Rescuing Journalism from Quacks: What Role for Professionals?

Faith Godwin EBUNUWELE &Daniel Ofomegbe, EKHAREAFO (Ph.D)

Abstract
This study examined the perceived role of professionalism as a possible mechanism for rescuing journalism from quacks. The objectives of the study were to examine the issues of professionalism in journalism practice, ascertain the criticality of professionalism in journalism practice and evaluate the enforcement mechanism in journalistic practice in Nigeria. The research is based on library research method and anchored on social responsibility and development media theories. This study argues that professionalism in journalism is non-negotiable if journalism is to attain a position of respect and recognition among other professions in the country. The study concludes that it is the responsibility of journalists and their professional bodies to ensure and enforce professionalism in the practice of journalism to get rid of quacks. The researchers therefore recommended that the Nigerian Union of Journalist (NUJ) should enforce basic educational and professional prerequisites in the entry into the profession; and ensures strict compliance to the professional code of practice.

Key Words: Journalism, Journalist, Professionalism, and Codes of Conduct

Introduction

Professionalism has always been a critical issue in journalistic practice which has attracted quite a lot of scholastic discourse. Iilah, Ogwo, &Asemah (2012) assert that the lack of professionalism has always been the bane of journalism not only in Nigeria but all over the world. There have been discourses from the dominant and alternative paradigms on the que professional status of journalism in the first place. While the dominant paradigm argues it is not a profession, the alternative paradigm says it is. Some authority's journalism in Nigeria have argued that journalism in Nigeria cannot be fully referred to as a profession (Adaja 2011, Ude-Apheh& Ukwella 2017). Shehu (2017) conducted a study on titled professionalism and journalism in Nigeria: emerging issues and challenges. Shehu contends that although the Nigerian Union of Journalists parades code of professional conduct in which Article 1(1) referred to the union as a professional body to be imbibed by all the members; but the membership provisions are so loosed that anybody that has anybody to do with media organisation calls him/herself a journalist. It is safe to infer that this development does not bode well for the actualization of professional in the art and craft of journalism because there are quite a lot of untrained people in the practice of journalism and media business.

A study by Talabi, Ogundeji, & Lamidi (2012) on the effects of non-professionals in Nigerian journalisms report that one of the greatest issues of professionalism bothers on the fact that every dick and harry dabbles in the profession to make ends meet, practice for a political ambition or easy pick in times of employment recession. This position is in tandem with the study by Shehu (2017) who established that Nigerian journalism is dominated by people drawn from other disciple in the field and business of journalism; as such lack the basic educational prerequisite in the field of journalism and they do not see the job as a profession. This simply implies that the influx of people from other disciplinary in the field and business of journalism is the bane. Shehu (2017) traced the issues of professionalism in Nigeria to the point that the proprietors of the early media and journalistic endeavors in Nigeria did not have the opportunity of attending a professional school of journalism. Momoh (2005) notes that Journalism practice in Nigeria started in 1859 with the publication of *Iwe Irohin* by Reverend Henry Townsend who never had the opportunity of attending a school of journalism. Nevertheless, we cannot continue to blame the foundation of journalism in Nigeria for issues that can be addressed. Professionalism can be incorporated in to the practice of journalism and enforced the code of conduct in the journalistic practice.

It is within this context that that this paper evaluates the role of professionalism in rescuing journalism from quacks. This study adopts the library research method to generate data for this study; drawing on empirical studies to situate this study.

Statement of the Problem

Journalism in Nigeria has thrived since its inception 163 years ago, never the less it appears to be grappling with issues of professionalism. Although the discourses of some scholars seem to have attributed the persistent issues of quackery in journalism to the establishment of journalism in Nigeria by non-professional journalists (Adaja 2012; Shehu 2017; Ude-Apheh & Ukwella 2017). However, the issues of professionalism cannot be continually blamed on the foundation of journalism in Nigeria. The social responsibility and developmental theories holds the media accountable for the journalistic operation and development in the society of domiciliation, therefore the narrative of non-professionals that instituted journalism 163years ago as the reason for the seeming lack of professionalism in this contemporary time appears to be a weak argument.

A society with respect for professionalism, individuals' practitioners keep to code and exhibit the highest standards of behaviour in the practice. In line with this position this study examined the issues of professionalism in journalism and how professionalism can stem the tide of quackery in the profession.

Objectives of Study

The objectives of this study were to;

1. Examine the issues of professionalism in journalism practice
2. Ascertain the criticality of professionalism in journalism practice
3. Evaluate the enforcement of professionalism in journalistic practice.

Theoretical Foundation

This paper is founded on the Social Responsibility and Development Media Theories.

Social responsibility theory is a press theory that was developed in 20th century during the period of yellow journalism where media contents were characterised by sensational reports of corruption, crime, deviance, emotional content and human interest (DeFleur 2010). McQuial, (2010) outlined four underlining principles of the theory:

- The media have the obligation to society, and media ownership is a public trust.
- News media should be truthful, accurate, fair, objective and relevant.
- The media should be free but self-regulated.
- The media should follow agreed codes of ethics and professional conduct.

Social responsibility theory explains the concept of professionalism of the media in a given situation (Shehu 2017). This implies that professionalism in journalism is a social responsibility in journalistic practice.

The Development Media Theory on the other postulates that the press should provide such platforms that can accelerate the development of their respective nations (Ude-Apheh & Ukwella 2017). This implies that the enforcement of professionalism in journalism is a social and developmental responsibilities of the press in their domicile country. Ude-Apheh & Ukwella (2017) contend that journalist and other media workers have responsibilities as well as freedom to be professional in their journalistic endeavours. Ude-Apheh & Ukwella (2017) opine that for professionalism to thrive in the world of journalism, the media sector must be peopled by professionals who understand and can uphold central media tenets such as impartiality, truthfulness, balance reporting, fairness to all parties, it is only through this that journalism can live up to the expectations of a profession.

Conceptual Clarifications

Journalism is the art and craft of news gathering, editing and dissemination through various media channels. It is the transmission of news materials that has been gathered, collated, edited by a trained journalist. Redding (2011) defined journalism as the pursuit of truth, accuracy, and farness in the art of storytelling. Hasan (2013) asserts that journalism is an academic study concerned with the collecting and editing of news or the management of news medium. It is the discipline of collecting, analysing, verifying and presenting news, gathering current events, issues, and people (Hasan 2013). Nwanne (2008) opines that journalism has to do with informing, entertaining and educating the mass audience through certain channels such as newspapers, radio, television, news agencies. Journalism is anything that contributes in some way in gathering, selection, procession of news and current affairs for the press, radio, television, film, cable and internet (Hasan 2013, p 174). What is obvious from these definitions is that journalism is concern with the reportage of events following an editing process that takes into account the underlining principles that guide the news gathering and reporting.

Professionalism is the behaviour, composure and disposition expected in any given profession. Shehu (2017) describes professionalism as the qualities, skills, competence, and behaviours that are expected of a person in a given profession. It is the conduct, aims, or objectives that characterize or mark a profession or a professional person (Shehu, 2017).

Ude-Apheh & Ukwella (2017) describes professionalism as more or less a state of mind, a world view, an aspiration backed up with specialize activities and an approach to our jobs that makes us to be recognized and respected by the society as professional group, as opposed to just another occupational group. Nwosu(1996) in Ude-Apheh & Ukwella (2017) highlighted 8 characteristics that constitute a profession in any occupation or craft quest for professionalism

- A profession must perform a unique and essential service in Nigeria and beyond.
- A profession must emphasize acquisition of broad knowledge and intellectualism.
- A profession must have a specified period of specialized training to acquire systematically a unique body of knowledge based on research and skills acquisition in mass media.
- A profession must ensure that practitioners gains and retains a broad range of autonomy.
- A profession must accept broad personal responsibility for other judgment and actions.
- A profession must place greater emphasis on service than on private economic gain, in line with the business social responsibility concept.
- A profession must encourage professional bodies and agencies to grow into comprehensive, self-governing and self-reliant organizations.
- A profession must abide by the codes of ethics and ensure that they have practical applications.

Review of Related Literature

The question of professionalism in journalism as a profession has become a subject of controversies because various professions such law, medicine, accounts have carved a professional identity for themselves while professional nature of journalism as a career is under reoccurring contention. Talabi, et al, (2012) note the issues of non- professionals is more rampant in the journalistic sphere. Salau & Jimoh (2014) assert that the issue of professionalism as it relates to journalism specifically, whether journalism is a profession has remained elusive and inconclusive. Some Authorities in the world of journalism have argued that journalism in Nigeria cannot be fully referred to as a profession (Adaja 2011, Ude-Apheh & Ukwella 2017). Shehu (2017) contends that the flexibility of the professional codes of conduct of the Nigerian Union of Journalists (NUJ) has brought the professionalism of journalism as to question. However, a study titled professionalism and unionism, journalist Human Rights and Democracy in Nigeria conducted by Salau & Jimoh (2014) using a survey research design and anchored on the social

responsibility theory. The findings revealed that journalism in Nigeria is a profession and the Nigerian Union of Journalists (NUJ) is both a professional body and a trade union.

On the other hand a study conducted by Ude-Apheh & Ukwella (2017) entitled "Professionalization of Media Practice in Nigeria: An Analytical Survey, anchored on social responsibility and development media theories based on a mixed research design of survey and focus group discussion. The findings of the study indicated that although participants agreed that media practitioners, including journalists are professionals; but half of the participants were ignorant of what makes a career a profession. Nevertheless it was established that the Nigerian Union of Journalists and the National Press Council Act as regulatory bodies but have not successfully taken control of the professional entry qualification for the career. The researchers described the code of ethics of the Nigerian Union of Journalist (NUJ) as a "paper tiger" as there is no strict monitoring of compliance. On the question of journalism a profession, the study revealed that although journalism does not meet all the 8 point criteria, it is still in the process of being a profession, having achieved over 70% of the laid down criteria. Salau &Jimoh (2014) assert that professionalism in journalism has more to do with craftsmanship and an attitude of sticking to professional practice, ethical standard and skill proficiency. The degree of professionalism applied by journalist is often measured by the extent to which priority accorded to objectivity (Adelabu & Ikuesewo-Akinbami 2021).

Professionalism and Codes of Conduct

Every profession, including the journalism profession has guiding rules for the practice of the profession. Egbujor (2015) asserts that the identity of every profession is founded on standard principles. One of the controversies of journalism as a profession is the fact that the early and the nationalist press were not governed by any formal ethics and code of conduct (Talabi, et al, 2012.) The lack of professional code of conduct accounts for one of the reasons why up till today journalism in Nigeria is still regarded as an all-comers affair instead of a professional career path (Udoakah & Nnadi, 2007). The code of conduct emerged after the press have established themselves as trade unionists on March 15, 1955. This gave birth to the Nigeria Union of Journalists (NUJ) (Talabi, et al, 2012). In May 21, 1961, the Nigerian Guild of Editors was inaugurated; both NUJ and NGE in 1962 proclaimed 16-point code of ethics for journalism practice in Nigeria with all forming organizations in January 15, 1979 and signed the ethics and code of conduct which was in operation before a modification in 1998. Codes of ethics exist virtually in all professions in order to ensure standard practice this reflects the general process of professionalism of journalism (Talabi, et al 2012). Shehu (2017) asserts that Journalism entails a high degree of public trust; to earn and maintain this trust, it is morally imperative for every journalist and news medium to observe the highest professional and ethical standards. Hasan (2013) notes that the code of journalism worldwide share common elements, including the principles of truthfulness, accuracy, objectivity, impartiality, fairness and public accountability. Nwanne (2008) and Pepple &Achlonu (2018) outlined fifteen professional and ethical standards that uphold the practice of journalism in Nigeria they includes;

- Editorial independence: This entails that decision concerning the content of news should be the responsibility of a professional journalist (Nwanne 2008; Pepple & Achlonu 2018).
- Accuracy and fairness: This approach involves researching and reporting with factuality, accuracy, balance, and objectivity. A journalist should refrain from publishing inaccurate and misleading information and such information has been inadvertently published, prompt correction should be made (Nwanne 2008; Pepple & Achlonu 2018). A journalist must hold the right of reply as a cardinal rule of justice and in course of his duties, a journalist should strive to separate facts from conjecture and comment (Nwanne 2008; Pepple & Achlonu 2018)..

- Privacy: This involves respect the privacy of individuals, and their families unless it affects public interest. Their plight should not be seen and used as a rung to climb the ladder of fame and success.
- Privilege/non-disclosure: A journalist should observe the universally accepted principle of confidentiality and should not disclose the source of information obtained in confidence. (ii) A journalist should not breach an agreement with a source of information obtained as "off-the-record" or as "background information".
- Decency: A journalist should dress and comport himself in a manner that conforms to public taste and refrain from using offensive, abusive, or vulgar language. Furthermore, a journalist should not present lucid details, either in words or picture of violence, sexual acts, abhorrent or horrid scenes.
- Discrimination: A journalist should refrain from making pejorative reference to a person's ethnic group, religion, sex or to any physical or mental illness or handicap.
- Reward and gratification: it entails decline bribe, gratification, patronage, gifts and favours from any subject of report and avoid the appearance of being influenced (Hasan 2013)
- Violence: A journalist should not present or report acts of violence, armed robberies, terrorist activities or vulgar display of wealth in a manner that glorifies such acts in the eyes of the public.
- Children and minors: A journalist should not identify, either by name or picture or interview children under the age of 16 who are involved in cases concerning sexual offences, crimes and rituals or witchcraft either as victims, witnesses, or defendants.
- Access to information: A journalist should strive to employ open and honest means in the gathering of information. Exceptional methods may be employed only when the public interest is at stake.
- Public interest: A journalist should strive to enhance national unity and public good.
- Social responsibility: A journalist should promote universal principles of human rights, democracy, justice, equity, peace, and international understanding.
- Plagiarism: A journalist should not copy, wholesale or in part, other peoples' work without attribution and/or consent.
- Copyright: In a situation where journalist reproduces a work, in print, broadcast, art work or design, proper acknowledgment should be accorded the author. In addition, journalist should abide by all rules of copyright, established by national and international laws and conventions.
- Press freedom and responsibility: A journalist should strive at all times to enhance press freedom and responsibility.

Issues of Professionalism in Journalistic Practice

The controversial and unending debate as it relates to the professionalism of journalism has put a dent on the establishment in journalism and media practice in Nigeria. The more the professionalism of journalism is a subject of debate the more tasking it is to enforce professionalism in journalistic practice. The question becomes how you establish professionalism in a career where the professional status is a subject of debate. The professionalism of professions such as law, medicine, and engineering has never been a subject of debate. Hassan (2013) described journalism as a craft that involves specialisation in one area such as editorial, design, and printing. Hassan (2013) asserts that journalism as a profession is markedly different from other established professions like medicine, law, and management or teaching.

While the established profession required specialised educational qualifications and training to be recruited to them, journalism does not make any of such requirement essential (Hasan 2013, p 174). There is no bar to anyone entering the profession, no matter what one's education background or professional experience is. Hasan (2013) asserts that from the very beginning, journalism has been and still remains an "open" profession with no distinct body of knowledge that defines the profession. This accounts for the why graduates from other disciplines such as Political science, Economics, Sociology, English are being given on-the-job training in journalism and these non-professionals do cause serious damage to this noble profession (Talabi, etal, 2012).

The influx of non-professionally trained journalist in the practice of journalism has been one of the major setbacks in achieving professionalism in journalism. Journalism profession in Nigeria has suffered serious setbacks in its developmental processes because the early proprietors of the career were not professionally trained journalist and as the craft grew in the country, priority was not given to journalistic training as an entry level into the practice of journalism. A study conducted by Talabi, et al, (2012) on the effects of non-professionalism in Nigeria Journalism. The study was theoretically framed on gate keeping theory and the objectives of the study were to know who is a professional journalist; to know if government influence in any way encourage non-professionalism and to determine how non-professionalism affect the practice of journalism in Nigeria. The study adopted a survey research design with the questionnaire as instrument of data collection.. The findings of the study revealed that Nigeria journalists are mostly non-professionals, they contend that professionalism is attained when a profession has functional clearly defined or prescribed educational standards, licensing and enforcement of performance of standard by the profession itself.

Poor remuneration and greed has led to the brown envelop syndrome prevalent in the world of journalism. This phenomenon without a doubt tamper with the professionalism in journalism, where professionalism is traded for financial gratification. Professionalism entails uprightness, integrity, accountability, truth, fairness and balance reportage (Shehu, 2017). These professional codes of conduct are sacrificed for brown envelop this is because brown envelop obviously tampers professionalism, therefore professionalism thrown out the window. Duyile (2005) asserts that professionalism is out rightly compromised by gratifications. Shehu, (2017) contends that financial independence is sine qua non for any media institution which can stand the test of time and uphold the ethics of the profession.

Commercialisation is another issue of professionalism in journalism practice; as the name implies news commercialisation simply means that sale of news in exchange of profit or gain it could be monetary or connection to profit. Asemah (2011) posits that news commercialisation means that news has become a commodity which can be bought by those who have money so that their voices can be heard. The quest of media organisations to generate fund and achieve profitability has introduced the trend of news commercialisation. Asogwa & Asemah (2012) contend that the increasingly commercialisation of news and media in Nigeria has brought the integrity and professionalism of the media enterprise to question. News commercialisation has made Journalists to lose credibility in the eyes of the public because of the belief that it is people with wealth and affluence that can pay for news so they can suppress, twist and distort news stories in their favour (Asemah 2011). Commercialisation of news violates ethical principles and professionalism in journalism and media practice because commercialisation affects news flow and leads to distortion of news (Omenugha, & Oji, 2008).

Politicisation and media affiliations with political parties have become another hindrance to professionalism. McQuail (2005) asserts that lack of political independence of media organisation has hampered the growth of professionalism in journalism and media operations in general. The trend of Politicisation and media affiliations to political parties have created a situation where journalists and media organisation have become praise singers and sycophants to party men and women in political power.

The emergence of the internet has birthed the era of online journalism or citizen journalism**,** where anyone with a smart phone and internet subscription can create journalistic content has also set back professionalism in journalism. Hasan (2013 rightly asserts that user generated content is "often a

poor substitute for the professional content or traditional media. In a situation everyone is a content creator or news creator there is less room for high quality professional content" (Hasan 2013 p. 685).

The Criticality of Professional Journalism practice

Journalism in Nigeria is fast becoming unattractive to viewers and listeners as a result of poor journalistic contents resulting from a decrease in training and retraining of professional broadcasters and journalist (Idegu 2016). Mary Agenes Weclch the former president of the Canadian Association of Journalist and a reporter for Winnipeg free press, posits that news is the lifeblood of democracy; as volume of information and the range of options available to the media consumer increases, the contribution of professional journalism is becoming more and more important (Unifor87-M 2021). The negative perception of journalist in Nigeria as corrupt, brown envelop collectors, hungry and tools in the hand of the political class have made media audience to turn to alternative sources for information. Talabi, et al, (2012) recommends journalists should ensure strict adherence to the ethics of the profession in order to change the perception of the world about them.

The trend of citizen journalism that has made journalistic audience co-content creators has made the need for professionalism more critical. Audu, Adeyeye Onoja & Ogwo (2012) note that with the rise of social media news, news is no longer gathered exclusively by journalist and turned into story This is because at the end of the day professionalism will be the distinguishing factor that will separate the trained from the untrained and the quacks from the professional and keep professional journalists relevant in this changing times. A study conducted by Apuke & Omar (2021) titled the ethical challenges and issues of online journalism in Nigerian practice: what do professionals and academics think? The objectives of the study was to find out the extent to which online media undermine ethics in their reports; identify the ethical problems and issues common among media platforms; to determine the factors responsible for ethical practices in the online media. Anchored on the social responsibility theory the researchers adopted a mix research method comprising a mixture of quantitative and qualitative research design. The quantitative data were analysed using SPSS version 25 and the qualitative interview data were thematically analysed. The researchers found out that fake news, lack of objectivity, hate speech, invasion of privacy lack of decency and sensationalism were the common features of online media and journalism practice. The duo also found out that the desire to break news to achieve popularity, lack of professionalism and regulation were the key encouraging factors encouraging unethical practices in the online media. As Hasan (2013) rightly asserted that user generated content is often a poor substitute for the professional content; it is therefore the touch of professionalism that will make the difference.

Citizen journalist are none trained reporters who take it upon themselves to record, video or take pictures of news worthy story and broadcast them on social media (Story hunter 2016).

Storyhunter (2016) notes that citizen produced content often resulting to viral video or images which rapidly spread misinformation because they fail to provide context of the story or investigate the issue at stake. In addition, some citizen Journalists photo shop images and edit videos which often lead to chaos, panic and confusion. While citizen journalism is necessary to keep the main stream media accountable and enlightened, it is more important for professional journalists to make it voice heard both in the main stream and new media (Story hunter 2016). Professional journalism provides, factuality, objectivity, context, depth, balanced reporting and even follow up stories which is lacking in citizens journalism. Professional journalism is critical to ensure news credibility, professional coverage and content quality and keep viewers better informed.

Enforcing professionalism in Nigerian journalism

Pepple & Acholonu (2018) conducted a study titled Media Ethics as Key to Sound Professionalism in Nigerian Journalism Practice. The purpose of study was to assess how ethics affect the professional standard of journalism practice in the country, using media practitioners in Rivers State, Nigeria. The population of study consisted of the 300 registered journalists in Rivers State of Nigeria, including the editors and managers. The survey research method was used while the questionnaire was used as the

primary instrument for data gathering. It was revealed that despite the importance of ethics in journalism practice, journalists' adherence to the ethical codes were low. The study also revealed that journalists most times go against the ethics of the profession due to sycophancy, security reasons, desperation, greed, ethical dilemmas, and ignorance of the code of ethics. Based on the findings of the study, it was recommended that media establishments should liaise with the Nigerian Union of Journalists (NUJ) to ensure that only trained journalists are employed to work as journalists. Again, the NUJ should institute standing disciplinary committee to sanction journalists both at the State and National levels. The Ethics Committee of the Nigeria Union of Journalists should regularly review the ethical conducts of journalists and encourage them to adhere to their code of practice. This position is in tandem with Talabi, et al, (2012) which recommended that regulatory bodies of the journalistic profession should to help journalists develop a sense of professionalism by enforcing the code of ethical conduct and rid of quacks in the profession. Furthermore, Talabi, et al, (2012) advocated that proper marriage between formal education and experience along necessary training should form basis for entrance into the profession.

Discussion of Findings

Although as study by Shehu (2017) has suggested the lack of professionalism in journalism is majorly attributed to the fact that forerunners of the profession, apart from the fact that they lacked the basic educational prerequisites in the field of journalism; they did not know or even see the job as a profession. To continue to lay the blame at the forerunners of journalism for the non-professionalism of journalism in this contemporary times reflect a lack of responsibility. Social responsibility and the development theory have laid the achievement and development of professionalism on the door step of journalist, journalistic organisations and professional bodies. Journalists have an obligation of professionalism to society as such they must adhere to the codes of ethics and professional conduct of Journalism. Contemporarily, journalism is also faced with the challenge of breaking even and maintaining relevance in an internet age where audience have become co-content creators. This has made the need for professionalism more critical; because the need for high quality, objectivity, factuality, truthfulness, balance reporting, fairness in journalistic content becomes consumers priority. User generated content is a poor substitute for professional content because it laden with rumours, supposition, presumptions, half-truths and hearsays. This is in alignment with the findings of Apuke & Omar (2021) which states that established fake news, lack of objectivity, hate speech, invasion of privacy, lack of decency and sensationalism were the common features of online media and journalism practice. The duo also found out that the desire to break news to achieve popularity, lack of professionalism and regulation were the key encouraging factors to unethical practices in online media. This trend has a need for media consumer to separate fact from frictions as such they turn to profession journalist for factual and reliable content. Professional journalism has become more and more important because it is what distinguishes the trained from the quacks.

Development Media Theory postulates that the press should provide such platforms that can accelerate the development of their respective nations. This suggests that the enforcement of professionalism in journalism is a social and developmental responsibility of the Journalists. This aligns with Ude-Apheh & Ukwella (2017) who maintained that professionalism in journalism must be peopled by professionals who understand and can uphold central media tenets as it only through the enforcement impartiality, truthfulness, balance reporting, fairness that journalism can live up to the expectations of a profession. It is also in tandem with Talabi, et al, (2012) which recommended that regulatory bodies of the journalistic profession should help Journalists develop a sense of professionalism by enforcing the code of ethical conduct and rid of quacks in the profession.

Conclusion and Recommendations

Based on the findings of this study, it is apt to conclude that professionalism in journalism non-negotiable our contemporary era. It is therefore the responsibility of Journalist and their professional bodies to ensure and enforce professionalism in the practice of journalism to get rid of quacks in the profession and

distinguish between the trained and untrained Journalists. . Based on the findings; this study therefore recommends the following;

- The Nigerian Union of Journalists (NUJ) should enforce basic educational and professional prerequisites in to the entry of journalism profession.
- Ensure strict compliance to the professional code of Journalistic conduct and laid down sanctions for lack or poor compliance to the professional codes.
- Media organizations diversify their sources of income by venturing into business to ensure financial independence and curb the menace of hyper commercialization of news.

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