

Media Social Responsibility and the Problematics of Investigative Journalism among Media Professionals in Osun State, Nigeria

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Abstract:

This study examined media social responsibility and problematic of investigative journalism among media professionals in Osun state Southwest Nigeria. The thrust of the study is to bridge the gap in knowledge by examining difficulties and challenges towards the dearth of investigative journalism among media professionals in Osun state, to ascertain challenges to the practice of Investigative journalism, to know whether there are variations to the practice of investigative journalism in Osun state, to determine benefits attached to the practice of investigative journalism. To achieve this and in line with the Social responsibility theory upon which the study is premised, Survey method was used with a sample size of 136 respondents comprising of Media Professionals drawn from Print, Broadcast and online Media were selected randomly for the survey and were analysed. The findings indicated among other things from the majority of the respondents that improper implementation of freedom of information act, ownership influence, and official secrecy act, lack of fund, threat to lives of media professionals and lack of adequate trainings are impediments to the practice of investigative journalism in Osun state.

Keywords: Media, Social Responsibility, Problematic, Investigative Journalism

1. Background to the Study

The insatiable nature of man to communicate beyond interpersonal level led to the development of modern means of communication called mass media. The term mass media according to McQuail (2000) is described as means of communication that operate on a large scale, reaching and involving virtually everyone in the society. The debate on the effect of the media and how powerful it is was at the heart of earliest scholars in mass communication as they also worked on controversies surrounding the debates. The trajectory on the effect of the media by some scholars in communication gave rise to some theories such as magic bullet theory which ascribed all powers to the media, limited effect theory by Lazarsfeld with the two step flow theory, Katz's uses and gratification theory as well as the moderate effect theory and cultivation theory worked upon by Garbner as well as the spiral of silence propounded by Elizabeth Neuman among others (Mustapha & Mustapha, 2015).

The relationship between mass media and the society were examined by these scholars from the functions of the media to the society. For instance, Miroshnichenko (2016) while extrapolating the McLuhan's explorations on the contributions of the impact of the media to the society and culture submitted that communication media extend man's senses and has greater capacity to the extent that the structure of the society is fundamentally altered by their existence. Similarly, Murphy (1977) cited by Daramola (2005) sum up the societal impact of the media as setting agenda for discussion, facilitate change as well as act as a means of spinning propaganda. In the same vein, other earliest scholars in the field of communication such as Joseph Klapper, Wilbrum Scrham, Paul Larzarsfeld and Robert K. Merton described the media as agents of social control which mobilizes the society for a singular cause (Daramola 2005). Scrhamm cited by Daramola (2005) simplified Lasswell's postulation by describing the media as a watcher, forum and teacher.

However, the study on the social responsibility of the media is no doubt deeply rooted in the libertarian theory of the press propounded by a renown communication scholar Denis Mcquail as media recognizes the responsibility to resolve conflict through discussion and to promote public opinion, consumer action, private rights, and forum for discussion, watchdog function, and leadership to the community, empowerment as well as many emerging functions of the press (Ravi, 2012). Over the years, the mass media function as a vital instrument of maintaining stability and sustainability of the society as traditional media such as radio, television, newspaper or magazines are means by which members of the society are informed and received information. Consequently, through its programme presentation, news dissemination, the media strives to enhance the democratic structure of the country which in turn makes the society conducive for habitation (Apata&Azeez, 2019).

One of the basic functions of the media is to serve as the watchdog for the society and safeguard people's interest by embarking on different forms of programme presentations, news reportage such as Interpretative reporting, News analysis and Investigative reporting. Conversely, the role played by investigative Journalism in providing valuable mechanism for monitoring the performance of democratic institutions cannot be overemphasized as they are broadly defined to include governmental bodies, civic, organizations and publicly held corporations. Investigative journalism is no doubt a special domain in journalism practice, either in print or in broadcast journalism; it involves reporting of issues or matters of public interest, which affect the public, newspaper readers and their interest in the local communities where issues being investigated had occurred. Consequently, Investigative journalism is the type of report that focus on exposing corruption and any wrongdoing in the society and misdemeanor that is investigated by reporters usually has its root in government establishment, industry, business and personalities with questionable character(Adisa 2003).

Also, Agba (2000) describe investigative journalist as those who unearth significant information about matter of public importance through the use of non-routine information gathering methods. Duyile (2011) states that Investigative journalism in the world over is arguably one of the most important contributions that the press makes to democracy as this could be linked to the logic of checks and balances in democratic systems. However, this role championed by investigative journalism in the world over is gradually waning due to some challenges militating against the

practice. This was corroborated by Anyadike (2013) citing Ugwu (2010) and observed that investigative journalism in a developing nation like Nigeria is threatened with numerous challenges which are almost crippling its proper practice as well as its prospects notwithstanding. Also, Odu (2008) observed with deep concern that investigative journalism an important area in journalism appears to have been relegated to the background at a time when it is most needed for the good health of journalism practice.

The impact of investigative journalism in making mass media an acceptable and a credible platform for news hounds cannot be overstated in Nigeria as Duyile (2011) notes that The “TELL magazine”, “The News Watch” magazine and the defunct “The NEWS” magazine enjoyed popular readership in those days than those magazines without the courage to dare undertake investigative reporting that is why he said it behooves on Media organisations in Nigeria to be above board and mustering the needed courage that will encourage the practice of investigative journalism for the overall benefit of the society. Therefore, this numerous challenges confronting the practice of investigative reporting in Nigeria are unarguably the heart of this study. To this end, this study will examine the normative responsibility of the media and difficulties by Media professionals to undertake investigative journalism in Nigeria.

1.1. Statement of Problem

The role of mass media as a watchdog is undoubtedly central to democracy as investigative journalism indicates the unveiling of matters that are concealed deliberately by people in the position of power or by the ordinary people thereby encouraging freedom of expression. Consequently, The centrality of the media in this regard cannot be overstated as Popoola (2015) describes media as an indispensable vehicles, instruments and apparatuses for expressing the wishes, aspirations, opinions, and fears of people as people depend to a very large extent on the information obtained from the media to create images, form opinions and find their ways in the midst of baffling statistics in political, social, economic and cultural a well as other sphere of life.

However, various related studies have been conducted on the importance and challenges as well as prospects of investigative journalism to understand the trend researches have been done on the problematic of investigative journalism in Nigeria and these research works provided a reliable body of knowledge on the subject. For instance, in the work of Ongowo (2011) tagged ethics of journalism, a study of a tabloid and a quality newspaper in Kenya compares two weekly newspapers published in Kenya, the Weekly Citizen (tabloid) and the Sunday Nation (quality) so as to establish if investigative journalists working for these two media houses practised ethical journalism. Findings revealed that investigative journalists working for the tabloid and quality newspapers in this study, break certain ethics of journalism in some situations, but they justify the breach by citing the public’s right to know, and the endeavour to fight corruption and wrongdoing against society.

In Nigeria, Anyadike (2013) focused on the problems and prospect of investigation journalism in Rivers state, using Survey research method, concluded that investigative journalism is practised in Rivers state but its level of practice is seriously low as it is confronted with series of setback. The

researcher recommends a proactive approach to investigative journalism while harnessing the opportunities as envisaged in the FOI Act.

Also, in Onwuka (2000) another study which examines the practice of investigative journalism in Nigeria with regards to democratic system of government indicated that the capacity of investigative journalism to make government accountable to the people depend largely on the effectiveness of the nation's Police force, Judiciary as well as the presence of a vibrant and active society.

However, due to limited studies base on the subject, none of these research works have delved substantially on the issue especially in investigating factors militating against the practice of investigative journalism among media professionals in Osun state in relation to their normative responsibility.

Therefore, this research work seeks to bridge the gap in knowledge by addressing the normative responsibilities of the media which is deeply rooted in its social responsibility and difficulties as well as challenges encountered by media professionals in undertaking investigative journalism in Osun state and the solutions.

1.2 Objectives

- ❖ To determine the extent to which media are responsible to the social needs of the people in Osun state.
- ❖ To ascertain the level of investigative journalism practise among Media practitioners in Osun state
- ❖ To examine challenges to the practice of investigative journalism among practitioners in Osun state.
- ❖ To know whether there are variations in the practice of investigative journalism by the practitioners in terms of personal interest, ideological belief, ownership influence and religious belief.
- ❖ To determine the perceived benefits of investigative journalism to the people of Osun state

1.3 Research Questions

- ❖ To what extent are media in Osun state responsible to the social needs of the people?
- ❖ To what levels are journalists in the state of Osun engaged in investigative journalism?
- ❖ What are the challenges to the practice of investigative journalism in Osun state?

- ❖ What are the variations to the practice of investigative journalism by media practitioners in Osun state in terms of personal interest, ownership influence, religious belief and ideological belief?
- ❖ What are the perceived benefits of investigative journalism?

2. Literature Review

2.1 Overview of Investigative Journalism

The concept of Investigative journalism is no doubt old as man as different scholars in the discipline of mass communication has worked on the concept for better comprehension of the purpose, importance and prospect of investigative reporting in Nigeria. For instance, Lee (2012) posited that investigative journalism is central to the sustainability of democratic structure, this the scholar said is reflected in the role that media play as watchdog which makes the discipline indispensable to democratic government as investigative journalism signifies the analysis and exposure of all relevant facts to the public. Similarly Cooper (2009) cited in Asemah&Asogwa (2012) attested to the indispensability of Investigative journalism towards democratic system of government as the concept is identified as a key to democratic governance and national development for developing countries adding that investigative journalism has over the years helped uncovered some corrupt conducts and transform the credibility of many media houses.

Also, Anyadike (2013) corroborates this by stating the basic responsibility of the media professionals in the general public as a civic watchdog whose duty is to reveal secrets issues and keep the government accountable to the general public. Ocholi (2010) cited in Anyadike (2013) in this regard mentioned curiosity as part of the quality of investigative journalist. Athanasius (2017) reveals the versatility of investigative reporting in making the society conducive for habitation by observing that “investigative journalism is an instrument of reforms, of reconstruction and development as it informs, educates, entertains and enlightens both the government and the governed”. Armao (2000) described investigative journalism as the literature of exposure that was initiated by a culture deeply rooted in disagreement and nurtured by laws that protect critics of government and ensure access to public proceedings and documents.

Also, Horie (2008) Kovach & Rosenstiel (2007) state in Anyadike (2013) that unlike other straight news story which is done in a hurry because of pressure of deadline, research has shown that the approach of investigative journalism goes beyond the usual coverage of occurrences, press conferences and press statements. These Scholars agreed that investigative journalism seeks to uncover the hidden information of vices, malpractices and misdemeanor that may injure society. Ufuophu&Biri (2008) opine that investigative journalism goes beyond mere coverage of plain and visible facts as it involves digging deep to reveal that which has been hitherto hidden. This was expanded by Ohaja (2011) cited in Anyadike (2013) that the report which must be of public importance should stem from the findings of a reporter and not a report of an investigation made by someone else.

The term investigative journalism has no doubt through the decade transform into a formidable instrument which has critically and thoroughly exposing facts and secrets which governments, institutions, organisations or individuals would naturally try to hide from the public that is why the fact-finding and fact-giving are some of the basic of the concept. Consequently, Waisbord (2000) contended that the American model of investigative journalism is extremely influential but it is not the only possible paradigm. He asserts that the meaning of investigative journalism varies according to press traditions and conditions for journalistic practice in a particular country. Glasser (1988) resolves to the idea of investigative journalism as the journalism of outrage because the results of investigative journalism often led to public betterment and has a close tie with agenda building noting that the craft was originated in the United States, adding that Journalists around the world emulate techniques and news values they learned in this country.

In his submission, Chambers (2000) posits that investigative journalism in the United Kingdom had developed and evolved in the last thirty years of the 20th century since some scholars' defined investigative journalism through its purpose. For instance, Ettema and Glasser (1988), Protes (1991) and Feldstein (2006) emphasized the singular focus and aims of investigative journalism as unearthing wrongdoings that affect public interest. These scholars clearly differentiate the conceptualization of investigative journalism from other kinds of journalism as they stressed the importance of investigative journalism as a check and balance of the government and exposing wrongdoings. This was observed by Itule & Anderson (2007) as often demands investigation and in-depth work which requires researching, digging deeply, interviewing and writing goals of journalism.

Investigative Reporters and Editors (IRE), the world largest non-profit investigative journalism association, define investigative journalism as "systematic, in-depth, and original research and reporting, often involving the uncovering of secrets, use of public records, and computer assisted reporting, with a focus on social justice and accountability" (Investigative Reporters & Editors, 1983). In Okon (2017) investigative journalism is a non-profit, evidence-based, aggressive and adversarial journalistic practice. It is a special reporting that is more thorough than conventional news reporting which uncovers information not before gathered in order to inform the public of events that might affect their lives

However, Dorril (2000) argued that investigative journalism enjoyed "a short flourish in the seventies and nurtured for a brief period in the seventies, badly witted in the eighties and is now seriously gone into extinction." On the opposing, Hanna (2000) argued that investigative journalism has not moribund but gradually waning. He stated further that variables responsible for its gradual fading away according to him are structured changes within the media. Abide (2010) highlighted this changes by noting that sensational news, congratulatory messages and coronation news have become the major contents of national newspapers. According to him many serious issues and events of social significance seem to have been left out of the daily reportage in the newspapers.

2.2 Investigative Journalism in Nigeria Media

In Nigeria, the media played significant role towards ensuring the stability of its political system especially during the struggle for the attainment for self government from the British colonial government. Investigative reporting in Nigeria has remained, over the years, more dominant within the magazine sector of the print industry than it has been in the newspaper sector, Newswatch magazine, for example, played a crucial role in bringing into limelight and redesigning of the investigative and interpretative practice (Duyile, 2011). Also, the broadcasting sectors rising inclusion in the field came only of recent, with Channels Television located in Lagos still playing a mentoring role. However, a turning point in the history of Nigeria's investigative practice came in the 80s and 90s when the political sector was very tense under General Ibrahim Babangida and, later, General Sanni Abacha. The ethically conscious investigative journalists, such as Dele Giwa, Ray Ekpu, Dan Agbese, Yakubu Mohammed and others, for example, did not spare high hitting languages in criticizing and exposing threats to national development. Their styles of writing were highly powerful. Together, these reporters introduced a serious dimension to investigative reporting, blazing the trail for a new approach to journalism in Nigeria (Okon, 2017).

Uwakwe (2015) stated that since Nigeria returned to democracy in the year 1999 after many years of military interregnum, media professionals in Nigeria have embarked on pragmatics steps to challenge or exposes corruption in public governance. According to him the press exposed many alleged and substantiated fraudulent practices in the political realm. Some of the celebrated cases involved 1999 exposed Alhaji Salisu Buhari, former speaker, House of Representatives, for false declaration of age and qualifications. Others include cases involving former governors Diepreye Alamieyeseigha, Ayodele Fayose and Joshua Dariye. The 21st edition of *The Tell* May 22, 2000 reported the scandalous action of Senate President, Dr. Chuba Okadigbo, an action that led to his removal, *Tell* May 7, 2001 stated, 'From Evans Enwerem to Chuba Okadigbo down to Anyim Pius Anyim: The upper legislature House has become a laughing stock, over allegations of impropriety.' *The News* June 4, 2001 reported that three governors were stinking in corruption one from the South West who bought a house in Florida in the United States of America, the other, from the East of the Niger, who had over and 100 million in his personal account. *Tell* magazine, November 20, 2001, reported that bribes were offered to some members of the house of representative to quicken the process of removing the speaker Umar Ghali Na'Abba. The report fingered former President Olusegun Obasanjo and Ex Governor of Rivers state Mr Peter Odili as the sponsors. *Tribune*, July 10, 2009 reported Ex Governors (Orji Uzor-Kalu, Ladoja) and others alleged to have carted away 52 billion naira.

Odunewu (2008) however observed with deep concern that investigative journalism an area of profession in journalism appears to have been relegated to the background at a time when it is most needed for the good health of journalism practice in Nigeria. Assay (2009) cited in Ocholi (2010) also confirmed this by stating that the Nigeria mass media still maintained a crawling speed in the field of vibrant investigative reporting unlike their counterpart in developing South Africa and Ghana. Athanasius (2017) corroborated this assertion by submitted that the ever vibrant Nigeria press has now being relegated due to the practitioner's priority to one sided reportage, journalism of blackmail and character assassination orchestrated by ownership influence and the preference for news commercialisation. The study conducted by Okon (2017) on the level of investigated journalism in Nigeria showed that investigative journalism is no longer being practiced by

reporters in Nigeria the way it has historically been conceptualized noting that many reporters in Nigeria who called themselves investigative journalists are not really skilled adding that these neglected elements tend to delimit today the culture and potency of investigative practice in Nigeria. It was on this note that Ugwu (2010) attributed the dormancy of the Nigerian press towards investigative journalism to the military incursion into governance which played a significant effect on the journalists in Nigeria as he stated further that the pathological fear military government has imposed on the psyche of journalism is severe through repressive laws to control the media, unlawful arrest of media professionals, torture and assassination. This development the researcher said has cast a shadow of fear, laziness and a complex of high inferiority proportion into the mind of media professionals which has pushed the discipline into a shadow of ineffectuality.

Also, Asemah & Asogwa (2012) identified factors that hinder the use of investigative journalism for fighting corruption in Nigeria which include press laws, official secret acts, constitutional challenge and corruption among the journalists, ownership influence, unprofessionalism and lack of principles on the part of the investigative journalists. Similarly, Media Right Agenda (MRA) (2011) also attested to this in a workshop in Abuja by identifying causes of the dearth of investigative journalism to include: threats to life and job, personal political interests and the policy of secrecy on government at all levels. The works of Okon (2017) highlighted inhibiting factors responsible for the unserious manner the practice is currently being approached such as lack of institutional support in terms of funding, enabling working environment and reward system as well as the security risk involved in the practice.

2.3 Theoretical Framework

This study adopt social responsibility theory as it theoretical framework to explain the research work. The social responsibility theory is relevant to this study because it examined critically many accusations of critics of a laissez faire media system. These critics contends that there are tendencies towards monopolization of the media and that people or the public are unconcerned with the rights or interest of those unlike themselves and that commercialization produces a debased culture and a dangerously self-centred politics.

According to Daramola (2005) the social responsibility theory assumes that whoever enjoys freedom has certain obligations to the society to perform certain function and where media err or shirk its responsibility, other social agencies including government must ensure that the media perform those essential functions.

The theory suggests that the media take it upon themselves to elevate their standard, providing citizens with the sort of raw material and disinterested guidance they need to govern themselves.

In this view, social responsibility theory means a radical reconstruction of the relationship between individuals and communities with a new emphasis on the latter as it thus represent the triumph of community over lone individual.

Social responsibility theory arise from a line of work that focuses on the growing expectations for social change as a result of the public distaste for powerful media owners (when influential publishers are unpopular with the public) the public in the twentieth century.

Social responsibility theory therefore can be seen as a limited adjustment in liberalism brought about by perceived business demand.

One of the foremost Communication scholars Denis McQuail summarized the basic principles of Social Responsibility Theory as the following:

- Media should accept and fulfill certain obligations to society.
- These obligations are mainly to be met by setting high or professional standards of Informativeness, truth, accuracy, objectivity and balance.
- In accepting and applying these obligations, media should be self-regulating within the framework of law and established institutions.
- The media should avoid offensive content triggering crime, violence, or civil disorder or harm to minority groups.
- The media as a whole should be pluralist and reflect the diversity of their society, giving access to various points of view and rights of reply.
- Society and the public have a right to expect high standards of performance, and intervention can be justified to secure them for public good.
- Journalists and media professionals should be accountable to society as well as to employers and the market.

The social responsibility theorists called on the press to put the public interest above their personal interest and to allow the public access to information. Therefore, the press in this theory is expected to furnish political leadership with information by setting the public good above party allegiance, the media should be free of partisanship but not of principle and that it should actively promote the community welfare (Daramola, 2005).

This theory is however suitable for this study as it explain the normative responsibility of the media and media professionals in relation to the socio-political and economic needs of the society, it states that media has an obligation to the society and expects some kind of stewardship of media resources on behalf of the public, certainly it assumes the media to be educators and avoid detailing of structural changes that would allow performance of these functions.

3. Methodology

3.1 Research Design

This study employs the use of simple survey research method, 136 samples was drawn from a population of experienced journalists that are intellectually savvy in Osun State using the purposive sampling technique. The researcher employed this method in order to ascertain the social responsibility of the media in relations to the difficulties encountered by media professionals in Osun State.

3.2 Population, Sampling Size and Sampling Procedure

The study population comprises of journalists drawn from Broadcast and Print media across the State and the sample size for the study was one hundred and thirty-six (136). Both males and females were used without any significant quota for gender. The Population of the study are media professionals in Osun state as the researcher used the purposive sampling technique to pick out journalists that are intellectually savvy who were able to respond to the questionnaire. This also give equal chances of representation among both male and female media professionals in Oshogbo as the methods of non-probability methods of sampling because it gives the researcher opportunity to identify media professionals in the state that are have sharpen their skills in investigative reporting.

3.3. Description of Research Instrument

The instrument for data collection in this study was a self-designed questionnaire. Okoro (2001) acknowledged that the questionnaire has substantial merits to weigh in its favour for gathering information from people about their opinions, attitudes, behaviours and perception on a given phenomenon while the data collection instrument for this research work was questionnaire. The instrument used for this study was a structured questionnaire comprising of Six sections. Section 1 consist of items measuring socio-demographic information of the participants, Section 2 is the items on Media social responsibility, Section 3 measured items on Level of Practice of investigative journalism, Section 4 measured the challenges of investigative journalism, Section 5 consist items on the variation in the practice of investigative Journalism while Section 6 consist items mirroring the perceived benefits of investigative reporting.

4. Results

Research Question One: To what extent are media in Osun state responsible to the social needs of the people? Table one provides the result of extent to which media in Osun state responsible to the social needs of the people.

Variables	Frequency	Percentage
How will you rate your degree of awareness of media social responsibility?		
Very high	97	71.3
High	27	19.9
Low	12	8.8
Total	136	100%

How well does your media organization promote the needs of the people socially?		
very high	45	33.1
High	82	60.3
Low	9	6.6
How would you rate the extent to which your media organization is socially responsible to the needs of the people?		
very high	36	26.5
High	91	66.9
Low	9	6.6
Total	136	100%
How would you rate your organization involvement in media social responsibility through news dissemination?		
Very high	63	46.3
High	64	47.1
Low	9	6.6
How would you rate your organization involvement in media responsibility through programme presentation?		
Very high	18	13.2
High	91	66.9
Low	27	19.9
How would you rate your organization involvement in media social responsibility through news analysis?		
Very high	18	13.2
High	91	66.9
Low	27	19.9
Total	136	100%
How would you rate your organization involvement in media social responsibility through interpretative reporting?		
very high	45	33.1
High	45	33.1
Low	37	27.2
very low	9	6.6
How would you rate your organization involvement in media social responsibility through investigative reporting?		
very high	27	19.9
High	63	46.3
Low	18	13.2
very low	28	20.6
Total	136	100%

(Source: Field Survey, 2019)

Table 1 show that most of the respondents indicated their awareness of Media Social Responsibility and that their media organizations are responsible and involved in social media responsibility to promote the needs of the people in Osun state.

Therefore, it is evident in the table above that 50% of respondents indicated that their media organizations are aware, responsible and involved in social media responsibility.

Figure 1 showing the rate at which media in Osun are responsible to the social needs of people.

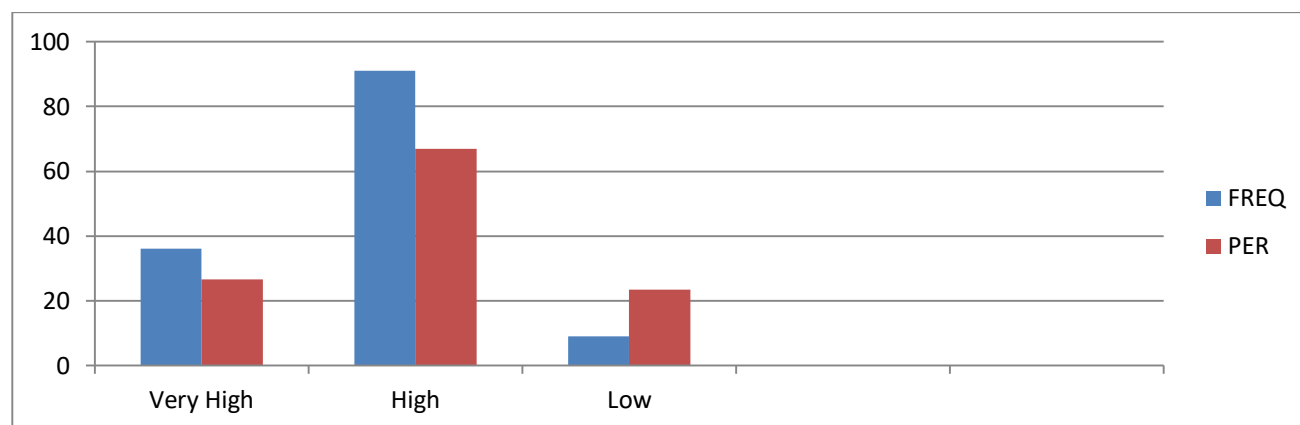


Table 2

RESEARCH QUESTION 2: Levels of Journalists involvement in Investigative Journalism

Category	Frequency	Percentage
Are you familiar with the concept "investigative journalism?"		
Yes	136	100
No	0	0
Total	n=136	100
Have you practice investigative journalism before?		
Yes	127	93.4
No	9	6.6
Total	n=136	100
If yes, what issue have you investigated before?		
Economic matters	17	13.4
Political matters	59	46.5
Criminal matters	38	29.9
Social matters	13	10.2
Total	n=127	100
How would you rate your practice of investigative journalism?		
Very High	27	21.3
High	13	10.2
Low	35	27.2
Very Low	52	40.9
Total	n=127	100
How would you rate the practice of investigative journalism among media professionals in Osun State?		
Very High	13	9.6
High	27	19.8
Low	40	29.4
Very Low	56	41.2
Total	n=136	100

(Source: Field Survey, 2019)

Table 2 revealed the respondents views on levels of journalists' involvement in investigative journalism; in respect to the question to ascertain their familiarity with the concept of Investigative journalism, the participants' response shown that all the respondents, n=136 (100.0%) said yes that they are familiar with investigative journalism.

However, despite their familiarity with the concept of Investigative journalism by the respondents the rate of their involvement in Investigative journalism of being very low (27.6%, n=35, 40.9%, n=52)

Including their responses on the rate at which media Professionals in Osun state engage in Investigative as 41.2% of the respondents rated the practice of investigative journalism has been very low.

Figure 2 showing the graphical representation of respondents' response to the level of investigative journalism in the state of Osun.

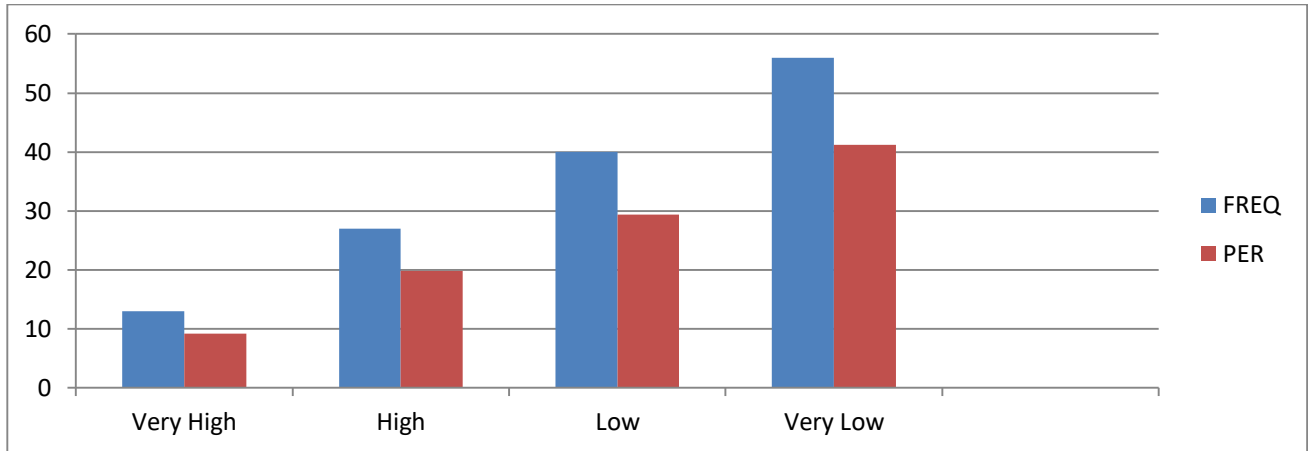


Table 3

Research Question 3: Challenges to the practice of Investigative Journalism in Osun State

Category	Frequency	Percentage
Have you ever encounter any challenge in the practice of investigative journalism?		
Yes	136	100
No	0	0
Total	136	100
Does freedom of information act (FOI) assist you in investigative reporting?		
Yes	63	46.3
No	19	14.0
Unsure	54	39.7
Total	n=136	100
Does lack of funding affect your practice of investigative journalism in Osun state?		
Yes	118	86.8
No	18	13.2
Total	n=136	100
Does ownership influence affect your practice of investigative journalism?		
Yes	104	76.5
No	28	20.6
Unsure	4	2.9
Total	n=136	100
Does official secret act impede your practice of investigative journalism?		
Yes	109	80.1
No	18	13.2
Unsure	9	6.6
Total	n=136	100
Does threat to life inhibits your practice of investigative journalism?		
Yes	82	60.3
No	45	33.1
Unsure	9	6.6
Total	n=136	100
Does poor remuneration affects your practice of investigative journalism?		
Yes	127	93.4
No	9	6.6
Total	n=136	100
Does financial inducement affects your practice of investigative journalism?		
Yes	19	14.0
No	117	86.0
Total	n=136	100
Does lack of training affect your practice of investigative journalism?		

Yes	118	86.8
No	18	13.2
Total	n=136	100

(Source: Field Survey, 2019)

Research question 3: What are the challenges to the practice of investigative journalism in Osun state?

The participants' response shows that most of the participants affirmed that there are challenges to the practice of Investigative journalism, n=63 (46.3%) chose that the freedom of information act (FOI) does not assist them to really practice investigative journalism as expected.

Also, It was revealed that lack of funding affect the practice of investigative journalism in the state of Osunwith n=118 (86.8%) affirm this.

Similarly,It was revealed that most of the respondents, n=104 (76.5%) stated that ownership influence, officials secrecy act, threat to their lives, poor remuneration affects the practice of investigative journalism. Therefore, majority of the respondents indicated that ownership influence among others affects their practice of investigative journalism in Osun state.

Figure 3 showing the respondents' response to whether Freedom of Information act aid Investigative journalism.

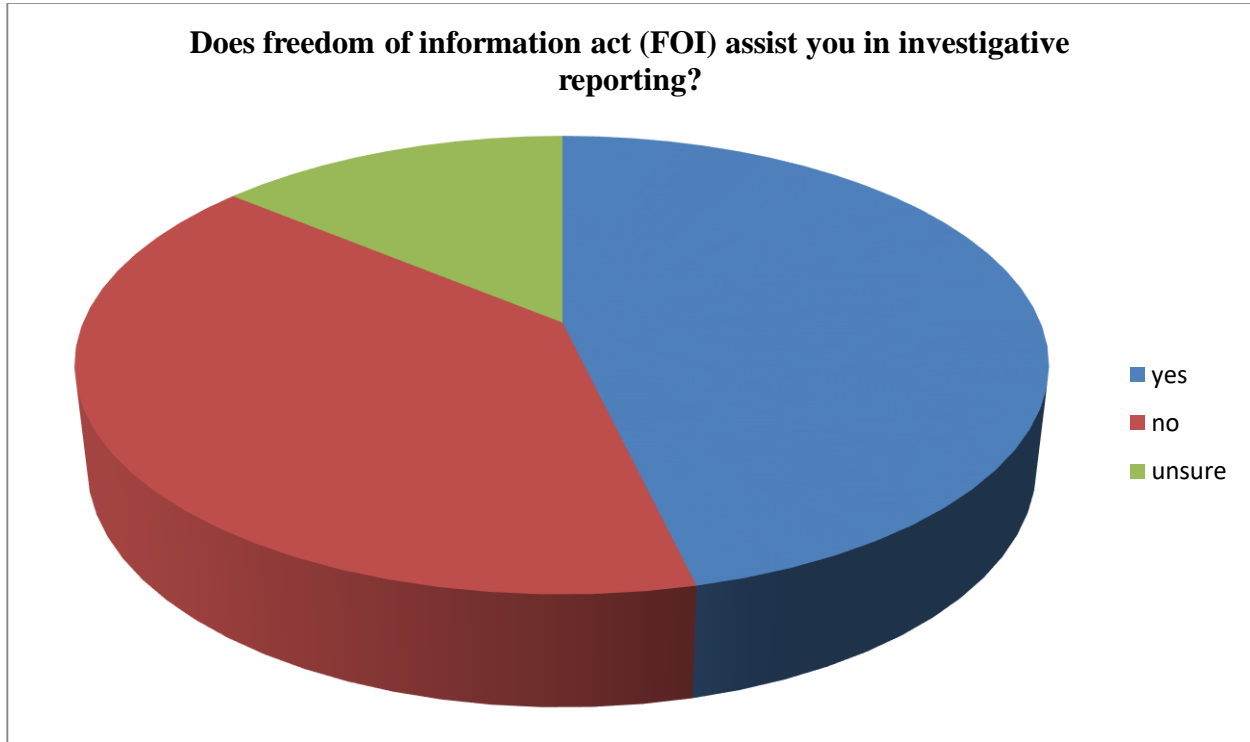


Table 4: A cross tabulation of respondents' variation to the participation of investigative journalism according to Interest, Religion, Employer's demand and Personal Ideology.

Participation			
Variables	Yes	No	Total
Interest	72 (52.9%)	64(47.1%)	136(100%)
Religion	27 (19.9%)	109 (80.1%)	136(100%)
Employer	118 (86.2%)	18(13.2%)	136 (100%)
Ideology	127 (93.4%)	9 (6.6%)	136(100%)

(Source: Field survey, 2019)

It was revealed in table 4 that most of the respondents, n=72 (52.9%) affirmed that their practice of investigative journalism is usually influenced by interest and other respondents n=64 (47.1%) indicated that interest does not influence their practice of investigative journalism.

It was also indicated that most of the respondents, n=109 (80.1%) noted that practice of investigative journalism is not influenced by religious belief and other respondents n=27 (19.9%) indicated that religious belief influence their practice of investigative reporting.

It was revealed that most of the respondents, n=118 (86.8%) chose that their practice of investigative journalism is usually influenced by the demand of their employer and other respondents n=18 (13.2%) said their involvement in investigative journalism is not influence by the demand of their employer.

The respondents, n=127 representing (93.4%) indicated that the practice of investigative journalism is based on personal ideology and other respondents n=9 (6.6%) affirmed that their practice o investigative journalism is not influence by their personal ideology.

Figure 4 showing variations to the practice of investigative journalism among media professionals in Osun state in terms of Interest, Religion, Employer’s demand and Personal ideology.

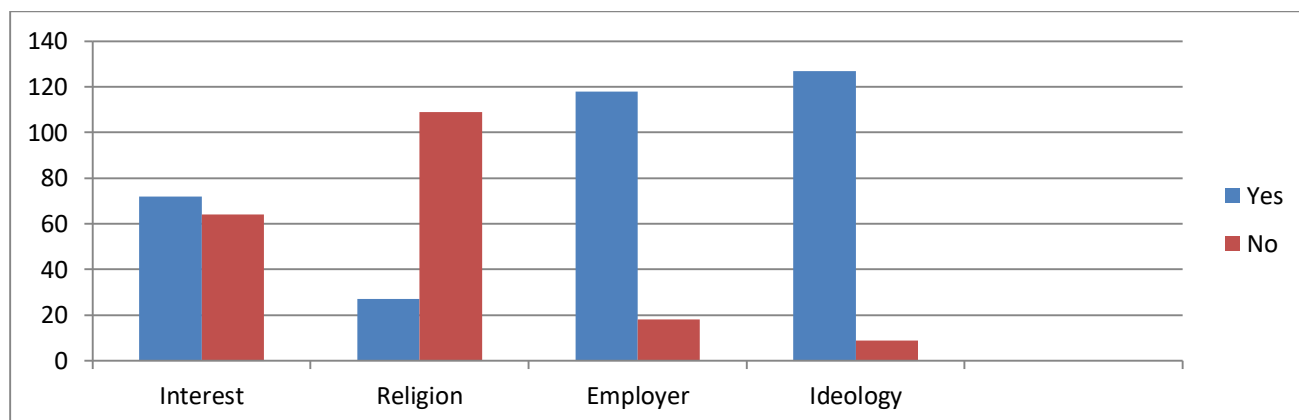


Table 5

Research Question 5: What Are The Perceived Benefits Of Investigative Journalism To The Social, Political And Economic Development Of Osun State?

Analysis based on perceived benefits of investigative reporting

Variable	Frequency	Percentage
It provides accountability in government		
Strongly agree	100	73.5
Agree	36	26.5
It provides access to hidden information		

Strongly agree	109	80.1
Agree	27	19.9
It enable access to public proceedings		
Strongly agree	91	66.9
Agree	45	33.1
It enhance participation in governance		
Strongly agree	73	53.7
Agree	54	39.7
Neutral	9	6.6
It confer credibility status on media organization		
Strongly agree	109	80.1
Agree	27	19.9
It enhances the personality on investigative reporter		
Strongly agree	109	80.1
Agree	18	13.2
Neutral	9	6.6
It gives members of the public sense of belongings in public governance		
Strongly agree	46	33.8
Agree	81	59.6
Neutral	9	6.6

(Source: Field Survey, 2019)

Table 5 shows that most of the respondents indicated that there are perceived benefits of investigative journalism to the social, political and economic development of Osun state.

Therefore, it is evident that above average of the respondents indicated that there are perceived benefits of investigative journalism to the social, political and economic development of Osun state.

5. Conclusion

Lee (2012) posited that investigative journalism is central to the sustainability of democratic structure. This study has well explored the normative responsibility of the media and challenges towards the practice of investigative journalism among media professionals in Osun state, Nigeria.

Consequently, the theory used justified with evidence that respondents were able to relate some issues raised in the questionnaire to the normative responsibility of the media and factors inhibiting the practice of investigative journalism among media professionals and gave a justification on the significance of investigative journalism.

This corroborates and reinforces the significance and importance of the social responsibility theory approach to gain understanding of media social responsibility and problematic of investigative journalism among media professionals which has now showcased the potentiality in investigative journalism and reinforces the responsibility of the media of being accountable to the yearnings and aspiration of the people.

Also, it has been discovered that there are some benefits accrued to investigative journalism such as provides accountability in government, enable access to public proceedings, enhanced participation in governance and gives members of the public sense of belongings in governance.

However, the study concluded by generally revealing that the practice of investigative journalism in Osun state is usually influenced by interest of the journalist, demand by employer, and that practice of investigative journalism is usually based on personal ideology held by the journalist.

Similarly, it was established in the study that part of the difficulties confronting the practice of investigative journalism in the state of Osun include lack of sufficient fund to undertake investigative reports, ownership influence on the practitioners, threat to life by the practitioners, non implementation and recognition of freedom of information act by government at all levels, and adequate training as impediments to the practice of investigative journalism in Osun state.

5.1 Recommendations

To review the dormancy of Nigerian press towards Investigative journalism, Government at all levels must guide against policy of secrecy in governance, repressive laws and ensure the proper implementation and recognition of freedom of information act which has been passed into law by the national assembly to provide unfettered access to information by intending journalists undertaking investigative journalism and guarantee adequate protection for journalist against threat to their lives in the course of undertaking investigative journalism.

Media owners in Nigeria should embrace institutional support in terms of funding, good remunerations, enabling working environment for journalism to thrive by guarantee job security and independent of media professionals in their media outfit while regulatory bodies such as Nigeria Press Council and National Broadcasting Commission (NBC) must continue to be vigilant and step up their responsibility in checkmating the excesses of media owners in line with international best standard.

Print and Broadcast media in Osun state should be more strategic in developing and encouraging investigative reporting among media professionals in such a way that will be viewers, readers and audience delight and captivating as this will make the outfits more acceptable to their prospective customers.

Media owners should ensure constant training and retraining of its personnel so as to hone their skills, mental capability in order to facilitate their engagement in investigative reporting as this will bring about more active participation to serve the need of the people and in turn reduce the shadow of ineffectuality that has hitherto characterized the craft.

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