

## A HISTORICAL APPRAISAL OF BROADCASTING IN NIGERIA

*Dr. Veronica Bassey Duke*

*Research Scholar, Department of Mass Communication, University of Cross River State, Calabar, Nigeria*

**Received: 28 Oct 2021**

**Accepted: 16 Nov 2021**

**Published: 17 Nov 2021**

### **ABSTRACT**

*The role and importance of the media in today's life cannot be overemphasized. From education to entertainment and to information, they exert influence on people's perceptions and views about the world around them. Broadcasting occupies a fundamental stance in Nigeria's communication system and this work consciously examines the broadcasting experience in Nigeria, providing a historical background. It also examines the boundaries of broadcasting operations in Nigeria with regards to principles, policies and regulations. This study was anchored on the authoritarian and libertarian theories as frame works this study identifies potential challenges impeding on smooth operations the industry. It was therefore recommended that the government should avoid the unnecessary censorship of media houses, while also reviewing the NBC code to make the regulatory body independent as this would encourage pluralism and healthy competition in the industry.*

**KEYWORDS:** *Historical Background*