

JOURNALISTS' ATTITUDES TOWARD THEIR WORK ENVIRONMENT: A STUDY OF THREE BROADCAST HOUSES IN ILORIN, NIGERIA

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Abstract

We undertook a study aimed at examining broadcast journalists' attitudes towards their job and why such attitudes exist. The study adopts two research methods namely quantitative (survey) and qualitative (in-depth interview) to collect data from forty-five working journalists in three broadcast houses: Ray Power FM, Ilorin, Radio Kwara, Ilorin and Radio Nigeria, Idofian all in Kwara State, Nigeria; as respondents. Findings indicate that broadcast journalists have positive (67%) attitudes to work. Such attitudes are, however, encumbered by some of the unfavourable media working conditions specifically poor remuneration, harassment and denial of access to news sources. These encumbrances, particularly the poor remuneration; undermine journalists' ability to adhere to ethics of journalism. Furthermore, findings show that broadcast journalists' attitudes are a function of risks associated with the profession. This study recommends among other things, improvement in the general working conditions of broadcast journalists for enhanced productivity. It also recommends the need for broadcast journalists to uphold journalistic values which are the compass for professional conduct.

Keywords: Broadcast journalists, journalistic values, attitude, work environment

Introduction

On a daily basis, broadcast journalists involve in one activity or the other in attempt to collect and disseminate news to the public. While some may be restricted to the precinct of the media house, others find themselves in their respective beats. Among those within the newsroom or studio could either be presenters, announcers, editors, producers or those that have covered their beats and are processing their stories for broadcast. Those in the field could be covering an event in their beats.

Easy as the work of journalist may appear, it is often tasking. Their job is burdened by several factors like *poor remuneration, job security, poor condition of service, job satisfaction*, and other complexities. Stevenson and Wolfer (2008) observed that women in particular *may simply find the complexity and increased pressure in their modern lives to have come at the cost of happiness. For example*, a journalist, who is underpaid relative to the economic realities and is expected to use part of his pay for some form of logistics, or one, who is exposed to security risks in the course of discharging his duty is unlikely to develop a positive attitude toward his job.

Another salient factor that conditions journalists' attitudes to their job is the ever-changing media environment which requires journalists to effectively adapt to current trends in technology. Media technologies have changed what constitute news as well as its production process. Therefore, the requirements and capability of journalists are expected to change in conformity with the technological changes that have expanded the frontiers of journalism. With information and communication technologies, the new digital tools make it possible for journalists to write and report news anywhere and anytime. That is why reporters edit their features or pictures on computers in the field and send them to the newsroom through the Internet or satellite (Witschge&Nygren 2009). This means journalists need to adapt to the different formats as dictated by various emerging technologies.

As a matter of fact, journalists are already involved in most of the journalistic processes as many reporters are also editing for radio or television as the case may be. Probably, this is why some scholars suggest that the professional culture of journalism is becoming more dynamic when journalists turn to be identified as “media workers” with a “portfolio worklife” based on flexibility and multi-skilling (Deuze, 2007). However, Witschge and Nygren (2009) pointed out that some journalists have an ambivalent attitude toward multiskilling. These negative attitudes towards multi-skilling may lie in the fact that it is mainly used by management to lower costs, and increase productivity rather than to provide journalists with new creative opportunities.

Naturally, the attitudes journalists have on their jobs are bound to vary due to individual differences and their respective places of work. Much as some broadcast journalists may demonstrate a positive attitude toward their job, others are likely to develop a negative attitude toward their job at one point or the other. The degree of variation in attitudes exhibited could be a product of prevailing conditions and circumstances in different media houses. It is instructive that, the kinds of attitude journalists have toward their duty impacts meaningfully on their level of productivity. In reporting, the emphasis is not simply on the quantity of

news but more on the quality of news reports. This is crucial considering the upsurge of media houses that has sparked off stiff competition for audience's attention among themselves requiring journalists to invest extra efforts. Citing a study by the Swedish project conducted at JMK/Stockholm University from 2006-2007, Witschge and Nygren (2009) show journalists to be hard-working people, with half of them working overtime at least one day a week and many working overtime two to three days a week. The demonstrable eagerness by these journalists points to the fact that, they are positively inclined to their jobs.

However, being hard-working and dutiful at their workplace does not always translate to quality reporting as many journalists rely on handouts or materials from other sources on the net. This practice concurs with the finding of researchers that journalism is becoming more of a desk-job in spite of the increasing mobile opportunities (Lewis, Williams, Franklin & Thomas, 2008).

Statement of the Problem

By virtue of their professional calling, journalists write and report news. The news they disseminate functions, among other things, to inform, educate and entertain the audience. In discharging their duties, attitudes journalists exhibit come to bear on the quality of their reports. This means that journalists, who develop positive attitudes towards their job, are likely to be more efficient and productive. On the contrary, those with a negative disposition towards their job are unlikely to be efficient. Understandably, the varying attitudes which journalists' exhibit are a manifestation of individual traits which may be aggravated by the general working conditions in their respective places of work. Against this background, the study seeks to determine typical attitudes journalists' exhibit towards their job and why they exhibit such attitudes.

Objectives of the Study

1. To investigate the key attitudes broadcast journalists exhibit toward their job.
2. To identify the conditions that lead broadcast journalists to exhibit some kind of attitude toward their job.
3. To identify ways of improving on journalists' positive attitude toward their job.

Research Questions

1. What key attitudes do broadcast journalists' exhibit toward their job?
2. What conditions lead broadcast journalists to exhibit some kind of attitude toward their job?
3. In what ways can journalists' attitude be positively improved toward their job?

Theoretical Framework

The study makes use of theory X and Y credited to Douglas McGregor. The bottom line of theory X is that employees, journalists inclusive are, by nature, lazy and unwilling to carry out their responsibility. As such they will find ways to avoid work or otherwise reduce their work output in a bid to expend the least amount of effort possible. Writing on the theory, Mohamed and Nor (2013) posited that:

When there is more motivated management staff and owners urge the employees into making them work, the company will be successful and have productive employees as conceived by Theory X. In order to detect attempts by the staff to avoid work, it is demanded a strict control and monitoring of behavior (is necessary) (p.716).

This implies, the authority must put in place mechanisms to check disruptive attempts by employees that may be out to sabotage production process. Additionally, management should be able to identify factors that could cause disruptions with a view to evolving punitive measures to deserving persons.

Theory Y, on the other hand, assumes that people are not by nature resistant or hostile to organisational needs (Erkilic 2008). They will exercise self-direction and self-control in the achievement of organizational objectives to the degree that they are committed to those objectives. It is management's main task in such a system to maximize that commitment (Tim Hindle, 2003 cited in Mohamed & Nor, 2013). In many ways, Theory Y is at variance to that of Theory X. Rather than taking the view that employees must be forced to do what management want and that they will not, under any circumstances, do anything beneficial for the organisation under their own direction, Theory Y states that employees actually become more productive when more trust and responsibility is delegated to them. Mohamed and Nor (2013) elaborated that, according to Theory Y, employees do wish to work and be productive and the act of doing well at work is itself a strong motivator. Moreover, employees will seek responsibility and ways to be productive, if they are allowed to do so. Accordingly, Charles (2005) observed that McGregor theory Y stands in a unique place in management history and advocated a heightened awareness of management's responsibility for the human side of employer-employee relations.

Applying theory X and Y in our context, journalists' attitudes toward their job depend on several motivational factors ranging from personal characteristics to managerial style of leadership over employees. Those who have negative attitudes towards their jobs need to be closely monitored and corrected. As Williams (2006) suggested, managers, who believe in theory X construe workers as working for money, not the desire to do a good job. Therefore, it becomes imperative for management to closely supervise and control operations so as to achieve the objectives of the organization. On the contrary, journalists with positive disposition toward their work exhibit a natural trait as in play or rest. Therefore, external control and the threat of punishment are not the only means for bringing about effort toward an organisation's goals (Gomez-Mejia & Balkin, 2002). Journalists probably are committed and demonstrate a positive attitude in discharging their duty. This is likely more profound where the general work environment is conducive.

Literature Review

A perusal of the literature indicates a considerable scholarship in relation to journalists' attitudes toward their job. Some of these literature focus on factors that influence journalists to exhibit varying attitudes in their respective places of work. One of these factors is a lack of job satisfaction which is nothing new among journalists. Weaver et al (2006) cited in Reinardy (2009) observes that:

Journalists who said they were "very satisfied" in their work has declined from 49 percent in 1971 to 33.3 percent in 2002." Of those "fairly satisfied" or "very satisfied" in the 2002 study, men accounted for 52.5 percent overall"... More women (21 percent) said they intended to work outside of media within five years compared with men (16 percent). Overall, the main reasons for leaving the profession included low pay and job security (20 percent) and stress, burnout or poor working conditions (25 percent) (p.43).

From the data above, it can be safely concluded that job dissatisfaction is a strong factor that indicates an intention to leave journalism. Furthermore, it can be observed that more women as compared to men indicate a willingness to seek a job outside of media environment.

A salient condition that leads some journalists to exhibit a negative attitude toward their job is attributed to economic consideration. According to Davis (2003) and Sterne (2010), studies have shown that the political economy of the media has an impact on journalists' attitudes towards work. This is because increasing commercial and economic constraints placed on newsrooms mean

journalists are required to do more with fewer resources (Gower, 2007). Consequently, journalists rely on Public Relations practitioners and their materials. Gower (2007) elucidated that journalists continually use fewer resources and this prompts them to rely more on information from public relations practitioners rather than pursuing their own investigations.

However, some journalists have a reservation on the use of public relations materials as they question their legitimacy. This is probably why DeLorme and Fedler (2003) were of the view that rather than rely on public relations materials, journalists are proud of their ability to uncover stories, verify details, and expose sham. Therefore, in as much as journalists may require information subsidies from public relations practitioners to assist their work, they do not relegate their guiding principles of objectivity, fairness, accuracy, and balance.

Stress also has an overbearing influence on the kind of attitude journalists have on their job. Stress is a product of work overload. Relying on a study by Beehr, Walsh, and Taber (1976), *Reinardy (2009)* examined the role of stress on individually valued aspects. The parameters *Reinardy (2009)* used were “job dissatisfaction, fatigue, and tension as well as organizationally valued aspects such as quantity of work, quality of work and work involvement. In differentiating between the role Stressors of role overload and role conflict, Bucharach, Bamberger and Conley (1990) defined role overload as *the professional's perception that he or she is unable to complete assigned tasks effectively due to time limitations i.e., the conflict between time and organizational demands concerning the quantity of work to be done (cited in Reinardy, 2009)*. It can be deduced from the above that when journalists work under too much pressure, they are bound to be worn out and the tendency is to exhibit poor attitude toward quality assurance.

Methods

The study adopts the mixed method approach in collecting data. The rationale for adopting these methods is informed by the fact that the issue of attitudes to work in the specific context of broadcasting is relatively unexplored. Although there are studies on attitudes of workers to their jobs (Weaver et al, 2006), and some other studies on media (Davis, 2003) and Sterne (2010) generally, few studies have focused on broadcast media workers. Employing quantitative approach through survey alone will not yield the data that will help provide insight into the nature of the challenges being faced by the broadcast journalists. In other words, the reality of insufficient relevant data, the need to explore and explain as well as to augment data collected from one approach with another one are the basis that informed the choice of mixed method for the study.

The method involves quantitative survey as the dominant methods while the in interview was used to augment the data collected from the survey through a questionnaire. Respondents comprise 45 broadcast journalists drawn from three broadcast stations in Ilorin, Nigeria. The decision to focus on this category of journalists is based on the apparent lack of any in-depth study with broadcast journalists in Ilorin. The questionnaire predominantly used five-point Likert-scale particularly useful for assessing attitudes in relation to a given subject (Saunders, Lewis, & Thornhill, 2000). Besides the survey, the authors conducted in-depth interviews with some broadcast journalists. This enabled the researchers to probe into the rationale for their attitudes. While the researchers analysed the survey and expressed in form of percentages and charts, the researchers transcribed the interviews and analysed using a deductive analytical approach.

Data Analysis and Presentation

Out of the 45 copies of a questionnaire administered, only 36 representing 80 percent retrieval rates was returned and used for analysis. The demographics analysis of respondents shows that the male is in majority (64%). Forty-seven percent (47%) of the respondents are married as against (53%) who are not married. Regarding their income, half (50%) of the respondents receive less than 50,000 Naira. The category of respondents who have worked between 5-10 years were marginally more (39%) followed by those who have worked for more than ten years (36%) as broadcast journalists.

Table 1: Demographics of respondents

Response	Frequency	Percentage
Sex		
Male	23	64
Female	13	36
Total	36	100
Marital Status		
Married	17	47
Single	19	53
Total	36	100
Monthly Income		
Less than #50,000	18	50
#50,000-#100,000	14	38
#101,000-#150,000	2	6
More than #150,000	2	6
Total	36	100
Years in Service		
Less than 5 years	9	25
5-10 years	14	39
More than 10 years	13	36
Total	36	100

RQ1: What key attitudes do broadcast journalists' exhibit toward their job?

In addressing this research question several items in the questionnaire proved useful. One of the items dealt with whether respondents develop a positive attitude toward work despite certain challenges they are confronted with. Data revealed that majority 11(67%) of the respondents either strongly agree or agree to have a positive attitude. In contrast, 1(11%) strongly disagree or disagree with having positive attitudes towards their job.

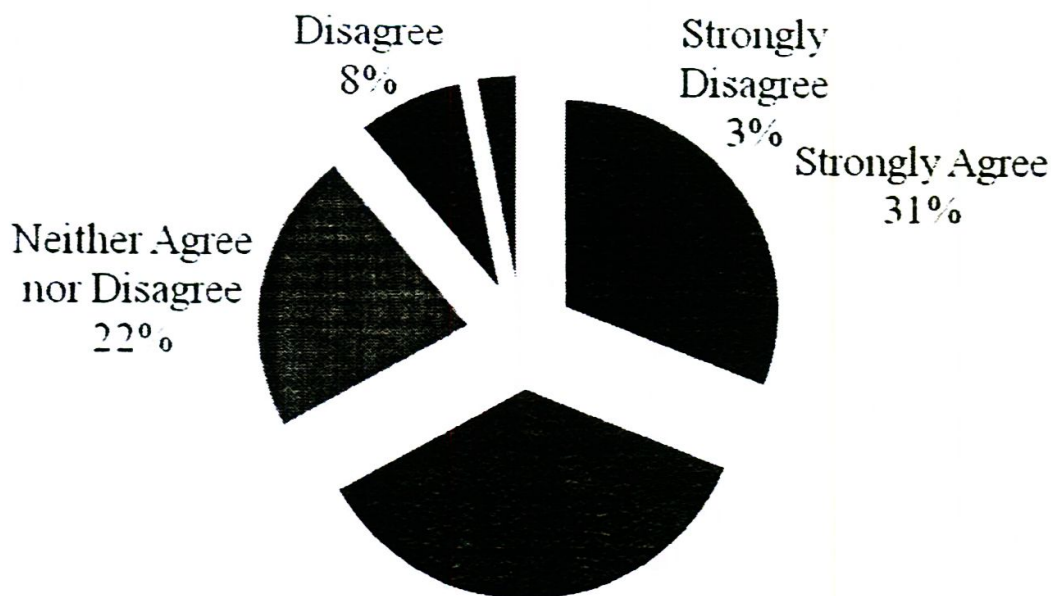


Figure I: Attitude toward work

To further probe into the attitude the respondents show toward work environment, one of the interviewees simply said “I have a positive attitude towards my work. I enjoy going on air as a broadcaster.” This position was corroborated by another interviewee, who said:

My attitude towards work is just simple- I am dedicated to my work and I make sure that I put in my best in everything that I do...For instance, if I am to read news by 5:30pm or 6:00pm, I get to the newsroom early enough to make sure the sentences are correct and rehearse the news before going on air.

The positive disposition and commitment of respondents toward their job were reinforced with data on Figure II below which deal with ethics of journalism. The data indicate an overwhelming majority of the respondents 33 (91%) strongly Agree or agree that they always resist the temptation of indulging in unprofessional practices in spite of certain challenges they face. While 2(6%) neither agree nor disagree 1(3%) strongly disagree that they always resist the temptation of indulging in unprofessional practices.

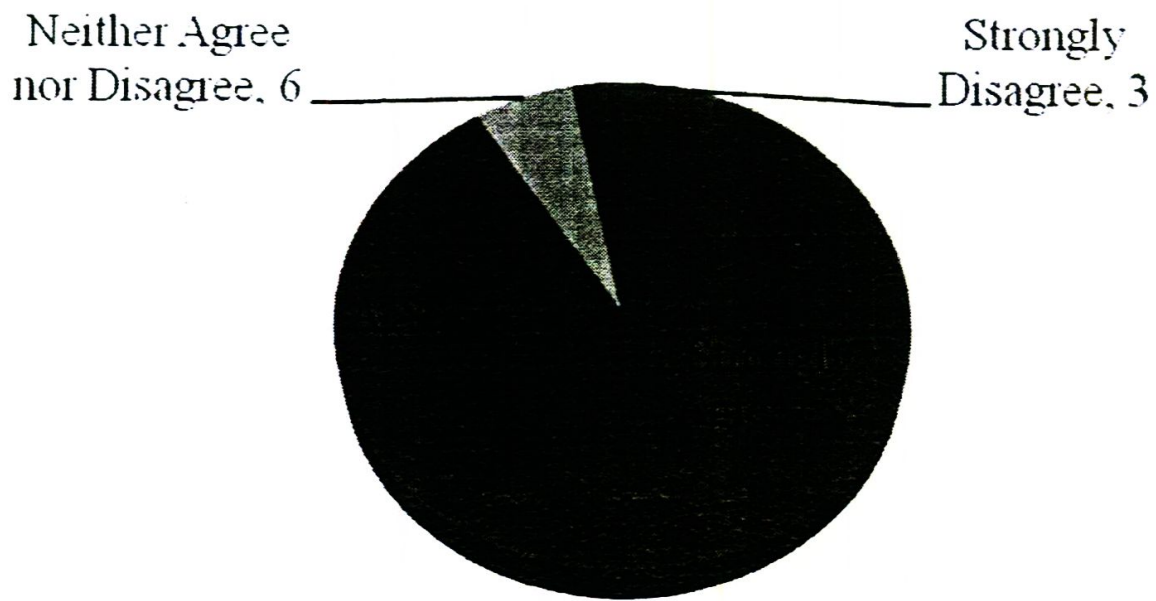


Figure II: Adherence to professional ethics

RQ2: What conditions lead broadcast journalists exhibit some kind of attitude toward their job?

The data on Figure III below show that the attitude journalists' exhibit is a product of the general work environment in their respective media organisations. Therefore, 2(6%) and 15(41%) respondents strongly Agree and Agree respectively that working condition is the main determinant. On the other hand 3(8%) and 2(6%) respondents Strongly Disagree and Disagree respectively while 14(39%) respondents neither agree nor disagree that working condition is the main determinant.

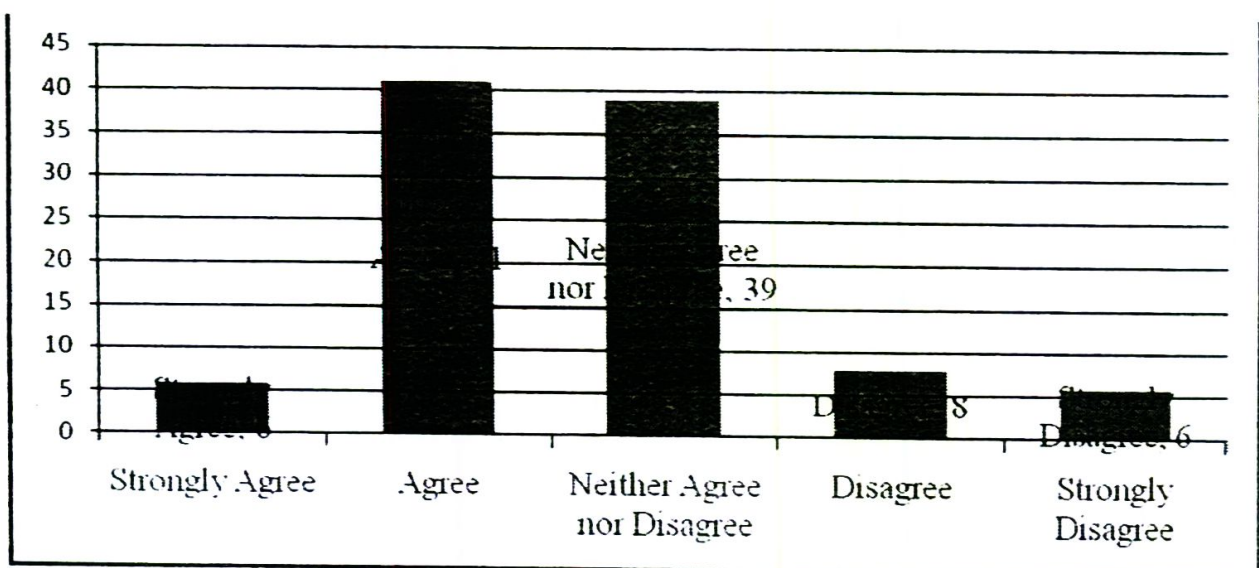


Figure III: General working environment as a determinant of attitude toward work

In order to further probe into the determining factors responsible for attitude respondents exhibit, one of the respondents expressed the view of many others that:

The working environment is very conducive. For example, Radio Nigeria (Idofian) ensures that ones in a year we are sent on training preferably to our training school in Lagos. People are sent on course to acquire skills and that equips us to be more efficient. Personally, I have attended the school and have become more grounded as a broadcast journalist. In terms of physical location, if you look at the history of Radio Nigeria (Idofian), it was ensured that the station was not located in the centre of the town prone to sound pollution. That is why if you monitor the station, it is noise-free just like all other (Radio Nigeria) stations which are sited in isolated places that are less noisy.

Another important determinant has to do with procurement of up-to-date equipment. The data revealed that 4 (11%) and 12 (33%) respondents Strongly Agree and Agree respectively that their organisation provides modern equipment. However, 3 (8%) and 7 (19%) respondents Strongly Disagree and Disagree respectively while 10 (28%) respondents neither agree nor disagree.

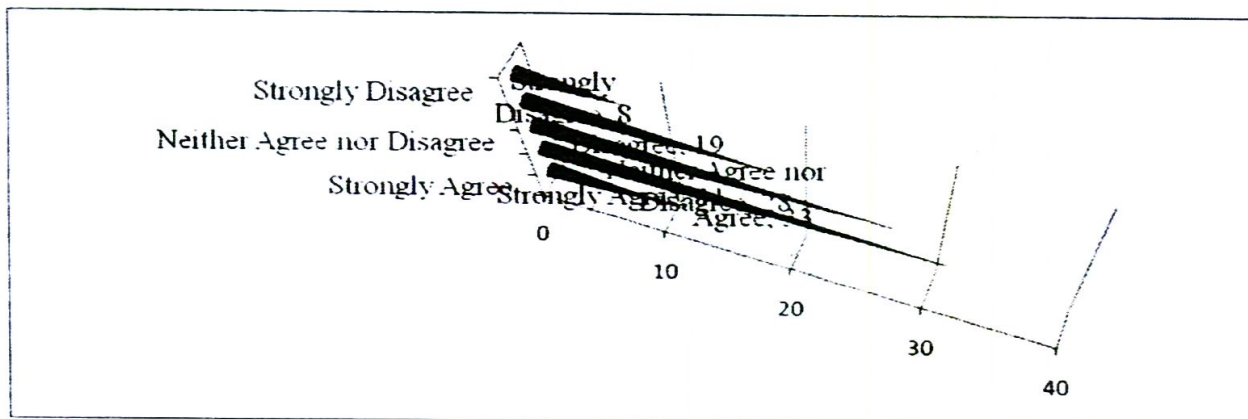


Figure IV: Provision of modern equipment

Contrary to the testimony of most respondents that their organisations provide modern equipment for operations, one of the interviews stated that:

Most of our equipment are outdated. That is the plain truth! But I think they are working toward solving that problem. As a pointer, management has just bought a Digital Censor to work toward 2017 digitization migration. It is a new Censor and management is bringing people from outside the country to teach us on how to operate the Censor because we cannot simply use it on our own.

On remuneration, 18(50%) and 11(31%) respondents Strongly Agree and Agree respectively that their remuneration is not commensurate with the work they do, while 7(19%) neither agree nor disagree.

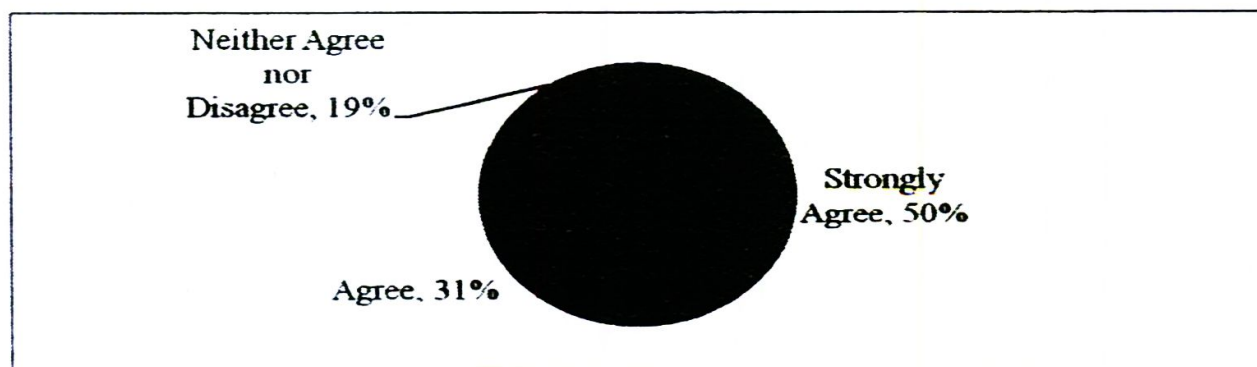


Figure IV: Satisfaction with remuneration

When respondents were further asked to express their opinion on the issue of pay, some of them were ambivalent about it. Nevertheless, the general impression was that of incongruity between work done and remuneration. This was clearly expressed by one of the respondents thus:

For the Remuneration, I can't say it is neither too poor nor too good but is average. However, to me, I think it is not good enough because the remuneration is not commensurate to what we do...for there is no information government-wise that can't be disseminated without using the medium. But the remuneration is nothing to write home about, for now, considering the economic realities of the moment.

As regard whether respondents feel fulfilled as broadcast journalists 2(7%) and 6(16%) Strongly Agree and Agree respectively that they feel fulfilled as broadcast journalists. On the contrary, 4(11%) and 13(36%) Strongly Disagree and Disagree respectively while 11(30%) neither agree nor disagree.

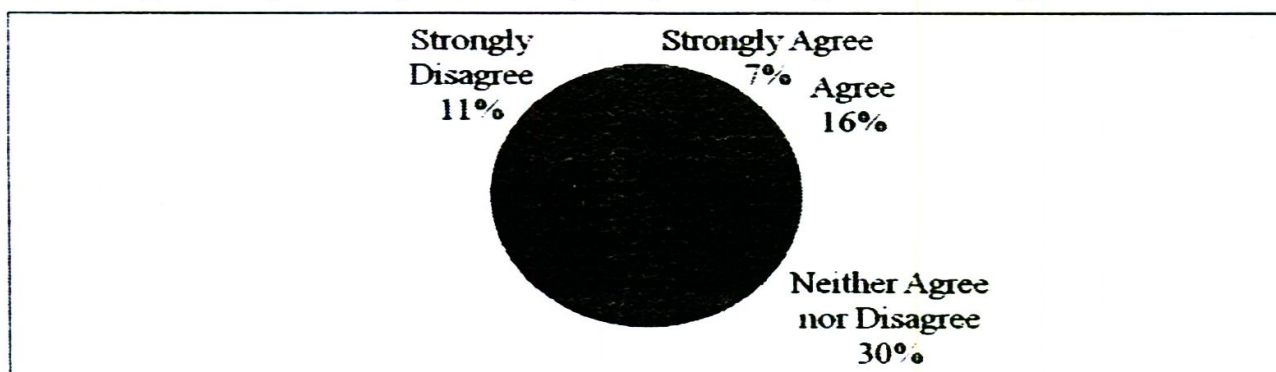


Figure V: Whether respondents feel fulfilled as broadcast journalists

The result of a further probe into respondents' level of satisfaction with the assignments given them shows that most of them expressed satisfaction about their responsibility. According to one of the interviewees:

Job Satisfaction pertaining to my assignments, for me is okay. This is because I did not get into the profession by accident. It is what I have a passion for right from time and anything you have a passion for you will always have job satisfaction because that is what you desire and want.

But there is a remarkable difference in responses concerning the risks associated with the profession. Responses of respondents show that 24(67%) respondents strongly agree that working as a journalist exposes one to great risk. Similarly, 11(30%) agree while 1(3%) respondent neither agree nor disagree that working as a journalist exposes one to great risk.

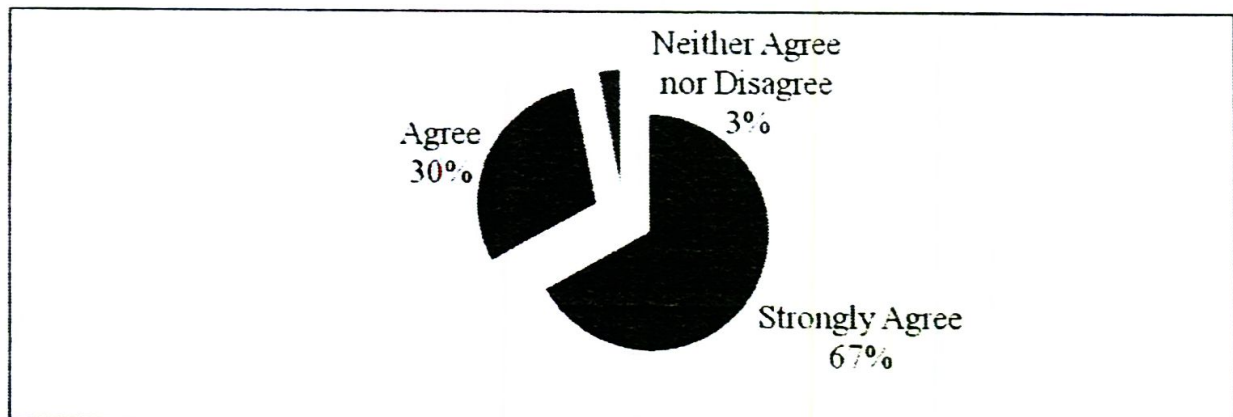


Figure VI: Job satisfaction

In more specific terms, when respondents were required to indicate whether they were harassed in the course of discharging their duty 25 (69%) strongly agree or simply agree that they have experienced one form of harassment or the other but 8 (23%) disagree or strongly disagree to have experienced harassment in the course of their duties. However, 3(8%) of the respondents remain neutral on the issue.

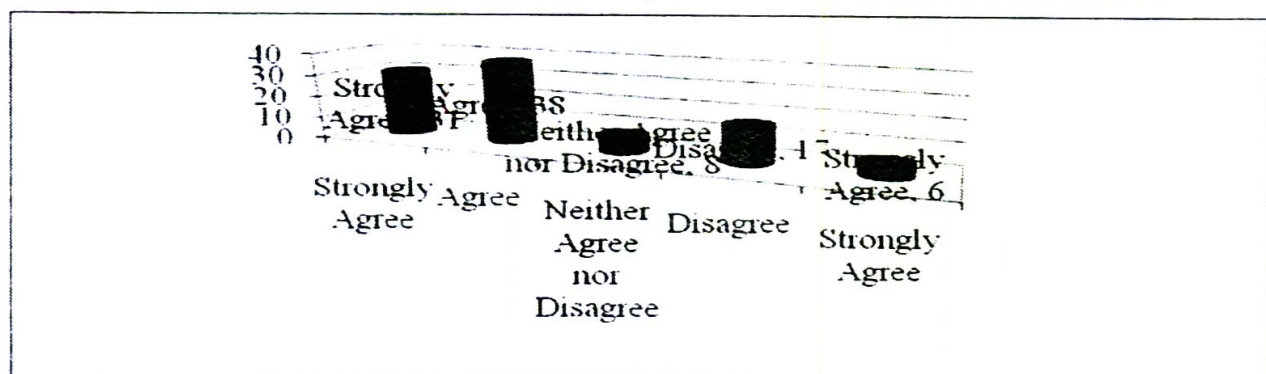


Figure Harassment of respondents

In order to probe into the issue of harassment, one of the interviewees said:

No, I have not. You know there is something about the media. Before I got here I had heard a lot of things about the media that media people are promiscuous; they are this and that. But when I got into the system, I got to know that it is what you call yourself that people will call you. If you do not dress anyhow, people will not harass you; if you do not talk anyhow to people, nobody will talk to you anyhow. On the whole, it is 'self' that matters most. If you conduct yourself in a decent way, nobody will harass you, but if you conduct yourself, on the contrary, your possibility of being harassed is high.

However, another interviewee, who expressed the mind of other respondents, admitted that:

Outside the studio, yes; there was a time during the last (2015) general elections when I heard about one of our colleagues who was assigned to cover the election but was denied entry into the place where the results were counted. It really tells on us because from our headquarters they were expecting the report about that particular constituency to be submitted. The reporter was there for coverage but was denied entry.

RQ3: In what ways can journalists' attitude toward their job be positively improved?

In order to address this research question respondents were required to indicate whether improvement in remuneration, provision of modern equipment, routine on-the-job training, insurance of respondents, and general working condition would positively shape their attitude toward their job. The data show that 14(39%) and 16(44%) strongly agree and agree respectively. While 4(11%) respondents neither agree nor disagree, 2(6%) disagree that improvement in remuneration, provision of modern equipment, routine on-the-job training, insurance of staff, and general working condition would positively shape their attitude toward their job.

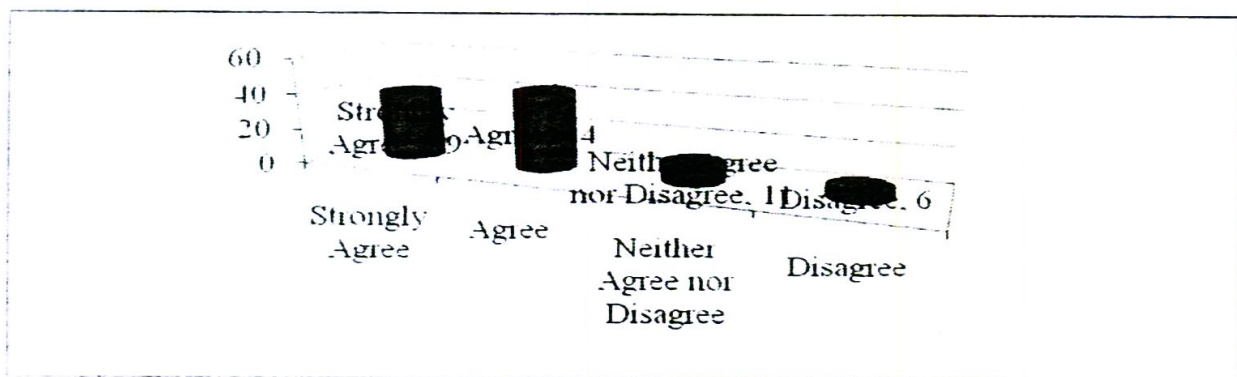


Figure VIII: Ways of improving respondent's attitude positively

The data on Figure VIII was complemented with suggestions the interviewees advanced as expressed by one of them thus:

What I believe is, first, to make sure we are up-to-date with our equipment. It is going to help a lot. Second, the staff should be sent on regular training the same way I have gone on training recently. Some of my colleagues, who did not study mass communication, are still finding it difficult to adapt to the condition here. If regular training is being organized for staff, that will go a long way in bringing our potentials to come to bear on the quality of news we disseminate. This can be complemented with the organisation of routine seminars and workshops for improved productivity.

When respondents were, therefore, required to indicate if they would change to another media house or profession 8(22%) answered in the affirmative, while 7(19%) respondents were neutral. However, 12 (33%) and 9(25%) respondents strongly disagree and disagree respectively that given the opportunity they would change to another media house or profession.

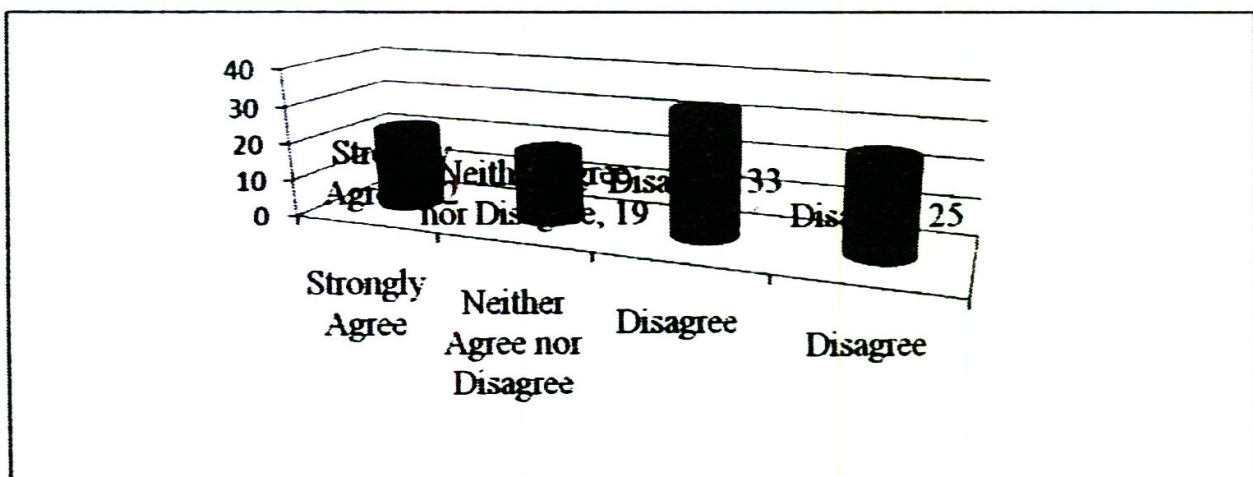


Figure IX: Whether respondent is desirous of changing workplace

Discussion of Findings

Of interest is the fact that more than half (77%) of respondents, who are broadcast journalists express positive attitude toward their job and are satisfied with their work. This outcome is markedly different to the findings of Weaver et al (2006) cited in Reinardy (2009), who reported that journalists who said they were "very satisfied" in their work have declined from 49 percent in 1971 to 33.3 percent in 2002. The respondents claim that the attitude they exhibit is a function of several

factors. One of these factors is regular on-the-job training which enriches their overall knowledge and ability to carry out their duties. For example, they argue that by as a result of the training they are better grounded in the technical details of the news writing and reporting. This underscores the imperative of regular training in modern journalism where multiskilling is a basic skill for a modern journalist in affirmation of Deuze's (2004) assertion that multiskilling makes journalists to be in charge of their own words or images.

It is significant to note that another daunting challenge is the poor pay which majority (81%) respondents admit that their remuneration is not commensurate with the work they do. In spite of this, an overwhelming percentage of respondents (91%) indicate that they do not indulge in unethical practices that could put their individual duty and their organisation to jeopardy. It is common knowledge that journalists are surrounded by seducers and only the principled ones can overcome temptations of not falling prey to their antics. The data, therefore, contrasts what Jempson (2005) argues that the turning of the blind eye to seducers is hypocritical:

When it all comes down to money, codes of conduct go out of the window . . . it would require highly contentious legislation to insist that all newsgathering operations should be independent of market pressures. All commercial operations seek a healthy return on investment. (Jempson 2005, p. 269).

Fundamentally, while some respondents (44%) claim their respective organisations provide modern equipment to enhance productivity, others (27%) hold a contrary opinion. This partly explains why almost half of the respondents (47%) admit that they do not feel fulfilled as broadcast journalists. But when respondents were required to indicate whether they would change to another media organisation or profession only a few (22%) answer in the affirmative. Most (58%) of them indicate that they would not change to another media organisation or profession given the opportunity.

Considering what can be described the hostile environment in which journalists work, it is not too surprising when most (69%) respondents indicate that they are harassed and denied access to news. And there can be nothing as frustrating as being denied access to some potential sources of news. This validates what White and Hobsbawm (2006) argue that journalists strongly dislike having their access to sources and information being denied or restricted for nearly any reason. Similarly, almost (97%) all the respondents admit that their job exposes them to risks as against a negligible number (3%) of respondents, who are neutral. Consequently, when respondents were required to indicate their opinion about

possible ways of enabling journalists to have a positive attitude toward their job, most (73%) respondents answer in the affirmative that improvement in remuneration, provision of modern equipment, routine on-the-job training, insurance of staff, and general working condition would condition them to have a positive attitude toward their job.

Recommendations

Management should encourage journalists by incentivizing and giving awards to broadcast journalists with a view to sustaining the positive attitude they have toward their job.

There should be an intensification of a regular on-the-job training which enriches the overall knowledge and ability of journalists carry out their duties.

There should be an improvement in the remuneration of journalists considering the economic realities of the moment. This has the potentials of making broadcast journalist feel fulfilled.

There is a need for management to maintain regular procurement of modern equipment as circumstances demands. This is necessary considering the ever-changing media technology landscape that requires efficiency and productivity.

Insurance policy for journalists should be put in place and pursued with vigour. This will boost the confidence of journalists particularly those who admit that their job exposes them to risks to carry out their duty more efficiently.

Journalists, who are harassed on account of misconduct should examine themselves and operate in honesty, truthfulness, and modesty. On their part, members of society who would want to take advantage of journalists irrespective of their gender, creed or political leaning should eschew from such behaviour. Sources of news should be open to journalists at all times. This is predicated on the standpoint that broadcasts journalists, who are purveyors of the day's intelligence, are harassed and denied access to news.

Further studies should be undertaken on journalists' attitudes in other media outlets like newspapers and magazines in view of their different news production processes.

Summary and Conclusion

The study was undertaken to investigate the attitude broadcast journalists exhibit toward their job. In conducting the study, the researchers sampled journalists from three radio stations namely Ray Power FM, Kwara Radio and Radio Nigeria, Idofian all in Kwara State, Nigeria. Using a mixed research methods, the researchers formulated three research questions namely:

1. What key attitudes do broadcast journalists exhibit toward their job?
2. What conditions lead broadcast journalists exhibit some kind of attitude toward their job?

3. In what ways can journalists' attitude be positively improved toward their job?

Findings show that despite the positive disposition of respondents toward their job, the remuneration is not commensurate with the work they do. Also, respondents do not feel fulfilled as broadcast journalists, and that their job exposes them to risks. The study concludes that much is still desired to be done to enable broadcast journalists to develop and sustain a positive attitude toward their job. Based on the findings, therefore, the study made appropriate recommendations which if adhered to can diffuse negative attitude that diminishes productivity.

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