journalists who work for them follow their orders rather than carrying out their constitutionally mandated functions as watchdogs in society. When journalists write stories that should be published, editors make certain that the stories are edited and corrected; in some cases, editors will purposefully remove or censor vital information from being published in order to avoid being fired by the government, despite the fact that this is detrimental to the development of society as a whole.

The truth is being spread today by privately owned media organizations whose mission is to do so without regard to financial reward or other considerations. Journalists must therefore be extremely cautious about what they publish; libelous and sedition statements should be removed by the editor because they can result in a prison sentence for the journalist who published them or the establishment being shut down.

But the journalist should not rush to the editorial room with a story whose facts have not been thoroughly checked; additionally, he should make it a point of duty to become acquainted with the constitutional provisions governing libel, slander, sedition, defamation, and obscenity so that, if charged with any of the offences, he will be able to successfully defend himself with the assistance of his attorneys.

Professional journalists who write their news stories in an objective and non-subjective manner are unconcerned about the dangers they may face; instead, they only want to project a positive image of their media house in order for people to believe and have truth in any of their published stories, regardless of the source of the information. For example, a journalist who was assassinated while carrying out his lawful duty; the journalist in question was none other than Dele Griwa, the chief executive of the news watch magazine, who was killed by a sniper in the line of duty.

The modification has an impact on how the general public perceives the media and the media industry. A lack of trust in mass media material has been expressed by the general public (listeners, readers, viewers, and so on) as a result of the effect of pleasure on journalistic news judgment and objectivity at times.

The appropriate standard of behavior in a society that is consistent with the moral order of the society is referred to as its ethical code. Thus, media ethics establishes standards of conduct that practitioners in this industry are morally bound to adhere to in the course of their everyday operations, as defined by media ethics. In this study, we will examine whether or not political reporting on Nigerian radio (Magic FM, Aba) has accomplished its commitments, mainly in terms of creating and maintaining high professional standards of truth, accuracy, impartiality, and fairness in its reporting.

Aims and Objectives

The study's goal was to examine the impact of self-gratification on political reporting in Nigeria and what it would mean for the profession (A case study of Magic FM, Aba, Abia State, Nigeria). To find out whether journalists at Magic FM, Aba, demand or get gratification in order to carry out their responsibilities as political reporters.

1. To determine whether Magic FM journalist demand or receive gratification as a precondition for to discharge their duty on political reporting.

2. To ascertain if acceptance of gratification influences their sense of political news judgment.

3. To determine whether gratification affects journalism practice positively or negatively.

4. Finally, to identify factors responsible for this practice among journalist with a view of addressing them.

Conceptual and Operational Definition of Terms

Gratification conceptually refers to gift gives to somebody in point in time.

1. Operationally: Gratification refers to money, and other incentive given to journalist in media houses, newspapers, magazine, radio and Television by newsmakers to influence their news coverage as opposed to ethics of journalism profession.

2. Effects: Conceptually means impact on something.

   Effects: Operationally means negative or positive influence of gratification on journalist sense of news judgment.

3. Journalism conceptually means the act of writing and printing information through media.

   Operationally journalism refers to the process of gathering, processing and dissemination of information to the heterogeneous, faceless and diversified audience by news gate keepers.

4. Objective conceptually means the publication of truth, fair, accurate and unbiased report by journalist in performance of information dissemination task in society.

REVIEW OF RELATED LITERATURE

News consumption is a crucial component of everyday life in modern civilizations, according to Obiakor & Nwabueze (2019). While people want to be informed about what is going on in the world, they focus on different media for information exposure depending on their personal preferences. As a result, the focus of this research was on Radio news, as well as the evaluation of how uses and gratifications influence news recollection. The study looked into the benefits that Chukwuemeka Odumegwu Ojukwu (COOU's) Senior Staff Association of Nigerian Universities (SSANU) members get from listening to news. The study's goals

include determining the frequency of exposure to Radio news from a favorite station and the types of listeners that remember news that is the best. A total of 175 registered SSANU members at the institution were included in the study. The survey research method was used on 105 of the 175 members, while the FGD approach was used on the remaining 70. A census survey of all members was undertaken using qualitative and quantitative research methods in accordance with the population of the members. The study was anchored by the Mass Communication Uses and Gratifications theory. The findings revealed that SSANU members are constantly exposed to Radio news, and that the information searchers, who are followed by casual viewers, are the ones who remember the most. People get political information from a variety of sources, according to Steven (2021). We use the uses and gratifications theory to show how the use of various political information sources changes information satisfaction perceptions in relation to the Tunisian elections of 2014. An online poll of 175 Tunisian university students yielded a 58 percent response rate. To assess our research model of hypotheses relating content, process, and social gratifications to information satisfaction, we employ partial least squares structural equation modeling. They discovered that the constructs of content, process, and social pleasure all account for 41% of the variance in information satisfaction. Content satisfaction has the greatest influence ($p=.505$), followed by procedural ($p=.163$) and social ($p=.140$) gratifications with equal levels of influence. Process pleasure helps to mediate social gratification. The online survey method and the sample of university students are both limitations of the study. The respondents, on the other hand, were there during the revolt, election campaigns, and voting, implying that their impressions are valid, albeit not universal. Individuals seeking political information should, according to the study, 1) determine how they will know information is accurate, 2) maximize the number of different information-seeking activities rather than focusing on the frequency of a few activities, and 3) understand that information sharing contributes to information satisfaction. For information providers such as government and political leaders, the supremacy of content gratifications, i.e. information dependability and correctness, is critical. The research showed that Use of Gratification Theory can be effective in the new environment of rising political circumstances. The study used Stafford (2004)'s content, process, and social gratifications concept naming because they considered these constructs to be a good fit for modeling Internet use. The content gratifications construct is associated with perceptions of information correctness and reliability, but the process gratifications construct is consistent with web browsing and surfing. Finally, their social gratifications model includes technology-assisted interactions with friends and other individuals. These three conceptions are compatible with how information is collected in rising countries in relation to political circumstances, including elections. Content gratifications, process gratifications, and social gratifications are identified as three constructs in Stafford et al(2004) .'s SEM model. "Content gratifications involve the messages transmitted by the medium, and process gratifications address actual use of the medium itself," according to the definition. Cutler and Danowski (Cutler and Danowski, 1980). Due to the nature of Internet communication, they involve social gratifications. This concept is also in line with Use of Gratification Theory research in the social media arena. They next put the measurement model to the test, proving the importance of the social gratifications construct by finding a good fit of their indicators with these constructs in the context of Internet use. Permalee and Perkins (2012) conducted a qualitative study that included the Use of Gratification Theory constructs of information seeking and social utility, as well as "word of mouth." Participants went online after receiving recommendations from social connections, which is consistent with how they use their social network to filter information. Participants' Internet information-seeking behaviors centered

on acquiring extra facts on themes seen in traditional broadcast media, such as newspapers or television. Searches for conventional media websites exhibiting ideological variety and politically diverse viewpoint were motivated by participants' assessments of media credibility.

Use of Gratification Theory was applied to Arab Americans' use of the Internet and other media by Muhtaseb and Frey (2008). For these respondents, the Internet is a feasible alternative to other media for information seeking and interpersonal connection, according to their online poll.

Lin (2002) investigates the benefits of Internet services and traditional broadcast media, such as television and newspapers, for learning (content), enjoyment (process), and engagement (social). They discovered that information seeking and engagement experiences are significant, predicting 39 percent of the chance of media service access using regression analysis.

Use of Gratification Theory has been used to analyze political data and identify political interests. Guidance, information seeking and surveillance, amusement, and social value were shown to be key Use of Gratification Theory motives for obtaining political material online by Kaye and Johnson (2002), demonstrating that information seeking and surveillance are associated to greater political interest. Guidance, social utility, convenience, and information seeking are four criteria that motivate political activity and use of social media, according to Kaye and Johnson (2004). Political involvement, years online, and the quantity of online activities were found to be more important predictors of these reasons, implying that persons involved in politics trust information obtained through the Internet. Macafee (2013) looks into how people utilize traditional and social media to engage in politics. They look at how people utilize social media capabilities including commenting, sharing links, updating status on issues, and like political candidates and causes. Participants utilized Facebook to interact socially and share information with other users, according to the researchers. Those who were politically active in other ways utilized Facebook to discuss political matters as well. The only significant predictor that explains moderate variance in any of these activities is the frequency of Facebook use; TV, newspapers, and Internet news were not significant. For establishing online news credibility, Chung (2012) evaluate conventional and technology elements. The only significant determinants driving the usage of online news sites of established news sources, they discovered, are traditional qualities of credibility and experience. While technological elements such as interactivity, hypertextuality, and multimodality do not greatly help to credibility, other factors such as interactivity, hypertextuality, and multimodality do.

E-mail in general, and e-newsletters in particular, are a developing area of interest for UK political parties and individual politicians, according to Nigel (2017). So far, the research has looked at e-newsletters from the perspective of the message's sender. This essay, on the other hand, looked at e-newsletters from the receiver's perspective. As a result, we argue that the traditional interpretation of this communication route as a "push" strategy is incorrect. Instead, our four study questions are framed by the idea of e-newsletters as a push–pull communication medium. Subscribing to e-newsletters has three major motivations: personal ideological usage, offering subscribers' own ideas, and functional motives. The three most common gratifications cover a wide range of information needs for those looking to support their political activity. The strongest link shows that e-newsletters empower recipients and

motivate them to become party champions. We may be witnessing the beginnings of a powerful network, as early adopters are likely to be opinion formers. The value of these e-newsletters may not be in the number of people who receive them, but in how they are used to persuade and inform their own network. In a number of ways, the findings of the study support and contribute to current work on uses and gratifications. The uses and gratifications theory's four assumptions appear to be valid. Subscribers must actively seek out the e-newsletter and have a variety of personal goals in order to receive it. E-newsletters appear to be a substantial means of addressing a segment of a party's core followers, but they only allow limited access to a larger audience; other emerging technologies may have this capability, but parties are currently unwilling or unable to explore it. E-newsletters, as a communication channel, are more likely to reach those who already have a relationship with a political party, rather than attracting and persuading floating voters. Brown envelope syndrome is exploited by some journalists to promote hate speech and fake news, according to Lukman (2020), which has a negative impact on the profession of journalism in Nigeria. The report offers several explanations for why the threat of brown envelope syndrome, hate speech, and fake news persists in Nigeria, as well as suggestions for tackling the issues. In order to put the findings into right context, two theories were applied. Agenda Setting and Dependency Theory are the theories under question. Both theories acknowledge the importance of the media in organizing, educating, and entertaining the people on important social, economic, and political concerns. The study acknowledges journalists' role in propagating hate speech and fake news to advance the interests of a particular political class. Hate speech and fake news are made up of misinformation and obscene words directed at a certain group of people. According to the report, journalists utilize both print and electronic media to promote fake news and hate speech, which has a substantial impact on the country's political growth. Brown envelope syndrome is blamed on low pay, insufficient training, job insecurity, and the broader economic crisis in Nigeria, according to the study. Journalists' wellbeing should be taken seriously by media owners and the government, according to media scholars, if a journalistic code of ethics and practice is to be applied to every erring journalist. Regular training and staff motivation, according to the report, are essential for reducing the threat of brown envelope syndrome, fake news, and hate speech among Nigerian practicing journalists. Legislative bodies must enact appropriate legislation to combat hate speech and fake news in the country. To serve as deterrence to others, erring journalists and the media organizations they represent must be sanctioned.

Summary of Related Literature

Many people have looked into this, and while some believe that the mass media's social responsibility function should be emphasized, and that journalists should not accept gratifications because it undermines media credibility, others argue that because a lack of adequate financial resources leads to gratification, a more practical approach to addressing financial resources for journalists should be considered.

Overview of Gratification Theory

Gratification theory is a theoretical framework that explains how people use media to achieve personal goals. This theory suggests that people seek different types of satisfaction, such as cognitive, emotional, and personally integrative needs. Cognitive needs refer to the need for knowledge, understanding, and understanding. Affective needs are related to emotions and

feelings, while personal integrative needs are related to personal growth and acceptance by others (Katz, Blumler, & Gurevich, 1973).

Gratification theory states that media consumption is goal-directed because people choose media that satisfies their own gratifications. This theory also suggests that media influence depends on the degree of satisfaction people get from consuming media (Rubin, 1984).

Furthermore, the Uses and Gratifications Theory by Katz, Blumler, and Gurevitch (1973) is often applied in understanding the effects of gratification in journalism. This theory suggests that audiences actively select media to satisfy specific needs and desires. In the case of journalism, individuals may seek out news content that aligns with their interests, values, and beliefs, thereby reinforcing their existing attitudes or perspectives.

Moreover, the Dependency Theory by Ball-Rokeach and DeFleur (1976) highlights the interplay between media consumption and individual needs. This theory suggests that individuals become dependent on media for certain gratifications, which in turn influences their perceptions, attitudes, and behaviors. In the context of journalism, this dependency on news sources can shape individuals' understanding of current events, issues, and societal norms.

The theoretical framework on the effect of gratification in the practice of journalism draws from concepts such as media gratification theory, Uses and Gratifications Theory, and Dependency Theory. By understanding how audiences seek out and consume news content for gratifications, researchers and practitioners in journalism can better comprehend the impact of media on individuals' perceptions and behaviors.

METHODOLOGY

This showed how the research was carried out. It discussed the research design, population, sampling strategies, data collection instruments, data quality control, research procedure and the data analysis techniques that was employed in the study.

Research Design

The study employed a cross-sectional research design. Cross-sectional design allowed the study of the population at one specific time and the difference between the individual groups within the population to be compared. It also provided information on the influence of gratification on political reporting and its effect on the practice of journalism in Nigeria (A case study of Magic FM, Aba, Abia State, Nigeria. The choice of this design was dependent on the nature of the study variables.

Population

The study was carried out amongst journalists of Magic FM, Aba, Abia State, Nigeria and residents of the area. Some other employees were also part of the study because of their roles in the radio station.

Sampling Strategies

The study employed stratified, purposeful and convenient sampling strategies. Stratified sampling was used to identify the stratum in the population.

Data Collection Method

The secondary data on were obtained from relevant literatures ranging from textbooks, journals, articles, periodicals, seminar paper dissertation. Such documents included official records, newspaper accounts, reports, as well as the published data used in the review of outstanding literature. Primary data on the other hand was gotten directly from the field and collected through observation, self-administered questionnaires, and interviews.

The researcher adopted this sampling technique because it provided them with ease to access journalists and occupants of the area who responded to questions asked in the study. Questionnaire was used as instrument for data collection. Out of the 280 copies of questionnaire distributed, 255 copies, were valid for analysis, while 25 copies were void. The simple percentage method of data analysis was used to analyse the data.

Questionnaires

Questionnaires was designed such that each question was related to a given research question and the topic. Both closed and open ended questions was used. Open ended questions are to help supplement the information given in the closed ended questions and helped in obtaining more complete data. The questionnaires are preferred because it gives clear and specific responses and enable the respondent to express themselves freely especially journalists who may not have enough time to attend to personal interview.

Questionnaire Design

Questionnaires was developed using the five (5) point Likert scale method (5 = Strongly Agreed (SA); 4 = Agreed (A); 3 = Unsure (US); 2 = Disagreed (DA); and 1 = Strongly Disagreed (DSA).

Data Analysis

Data collected was mainly presented by use of quantitative methods. Data from the open ended questions and interviews were analyzed by indicating the magnitude of responses. Expressions like the bigger number, the least number, to a large extent, to a small extent, most respondents" comments and the majority of respondents was applied. In some cases, respondent's comments were directly quoted. The responses from the structured questions was computed into frequency counts and percentages, charts. It was summarized and tabulated for easy presentation, assessment, analysis and interpretation. Data from the open ended questions enriched output from the closed ended questions and information from the documentary sources and interviews will help to bring out concrete evidence in the data analyzed.

Area /Population of the Study

The study was conducted in Magic FM, Aba, Abia State, Nigeria.

Sampling Technique

As a result of the inability of the researcher to effectively study the whole journalist, a representative number was chosen as the sample size population. Two hundred and eighty correspondents were used as the sample size. The sample size was calculated using the Taro Yamani scientific formula which is given as:

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

Where:

N is the Population

1 is the constant

e is the degree of error expected

n is the sample size

Method of Data Collection

In this study, questionnaires and interviews are research instrument used. Questionnaire is the main research instrument used for the study to gather necessary data from the sample respondents. The questionnaire is structured in such a way that it provides answers to the research questions.

This instrument is divided and limited into two sections; Section A and B. Section A deals with the personal data of the respondents while Section B contains research statement postulated in line with the research questions and hypotheses in chapter one. Options or alternatives are provided for each respondent to pick or tick one of the options.

The researcher adopted this sampling technique because it provided them with ease to access journalists and occupants of the area who responded to questions asked in the study. Questionnaire was used as instrument for data collection. Out of the 280 copies of questionnaire distributed, 255 copies, were valid for analysis, while 25 copies were void. The simple percentage method of data analysis was used to analyse the data

Having gathered the data through the administration of questionnaire, the collected data was coded, tabulated, and analyzed according to the research question and hypothesis.

Reliability of Instrument

Reliability is the ability of a particular measuring instrument to yield similar result when applied to the same situation at different times." The reliability of instrument was determined by a reliability test through the use of pilot study. Test and retest approach was adopted and the retest was done using questionnaire administered to the respondents of the selected FM station.

RESULTS AND DISCUSSION

I. Response on if Most information relating to politics in Magic FM, Aba are centred to support ruling party

Options	Respondents Answer	Percentage (%)
Strongly Agree	140	55
Agree	59	23
Unsure	25	10
Disagree	17	7
Strongly Disagree	14	5
TOTAL	255	100

From the table above, 55% of the respondents Strongly Agreed and 23% agreed. This shows that most information relating to politics in Magic FM, Aba are centered to support a ruling Party

II. Response on if Most frequent news from Magic FM, Aba are sponsored political jingle
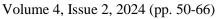
Options	Respondents Answer	Percentage (%)
Strongly Agree	70	27
Agree	110	43
Unsure	40	16
Disagree	26	10
Strongly Disagree	9	4
TOTAL	255	100

The table above shows that a higher percentage of the respondents agreed to the question that most frequent news from magic FM, Aba are sponsored political jingles. 10% of the respondents Disagreed on the question and 16% were not sure.

III. Response on if There are cases of twisted political reports from journalist in Magic FM, Aba

Options	Respondents Answer	Percentage (%)
Strongly Agree	150	59
Agree	45	18
Unsure	38	15
Disagree	17	6

Strongly Disagree	5	2
TOTAL	255	100

While 59% of the respondents strongly agreed that gratification practice is active in Magic FM, Aba as they testify that there are cases of twisted political reports from journalists. They influence the judgment of the political news items. Only 6% of the respondents disagreed on this.

IV. Response on if Political journalists live above their salaries

Options	Respondents Answer	Percentage (%)
Strongly Agree	180	71
Agree	60	23
Unsure	8	3
Disagree	5	2
Strongly Disagree	2	1
TOTAL	255	100

The table above shows that about 71% if the respondents were confident that political journalists live above their salaries. This shows that political journalists are majorly involved in Gratification.

V. Response on if more time is dedicated to Political news Reporting as Compare to other Programmes

Options	Respondents Answer	Percentage (%)
Strongly Agree	58	23
Agree	92	36
Unsure	50	20
Disagree	34	13
Strongly Disagree	21	8
TOTAL	255	100

Although majority of the respondents agreed that more time is dedicated to political news reporting as compared to other programs. The above table shows that many of the respondents were not quite sure if the question but true, 13% of the respondents disagreed and 8% strongly Disagreed

VI. Response on if Unethical Journalism Practice has Negative Impact in Aba, Abia state

Options	Respondents Answer	Percentage (%)
Strongly Agree	73	29
Agree	91	36
Unsure	52	20
Disagree	29	11
Strongly Disagree	10	4
TOTAL	255	100

From the above table, it shows that 36% of the respondent believe that unethical Journalism has made negative impacts on Aba, Abia state while, 29% strongly agreed., while 20% says that are not quite certain. 11% of the respondents disagreed and 4% strongly Disagreed

VII. Response on if Demanding and Receiving Gratification affects Media Credibility from Magic FM Aba, Abia state.

Options	Respondents Answer	Percentage (%)
Strongly Agree	195	76
Agree	50	20
Unsure	10	4
Disagree	-	-
Strongly Disagree	-	-
TOTAL	255	100

Answer to the question above indicate that 76% of the respondents strongly agree that gratification can affect the media credibility of Magic FM Aba, Abia state. Although 20% agreed, while 4% are not quite sure of their stand. So majority of them believe. None of the respondents disagreed

VIII. Response on if Lack of Trained Journalist is Responsible for Unethical Practice of gratification collection in political reports

Options	Respondents Answer	Percentage (%)
Strongly Agree	151	59
Agree	61	24
Unsure	38	15
Disagree	5	2
Strongly Disagree	-	-
TOTAL	255	100

The question in the above table was designed to determine whether Lack of trained journalists was one of the causes of the unethical practice of gratification collection among journalists in Political reports, the data showed that lack of trained Journalist was the cause. This is based on the fact that majority of the respondents answered to that effect

IX. Response on if Non-payment journalist salary encourages gratification in relating to politics

Options	Respondents Answer	Percentage (%)
Strongly Agree	220	86
Agree	24	9
Unsure	7	3
Disagree	4	2
Strongly Disagree	-	-
TOTAL	255	100

The above table revealed that 86% of the respondents agreed that non-payment of journalists have caused the increase of gratification practice in relation to politics. The implication of the data in the table is that poor non-payment of salary is the major cause of the increase in the practice of gratification in journalism.

X. Response on if Non-payment journalist salary encourages gratification in relating to politics

Options	Respondents Answer	Percentage (%)
Strongly Agree	220	86
Agree	24	9
Unsure	7	3
Disagree	4	2
Strongly Disagree	-	-
TOTAL	255	100

The above table revealed that 86% of the respondents agreed that nonpayment of journalists have caused the increase of gratification practice in relation to politics. The implication of the data in the table is that poor nonpayment of salary is the major cause of the increase in the practice of gratification in journalism.

DISCUSSION AND FINDING

Based on our findings and previous evaluations of the study question, which are summarized in the following form. The problem of how Magic FM's journalism practice in Aba and Broadcasting Cooperation of Abia State BCA has had a negative impact on politics in Abia

state. The answer to the question can be found in Table 5. The findings reveal that unethical journalism practices have had a negative impact in Abia State. Although there were both positive and negative responses to the question, the majority of respondents believed that it had a negative influence in Abia State.

Demanding and receiving gratification have an impact on media trustworthiness, according to the findings of this study. According to the results of the analysis, 76 percent of the respondents agreed. This finding supports Okoro & Ugwuanyi's (2006) assertion that gratification has the potential to influence behavior and Objectivity of Journalist. Demanding and receiving gratification has a tendency to affect a journalist's performance because they want to please the giver of such gratification, and such practices over time will raise questions about a journalist's reputation in the profession, leading to doubts about the truthfulness of their reports.

Table III shows the findings on incidents of twisted political reports from journalists at Magic FM in Aba, confirming the unethical behavior of journalists accepting gratification.

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