

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 2022 Cities in 153 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	DIFFERENCE IN THE BUSINESS STRATEGIES ADOPTED BY BANKS: A REVIEW OF BANKS IN THE UAE <i>DR. KAUP MOHAMED</i>	1
2.	CUSTOMER'S CRITERIA IN SELECTING A BANK: A CASE OF PAKISTANI BANKING INDUSTRY <i>DR. ANSAR ALI RAJPUT, SABIR HUSSAIN KALHORO & SAIMA AMMAR</i>	4
3.	THE RELATIONSHIP BETWEEN THE FOREIGN DIRECT INVESTMENT AND BANKING INDUSTRY <i>MEHDI BEHNAME & MOHAMMAD JAVAD RAZMI</i>	9
4.	IMPORTANCE AND IMPACT OF FOREIGN DIRECT INVESTMENTS IN GCC COUNTRIES AND ITS INWARD FLOW <i>GEEVARGHESE PHILIP MALAYIL & ARINDAM BANERJEE</i>	12
5.	ISLAMIC BANKING IN INDIA: DEVELOPMENTS, PROSPECTS AND CHALLENGES <i>MANZAR ALI KHAN & NAZIMAH HUSSIN</i>	24
6.	ETHICS AND JOURNALISM EDUCATION IN NIGERIA <i>DR. IFEDAYO DARAMOLA & IBUKUN AKINSULI</i>	29
7.	DIVERSIFICATION AS A BUSINESS GROWTH AND SUSTAINABILITY STRATEGY IN GAINING COMPETITIVE ADVANTAGE <i>ESTHER WANJIRU MAINA</i>	34
8.	THE IMPACT OF COMPLIANCE WITH INFORMATION DISCLOSURE IN FINANCIAL STATEMENTS ON TOTAL ASSETS, PROFITABILITY AND EARNINGS PER SHARES OF QUOTED COMPANIES IN NIGERIA <i>SAMUEL IYIOLA KEHINDE OLUWATOYIN & UMOGBAI, MONICA E.</i>	39
9.	FERTILITY DECISIONS OF HOUSEHOLDS IN RESPONSE TO ENVIRONMENTAL GOODS SCARCITY: THE CASE OF SEKOTA DISTRICT, WAG HIMRA ADMINSTRATE ZONE OF THE AMHARA REGION, ETHIOPIA <i>ZEWDU BERHANIE</i>	51
10.	INVESTMENT POLICY OF COMMERCIAL BANKS IN INDIA <i>DR. BHAVET, PRIYA JINDAL & DR. SAMBHAV GARG</i>	62
11.	IS THERE A WAY OUT? (A CASE STUDY ON DEBT TRAP) <i>DR. K. SANTI SWARUP</i>	68
12.	ANALYSIS OF CAPITAL ADEQUACY OF PRIVATE SECTOR INDIAN BANKS <i>SULTAN SINGH, MOHINA & SAHILA CHOUDHRY</i>	71
13.	CHANGING PARADIGMS OF INSURANCE COMPANIES - A STUDY <i>P.MANIVANNAN</i>	75
14.	A STUDY ON THE IMPORTANCE OF SOFT SKILLS AND POSITIVE ATTITUDE AS PERCEIVED BY INDUSTRY WITH SPECIFIC REFERENCE TO FRESH ENGINEERS <i>B R VENKATESH</i>	78
15.	PROSPECTS AND CHALLENGES OF WOMEN ENTREPRENEURSHIP WITH SPECIFIC REFERENCE TO DALITS <i>DR. ANNAPOORANI & P.DEVI BHUVANESHWARI</i>	86
16.	PROBLEMS OF RURAL MSMEs: A STUDY IN THENI DISTRICT <i>DR. J.MARY SUGANTHI BAI & DR. R.GUNASUNDRADEVI</i>	90
17.	THE DEFINING MOMENTS OF SOCIAL ENTREPRENEURSHIP <i>L. JIBON KUMAR SHARMA & MEMCHA LOITONGBAM</i>	95
18.	DEVELOPMENT AND VALIDATION OF FINANCIAL LITERACY SCALE <i>S.SUGANYA, DR. S. SAKTHIVELRANI & K.DURAI</i>	99
19.	THE ROLE OF MICROFINANCE IN THE DEVELOPMENT OF COTTAGE & SMALL SCALE INDUSTRIES IN NORTH EASTERN REGION OF INDIA <i>DR. HARSH VARDHAN JHAMB & MUSHTAQ MOHMAD SOFI</i>	105
20.	EXCELLENT PRACTICES OF EXPATRIATE RELATIONSHIP MANAGEMENT (ERM) IN INFORMATION TECHNOLOGY ENABLED SERVICE SECTOR <i>RAGHAVENDRA A.N. & DR. NIJAGUNA G.</i>	113
21.	THE ROLE OF MEDIA AGENCY IN ADVERTISING INDUSTRY <i>NEHA SULTANIA & G.TEJASVINI</i>	119
22.	LIQUIDITY, SOLVENCY AND PROFITABILITY ANALYSIS OF MANUFACTURING INDUSTRIES: A STUDY WITH REFERENCE SELECTED MANUFACTURING INDUSTRIES IN INDIA <i>KUSHALAPPA. S & REKHA SHETTY</i>	123
23.	A STUDY ON NPA MANAGEMENT IN INDIAN BANKING INDUSTRY <i>DR. SAMBHAV GARG, PRIYA JINDAL & DR. BHAVET</i>	128
24.	A HUMAN RESOURCE DOWNGRADING - JOB HOPPING <i>DR. M. JANARTHANAN PILLAI & R.V.NAVEENAN</i>	133
25.	WORK LIFE BALANCE: AN OVERVIEW OF INDIAN COMPANIES <i>DR. KARAMVIR SINGH SHEOKAND & PRIYANKA</i>	138
26.	ORGANIZED RETAIL SECTOR IN INDIA – OPPORTUNITIES AND CHALLENGES IN PRESENT ASPECTS <i>DR. RAGHAVENDRA DWIVEDI & RAM KUMAR</i>	144
27.	AN EMPIRICAL EXAMINATION OF PERFORMANCE MANAGEMENT ON EMPLOYEE RETENTION <i>L.R.K. KRISHNAN, SUDHIR WARIER & KETAN KANAUIJA</i>	148
28.	AN EMPIRICAL STUDY OF EFFECTIVENESS OF SALES PROMOTION ACTIVITIES IN A BANK <i>ANKITA SRIVASTAVA & NIRAJ KISHORE CHIMOTE</i>	157
29.	A STUDY ON OCCUPATIONAL HEALTH HAZARDS AMONG WOMEN BEEDI-WORKERS OF MURSHIDABAD DISTRICT IN WEST BENGAL <i>CHANDRA KANTA DAS</i>	163
30.	A PERCEPTUAL STUDY ON BUYING BEHAVIOR OF CUSTOMERS TOWARDS READYMADE GARMENTS <i>IRSHAD AHMAD BHAT</i>	167
	REQUEST FOR FEEDBACK	172

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana, Ambala, Haryana

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., HaryanaCollege of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), MaharajaAgrasenCollege, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana, Ambala, Haryana

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, YanbuIndustrialCollege, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

UniversitySchool of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: infoijrcm@gmail.com.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled '_____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

ETHICS AND JOURNALISM EDUCATION IN NIGERIA**DR. IFEDAYO DARAMOLA****LECTURER****DEPARTMENT OF MASS COMMUNICATION****ADEKUNLE AJASIN UNIVERSITY****AKUNGBA****IBUKUN AKINSULI****LECTURER****DEPARTMENT OF MASS COMMUNICATION****LAGOS STATE POLYTECHNIC****LAGOS****ABSTRACT**

Ethics is a branch of philosophy. Like philosophy, it has no universal definition. Philosophers, however, agree that it deals with values, good conduct, good behaviour and the issue of morality as it affects human relation and society. Since 1977 Nigeria policy on Education has always been directed at producing sound, knowledgeable and highly skilled citizens with good character. It appears from the policy that policy makers desired to produce ethically or morally sound generation of Nigerians from kindergarten to tertiary institutions. This is why it is regularly restated at convocation ceremony that certificate, diploma and degree are awarded because the institution found the awardees worthy in character and learning. This statement is a manifestation of one of the goals of Nigeria policy on education which among other things says: The goals of tertiary education shall be to: (i) contribute to national development through high level relevant manpower training, (ii) develop and inculcate proper values for the survival of the individual and society (iii); develop the intellectual capability of individuals to understand and appreciate their local and external environments, e.t.c. From the letter and spirit of goal (ii) above, it is clear that education and ethics (character) are very important; they serve as building blocks for every society. Professional ethics, like ethics of journalism is also important for the growth of the profession. Hence code of conduct (ethics) was drawn by the founding fathers of journalism in Nigeria. This ethics forms part of the curriculum of journalism education in all tertiary institutions offering mass communication or its adjuncts (advertising and public relations) as courses of study with the purpose of building good and worthy professionals for the future. Ethics and law are the major means of regulating journalism practice in the contemporary world. While journalists endeavour to operate within the ambit of media law because of fear of sanctions, they violate media ethics with impunity because sanctions seldom accompany such violation. This makes ethics the biggest problem confronting journalism as a profession today. This is why this paper examines ethics and journalism education in Nigeria, using absolutist, relativist and situational theories of ethics as the theoretical pillars. In conclusion, the paper found that unethical practices in journalism cut across broadcast and print journalists. The paper therefore, recommends stringent means of enforcing ethics of the profession and training programmes in ethics for newly recruited journalists.

KEYWORDS

Ethics, Education, Philosophy, Profession, Nigeria Policy on Education.

INTRODUCTION

The word "ethics" is derived from the Greek word "ethos" which means customs. Ethics is a branch of philosophy. Like philosophy, it has no universal definition. Thomas Hobbes (1588 – 1679) defined it as the science of "virtue or vice". This definition is premised on the fact that good and bad (or right and wrong) actions are known in classical moral philosophy as virtues and vices. Joad (cited in Akinawonu, 2005) defines ethics as the theory of right and wrong, which among other things seeks to discover basis and impulsive power of duty and obligations. In other words, ethics deals with values and issues that relate to moral obligations and duties we owe to our fellow human beings and our society. It addresses questions about morality- that is, concepts such as good and evil, right and wrong, justice, virtue, etc. Good values, good conduct and good behavior are so important in a society or profession, that their absence will result in a disconnect and the society or profession may not progress at the pace it should.

Philosophy (Western philosophy) as we know it started in Greece in 600BC. Thales, Anaximander, Anaximenes, Heraclitus and Parmenides were leading lights in early Greek philosophy (Molokwu, 2002: 31 – 32). But during the time, philosophy was purely metaphysics (the study of reality or being). Socrates cited in Molokwu later emerged on the scene and insisted that philosophy should not only examine reality, but that it should look at human life in the light of good, bad, right, wrong, just and unjust. Thus, he introduced ethics into philosophy. Ethics is further divided into three areas. These are: Normative ethics, meta ethics and applied ethics.

Normative ethics "deals with norms, standards and principles" (Egbe; 2002:87), while Meta ethics deals with the analysis of ethical terms. Applied ethics, on the other hand, deals with the application of ethical standards and principles to professional practice. This is where ethics of journalism practice is located in the philosophical enterprise.

Aristotle (384 BC) maintained that nature intends man to live in a society, and that it was because of this that nature gave man the gift of speech. But society is a complex arrangement of various and contending components. This made regulation imperative, so that the society can be orderly. Over-time, Ethics, Religion and Law have been the means through which the society is regulated. Ndubuisi (1999:7) maintains that, "As rational and social beings, man understandably becomes religious as a way of finding solutions even if (it is) of illusory dimension to his problems". However, ethics cannot be narrowed down to religion or law. Without doubt, most religions advocate high ethical standards, yet as Valesquez, Andre, Shanks and Meyer (2010) posit, if ethics were confined to religion, then ethics would apply only to religious people. Whereas ethics applies as much to the behaviour of the atheist as to that of the saint. It is a fact that religion can set high ethical standards and can provide motivations for ethical behavior. But religion is not the same as ethics. The problem with religion is that there is too much hypocrisy in it. People profess what they do not really believe in or convinced about. This is the reason why Nigeria remains a very corrupt nation, despite her being a very religious nation. Ethics on the contrary is based on conviction, and that is why there are many people in the society who do not profess any religion, but exhibit a high sense of morality. Therefore, morality is not dependent on religion. In other words, things will definitely go wrong in a society, where so much is done to promote religion and so little is done to promote ethics. This is because religion is based on belief and it is laden with hypocrisy, while ethics is based on conviction.

In the same vein, the fact that one is law abiding does not mean that one is ethical. The law often incorporates ethical standards for which most citizens agree. But laws can deviate from what is ethical. Ethics stands on a higher pedestal than law. This is because ethics is based on conviction and therefore individually enforced, whereas, law is socially enforced. That is, police, army, navy and all the armed forces are needed to enforce law. It is doubtful if all the law enforcement agents in Nigeria are more than five million. Yet, the population of Nigeria is put conservatively at one hundred and sixty million. The question now is how can 5 million people monitor 160 million people effectively? Definitely, this is a herculean and impossible task. This explains why laws are broken with impunity every minute all over the world and in the case of Nigeria, the culprits are rarely apprehended. Therefore, a system that is based on social

enforcement cannot sanitize a society. Rather a system of individual enforcement (ethics), complimented with a system of social enforcement (law), and religion will go a long way to sanitizing a society. That Nigeria has not done this is the reason why so many vices or immoral practices like fraud, dishonesty, embezzlement of public funds, neglect of duty, greed and intolerance are plaguing the nation.

We can therefore subscribe to Velasquez et al (1987:2) definition of ethics as well-founded standards of right and wrong that prescribe what humans ought to do, usually in terms of rights, obligations, benefits to society, fairness, and specific virtues. According to them, ethics refers to those standards that impose the reasonable obligations to refrain from rape, stealing, murder, assault, slander and fraud. Ethical standards also include those that enjoin virtues of honesty, compassion and loyalty.

In journalism practice, the major regulations of the profession are law and ethics. Here again we affirm the superiority of ethics over law, because it is based on conviction and individual enforcement. This makes ethics indispensable to journalism education in Nigeria and also brings into reckoning with the second definition offered by Velasquez et al (ibid). This time, ethics is defined as the study and development of one's ethical standards, the regular examination of one's standards to ensure that they are reasonable and well-founded. They therefore submit that ethics is a continuous effort of studying our own moral beliefs and our moral conduct, and striving to ensure that we, and the institutions we help to shape, live up to standards that are reasonable and solidly based.

THEORETICAL FRAMEWORK

The prevalence of crime and low level of etiquette all over the world calls for concern. Hence this paper is located in absolutist theory and relativist theory of ethics. Ethical theories propounded by Tschudin (1992), Rossouw (1994), Marvil and Lowenstein, (1979) cited in Okunna (2003) are divided into two major categories which are teleological and deontological. Teleological theory of ethics is that theory which believes the rightness or wrongness of an action is determined by consequences of that action while deontological theory of ethics is based on the philosophy that judging an action as right or wrong is determined by the intrinsic value of the action and not the consequences. Absolutist and relativist theories of ethics are arms of deontological ethics.

The basic assumption of absolutist theory of ethics is that ethics is a universal phenomenon that should also attract universal application. It goes further to say that a right action should be right in all places, at all times and in all circumstances.

Therefore, journalists are by this theory expected to abide by good professional conduct and avoid actions that are considered unworthy, wherever they are. Such virtues as truthfulness, fairness, accuracy, balance and objectivity, should according to Okunna, (2003:27) attract universal application.

Standing in opposition to absolutist theory of ethics is relativist theory which maintains that moral standards should vary according to cultures, circumstances and time. The proponents of relativist theory of ethics believe that what is right or wrong is relative to a number of considerations and circumstances. From the perspective of this theory, what is right in one country may not be right in another country. Therefore, they advocate that people should not be judged by the same yardstick because of the situation. Our positions in this paper does not agree with relativist theorists which, amount to providing cover for unethical practices based on situations and place where such action is committed. For example, a journalist in Nigeria, who demands for gratification to publish or not to publish a story of public interest, just because his employer has not paid his salary, is considered to be doing the right thing. This position of the relativist theorists is not acceptable to us.

ORIGIN OF JOURNALISM ETHICS IN NIGERIA

For almost a century that newspaper came out in Abeokuta (1859 – 1955), there was no documented code of professional ethics for Nigerian journalists. As a matter of fact, many of the earliest journalists were missionaries, engineers, merchants, solicitors and teachers. There were mainly foreigners and Creoles (freed slaves) and people who were driven by nationalist struggle and not by the desire to pursue journalism as a profession. Besides, many of the earliest journalists were conversant with the journalism standard under the British government since Nigeria was a colony of Britain (Jakande, 1989). Professionalism came into Nigeria journalism in the beginning of the second half of 20th century. Sometimes in 1955, Nigerian journalists got together to establish a professional association known as Nigerian Union of Journalists (NUJ). One of the resolutions of the new association was the establishment and maintenance of professional standards in Nigeria journalism. Further to this, the union formulated a professional standard or code of conduct for Nigerian journalists (Jakande, 1989). This was the first of its kind in Nigeria but it was to guide professionals in the practice of the profession. The code of conduct is as follows:

1. It is the primary duty of a journalist to tell and adore the truth.
2. It shall be a professional misconduct if, during the course of his duty, a journalist corruptly demands and receives monetary or material reward in consideration of publishing or suppressing news or views.
3. It is against the ethics of the profession to divulge information received in confidence, no matter what the consequences for refusing to do so.
4. The profession demands good appearance at all occasions. Therefore, a journalist must always be properly and decently dressed.
5. Every journalist must show good manners in public. It shall be a professional misconduct to behave otherwise.
6. A journalist is, first and foremost, a citizen of his country. His loyalty therefore, must at all times, be to his country and not to any other country.
7. It is unethical for a journalist to deprive indirectly or directly a professional colleague of his means of livelihood by unscrupulous methods or to seek promotion at the expense of another journalist.
8. It shall be professional misconduct for a journalist to cheat or plagiarize.
9. It shall be improper for a journalist to insult or treat a fellow journalist with contempt, be he a superior or a subordinate professional colleague.
10. No bona fide journalists should fraternize with fakes. Anyone who knows any of the fakes and does not expose him is guilty of professional misconduct.
11. In obtaining news or pictures, reporters or press photographers should do nothing that will cause pain or humiliation to innocent, bereaved or otherwise distressed persons.
12. A journalist should fully realize his personal responsibility for everything he sends to his paper or agency. He should not distort, falsify information or documents or mis-represent facts.

The code of ethics of the Nigerian Union of Journalists inspired the Nigerian Guild of Editors (NGE) to come up with its own Code of Conduct from inception. The Nigerian Guild of Editors (NGE) was inaugurated in May 21, 1961, a year after Nigeria's independence (Daramola, 1999:254).

The Guild proclaimed the following Code of Ethics:

1. We believe that the public is entitled to the truth and that only correct information can form the basis for sound journalism and ensure the confidence of the people.
2. We believe that it is the moral duty of every journalist to have respect for the truth and to publish only what, to the best of his knowledge is the truth.
3. We believe that it is the duty of the journalist to publish all the facts, never to suppress such facts as he knows, never to falsify either to suit his purposes or for the purpose of satisfying ends other than the truth dictates or the facts bear out.
4. We believe that it is the duty of the journalist not to demand and to refuse if offered any bribes in cash or kind for publishing news or comments.
5. We believe that the journalist should employ only fair methods in the collections of news, photographs and documents and shall defend at all times the rights to seek information;
6. We believe that once information has been collected and published, the journalist should observe the universally accepted principle of secrecy and shall not disclose the source of information obtained in confidence;
7. We believe it is the duty of every journalist to do everything in his power to publish corrections or allow the retraction or amplification of any information which he had earlier published and which he subsequently discovers either to be incorrect or harmful to the individual or society or if it is likely to be injurious to public morality.

8. We believe that Journalists should recognize and make a distinction between news reports and expressions of opinion. News reports should be free from opinion or bias of any kind, news or comment must never outrage the moral conscience of the public.
9. We believe that it is immoral for journalist to commit plagiarism; a journalist should give credit to colleagues whose article he reproduces.
10. We believe it is immoral for a journalist to cause his colleague's dismissal by offering to work at lower salary. Journalist and publishers have a moral duty to foster fellowship among colleagues of the profession and to incorporate loyalty and strengthen confidence between the press and the public.
11. We believe that the press should avoid the publication of news, comments, photographs or advertisements which tend to undermine the security of the state or solidarity of the nation.
12. We believe that the press should refrain from publishing anything likely to undermine the loyalty and allegiance of any member of the armed forces.
13. We believe that in reporting proceedings of Court of Law or Tribunals of Inquiry especially proceedings of trials which have a political significance, care should be taken not to suppress versions or material evidence or arguments presented, by either the prosecution or the defense.
14. We believe that if and when it is absolutely necessary to report an unconfirmed story, it must be clearly explained that the story is unconfirmed and it must not be given prominent display. For the record statements, whether made in private conversation or at formal press conferences, should not be published unless it is absolutely necessary in the public interest to do so.
15. We believe it is the duty of journalists to promote national unity to avoid news items or pictures capable of inciting one-tribe against the other or of inciting religious hatred or conflicts or making any section of the Nigerian Community feel they are second class citizens. News items calculated to promote peace and harmony and help in the maintenance of law and order should be given prominence and, precedence over other news items.
16. We believe that all editorial comments and expression of opinion should be restrained and be free from scurrilous attacks against leader's of the community, and there should be no incitement to violence.

In 1962, the Newspaper Proprietors Association of Nigeria (NPAN) which was the umbrella association of proprietors, directors and publishers of newspaper and magazines was founded (Jakande, 1989, Daramola, 1999). On August 18, 1973, the association (NPAN) took the initiative which eventually produced a Nigerian Code of Professional Ethics for Nigerian journalists. The NPAN called the other two bodies, NUJ and NGE to join to form the Nigerian Press Organization; which would be a forum for the consideration of matters of common interest to the Nigerian Press as a whole. The first formal meeting of the Nigerian Press Organization took place on January 15, 1979. The inaugural meeting of the NPO formulated and adopted a common code of ethics for Nigerian Journalists. The Code was according to Jakande (1989:4) formally launched at an impressive ceremony attended by the country's leading media men and women. The Code was enthusiastically received by all sections of the mass media and of the journalistic profession. The code was signed by the Presidents of the three (3) Press Organizations (NUJ, NGE and NPAN). And it was accepted by all and sundry as essential, absolutely necessary, and practically enforceable. Journalists of all categories passed resolutions declaring themselves totally accepting the code. The Code reads thus:

TRUTHFUL, FAIR AND ACCURATE INFORMATION

A journalist is expected at all times to tell the truth no matter how bitter. He should be fair by ensuring that news comments and criticism are balanced. There shall not be exaggeration. Information should be accurate without falsification, distortion, and unprofessional biased selection.

RECTIFICATION OF HARMFUL INACCURACIES AND RIGHT OF REPLY TO CRITICISM

Journalists should rectify promptly harmful inaccuracies in the media; ensure correction and apologise to the offending party. Apologies should be published whenever appropriate and accorded due prominence.

INFORMATION SHOULD NOT BE OBTAINED BY CROOKED MEANS

Journalists should not obtain information, photographs and other illustrations by crooked means such as paying or offering bribe to obtain information except in over-riding consideration of public interest.

INTRUSION INTO PRIVATE GRIEF AND DISTRESS

It shall be considered unethical for any journalist to intrude into private grief and distress except on overriding public interest.

PROTECTION OF CONFIDENTIAL INFORMATION

A cardinal rule, journalists should not disclose confidential sources of information. The reason being that such source might be endangered.

INDUCEMENT OR FREEBIE TO INFLUENCE EDITORIAL CONTENT

Journalists should not accept bribe (freebie) and other documents to influence editorial content or suppress news, comments or criticism

ADVERTISING CONSIDERATION

Journalists should not distort or suppress truth for the sake of advertising or other considerations.

VIOLENCE

It is an unethical practice for any journalist or media organization to present a report, act of violence, armed robbery, terrorist activities or vulgar display of wealth in a manner that glorifies such acts in the eyes of the public.

PLAGIARISM

A journalist should not copy whole sale or in part other people's work without attribution.

SERVICE OF SOCIAL RESPONSIBILITY

Journalists should not originate materials which encourage discrimination on grounds of race, colour, greed, gender or sexual orientation or use the means for axe-grinding or setting scores.

Members also subscribed to the idea that new employees into journalism profession should make a declaration of faith in the code of conduct. It is, however, not clear if new entrants are made to swear to the code on receipt of letters of appointment in various media organizations. The code was given wide publicity in the mass media. Posters were also printed and booklet containing the code was published and sold (Jakande, 1989:8).

JOURNALISM EDUCATION IN NIGERIA

Education is defined as the principal mechanism for developing human skills and knowledge Todaro, 1977, Lennards, 1980 cited in Daramola, (2005: 112) simply defines education as the deliberate and organized transmission of values, knowledge and skills. McKee (1981), cited in Daramola (2005:112) similarly sees education as a deliberate, organized transmission of values, knowledge and skills. According to him, education implies "a set of actors, (teachers and students) meeting at a designated time and place to pursue a systematically defined learning objective in a setting deemed appropriate for the purpose at hand". In a nutshell, education is a systematic intellectual and moral training aimed at developing knowledge, abilities, character and mental power. It is the means by which an individual become a useful member of the society, the means through which an individual is integrated into his immediate environment. And in the case of formal education, it is a means by which an individual is integrated into a chosen career or profession.

Education ranks as one of the most important institutions in modern and complex societies of today. Apart from the family which is the primary and basic institution where the infant begins the learning process and socialization, education also offers another opportunity of socializing the infant into social values of the society. Schools teach the rules of the society; they also teach and equip the individuals with life-long career and occupation (Daramola, 2005).

Educational institutions – primary, secondary and tertiary are concerned with the transmission and creation of culture, occupation and skills that would make one achieve its potentials in life.

There are three types of education - informal, non-formal and formal. Formal education, which is our concern in this paper, is the hierarchically structured, chronologically graded educational system that is offered in a classroom setting with teachers and students (Lennards, 1980, cited in Daramola 2005:112). Journalism education falls within the formal education system.

Since 1977 Nigeria policy on Education has always been directed at producing sound, knowledgeable and highly skilled citizens with good character. It appears from the policy that policy makers desired to produce ethically or morally sound generation of Nigerians from kindergarten to tertiary institutions. This is why it is regularly restated at convocation ceremony that certificate, diploma and degree are awarded because the institution found the awardees worthy in character and learning. This statement is a manifestation of one of the goals of Nigeria policy on education which among other things says:

The goals of tertiary education shall be to: (i) contribute to national development through high level relevant manpower training, (ii) develop and inculcate proper values for the survival of the individual and society (iii); develop the intellectual capability of individuals to understand and appreciate their local and external environments, e.t.c.

From the letter and spirit of goal (ii) above, it is clear that education and ethics (character) are very important. They serve as building blocks for every society. Professional ethics, like ethics of journalism is also important for the growth of the profession. Hence code of conduct (ethics) was drawn by the founding fathers of journalism in Nigeria. This ethics forms part of the curriculum of journalism education in all tertiary institutions offering mass communication or its adjuncts (advertising and public relations) as a course of study with the purpose of building good and worthy professionals for the future.

JOURNALISM TRAINING INSTITUTIONS

The idea to set up an umbrella association for Nigerian journalists was first mooted by H. Antus Williams, proprietor and editor of Nigerian Daily Telegraph (Omu, 1978:238). Williams, who later changed his name to Akin Fagbenro Beyioku in response to cultural nationalism of the period, had on 17 August, 1929 invited his professional colleagues towards the formation of an umbrella professional association. All the available newspapers of the period except The Pioneer and Eleti Ofe were represented at the maiden meeting.

The following resolution was taken at the meeting:

This meeting is of opinion that the time has arrived for the formation of a Nigerian Press Association and that the principal objects of such an Association should be to safeguard the interest of the local press, to raise its tone, to develop political thought and direct opinion on lines that would lead to the industrial, commercial and educational progress of the country (Omu, 1978:238).

In addition to the objectives indicated above, the association wished to develop schemes for the attraction of local talents into journalism, to secure adequate wages for all engaged in newspaper work, to establish a library for the use of its members, to develop a co-operative scheme for the collection and distribution of news to the various newspapers and to settle disputes among members in their professional conduct. Any editor disassociating himself from the association would be denied official recognition. Members were to pay a monthly subscription of 2 shillings and the Executive Committee would comprise the Patron, Vice-Patron, President, Secretary, Treasurer and Librarian.

Unfortunately, however, the association remained a born-to-die child following disagreement that arose in the first election to the Executive Committee. Consequently, the Association could not carry out its aims and objectives which probably would have included training of local talents and members in institutions of higher learning abroad.

By 1955, an association to promote the interest of practicing journalists, Nigeria Union of Journalists (NUJ) was formed. The formation was spearheaded by Chief Olu Oyesanya who later emerged as the Secretary-General of the Association when it was inaugurated; Chief Mobolaji Odunewu of the West African Pilot emerged as the first president (Daramola, 1999). With the formation of an umbrella association for journalists, it dawned on interested journalists that they needed formal training to sharpen their skills. At that time, the training they received was within their newspaper houses, particularly that of Daily Times and West African Pilot. The only Nigerian that could be said to have been formally trained in journalism then was Dr. Nnamdi Azikiwe, publisher of West African Pilot who later became the first Governor-General of Nigeria (1957-1960) and later President (1963-1966) of the Federal Republic of Nigeria (Ikime, 1995). In other words, the training available for earliest Nigerian journalists was in-house or on-the-job training.

DAILY TIMES GIANT STRIDE

As part of its responsibility, Daily Times had from 1962 under the leadership of Alhaji Babatunde Jose began aggressive training for reporters and technicians. In pursuit of this programme; Daily Times started recruiting trainee reporters with West African School Certificate with credit in English Language and Secondary School class four certificate for technical trainees in the production department. The trainee reporters were trained by experienced journalists released to Daily Times by the International Publishing Corporation, United Kingdom (Jose, 1987:238). As time went on, the educational qualification was increased to Higher School Certificate or Advanced Level General Certificate of Education. The first set of young men with such qualification (HSC) recruited by Daily Times are Dipo Ajayi, Femi Sonaike and Segun Osoba. An English Journalist, Mr. Guy Wells organized formal training for them. It is on record that Femi Sonaike later went to university and became a Ph.D holder in Mass Communication; Segun Osoba attended several training institutions in the UK and US including Harvard University in Cambridge, Massachusetts, USA where he won the prestigious Nieman Fellowship Award in 1974 – 1975 (*Ibid*). Segun Osoba later became Ogun State governor, first under the Social Democratic Party between 1991 - 1993 and again under the Alliance for Democracy, 1999 – 2003.

Another set of ten young Nigerians comprising three girls and seven boys were according to Jose (*Ibid*) recruited in 1965 for further training for one year by the Daily Times. They included Agbeke Ijaoba (later Mrs. Ogunsanwo), Fola Adewumi (later Mrs. Oduwole) and Miss Alatishe. The boys were Taju Kekere-Ekun (later a dental Surgeon), Wazee Ajibola, Gbolabo Ogunsanwo, Idowu Sobowale, Christopher Kamalu, Chris Ikeokwu, and Yemi Malud. Of interest here is that many of the men and women later pursued their education to university level, many became editors or Chief executives in Daily Times or other newspapers and a number of them became university scholars including Idowu Sobowale, who is a professor of Mass Communication at the Covenant University, Ota, Ogun State Nigeria, two times special adviser on Education to Lagos State Governor and Commissioner of Education in Lagos State.

Daily Times did not stop at the last ten men and women mentioned, rather the newspaper set up a training centre, Times Training Centre for formal training of journalists, salesmen, accounting and advertising staff. The training centre first started in a flat at the company's house at 13 Cooper Road, Ikoyi, Lagos. It is now situated at Eric Moore Road, Surulere, Lagos. The first batch of university graduates was given professional training at the centre under an Australian Mr. Leslie Riley. When Mr. Tony Momoh (now Chief) left the university, he joined Daily Times. He was sent to Britain for further training particularly to learn how to train others. When he returned, he was redeployed to the Times Training Centre as the head of the centre, Chief Tony Momoh rose to become the Editor of the Daily Times, General Manager Publication Division and Minister of Information under General Ibrahim Babaginda administration (*Ibid*).

The newspaper was always sending its staff to Britain and other journalism training institutions overseas. The newspaper enjoyed training facilities offered by International Publishing Corporation training centre in Plymouth, England, Commonwealth Press Union in England, International Press Institute in Switzerland and Nigerian universities. Indeed, Daily Times at a time became a human resources development centre for media practice in Nigeria.

JOURNALISM TRAINING IN AFRICA

In African continent there was no university offering journalism or mass communication until in the 1930s when the American University in Cairo, Egypt, North Africa began a course in journalism. The university was established in 1919 by an American resident in Cairo. Situated under the Faculty of Arts and Science, the University awarded Bachelor of Arts degree in journalism (Jibril, 1999:78-85).

Jibril (*Ibid*) noted that after the take-off of the programme, the Institute of Writing, Translating and Journalism in the Faculty of Arts rolled out a three-year diploma programme at the Egyptian University. He goes further to say that the first University in sub-Saharan Africa to begin courses in journalism or mass communication was the University of Nigeria, Nsukka in 1960. The school of journalism was named after John Payne and Horatio Jacksons of the famous Weekly Record (1891-1930).

The University of Nigeria, Nsukka was according to Jibril (*Ibid*) established by the Eastern Nigerian Regional Government with substantial grants and assistance from the U.S. It was the first university in Nigeria to be patterned along the American University system. The Department started with a four year North American-style journalism programme. The American Agency for International Development provided funds for the take-off of the University (Ashby, 1964 as cited by Jibril 2009). This was the first experiment with the American system of organizing higher education in Black Africa.

At the convocation ceremony of the first batch of graduates of the Jackson's School of Journalism in 1964, Dr. Nnamdi Azikiwe, President of the Federal Republic of Nigeria (as he then was) and whose administration as the Premier of Eastern Region founded the University happily remarked:

We are making history tonight in that we have gathered here to honour the prospective graduates of the Jackson College of Journalism who will receive their baccalaureate degrees in few days. This incident will be history in the making because, for the first time in the annals of West Africa, an indigenous university will endorse the professional competence of journalists who have passed through the crucible of systematic university education.

The 1954 UNESCO worldwide survey of journalism education programmes reported approximately 650 programmes in institutions of higher learning across the five continents of the world. Out of this figure, Jibril contends that about 550 or slightly over three quarter of the world's journalism education programmes in higher institution were in the United States of America. About 64 programmes were scattered across Europe and other parts of the industrialized world, while only 26 programmes existed in 16 countries of Asia, Africa and Latin America. The African continents had only two programmes, which were both in Egypt (Cooper, 1987 as cited by Jibril 1999). By 1965, another UNESCO survey cited by Jibril (ibid) reported four more programmes established in Congo, Ghana, Madagascar and Nigeria. In 1986, a similar research conducted by the Centre for Foreign Journalists and reviewed by Cooper (1987) found that ten more programmes had been created in Africa in addition to the earlier five programmes reported by the 1965 UNESCO survey. However, four decades after the UNESCO report, Nigeria alone recorded more than 60 universities and polytechnics (government and private owned) offering a four-year degree and non-degree programmes in journalism, mass communication and other related areas.

The University of Lagos established its Department of Mass Communication with the purpose of training journalists in 1968. In 1971, the Newspapers' Proprietors Association of Nigeria (NPAN) in conjunction with Nigeria Union of Journalists (NUJ) established the Nigeria Institute of Journalism (NIJ) in Lagos and Jos.

From then till now, journalism education has been enhanced and improved upon. As at today, not less than 60 institutions-university, polytechnic, monotechnic and training institute produce qualified and practically oriented journalists and its allied services in Nigeria. The curricular have been further enriched at both undergraduate and postgraduate levels. Students are now taught webcasting, on-line journalism and multimedia system. The Nigerian polytechnics that offer mass communication programme according to the Joint Admissions and Matriculations Board (JAMB) are now very many.(JAMB BROCHURE, 2006).

CURRICULUM DEVELOPMENT AND ETHICS

It is not clear when media ethics and law relating to press performance were inserted into the curriculum of journalism and mass communication. But given the rate at which the former Governor-General of Nigeria, Lord Fredrick Laggard was rolling out press laws during his tenure (Daramola, 1999), it is believed that the earliest trainees must have been exposed to British standard of journalism practice and press laws.

Professional ethics is necessary in any profession to guide potential men and women who have decided to pursue career in such profession. As a matter of fact, professional ethics is a necessary tonic to build such professionals and to serve as compass for them. In modern Nigeria, many children are losing home training or etiquette because parents have no time to groom their children. A course in ethics, character building and societal values is necessary, if not compulsory so as to put up coming generation on good track. There is hardly any institution offering mass communication that is not offering media law and ethics as one of its subjects today.

RECOMMENDATIONS

The major challenge of ethics in journalism is enforcement. Because it is individually enforced, it is violated with impunity by practitioners. As a way out of this situation, we advocate a serious semi-social enforcement, an arrangement in which professional bodies and media houses impose heavy sanctions on journalists violating the ethics of the profession. The operative words here are heavy sanctions. This is because; it is observed that journalists are more careful when dealing with media law than media ethics. The reason being that there are heavy sanctions that attend breaking media law. Journalists are likely to take their professional ethics more seriously if serious sanctions like termination of appointment or suspension attend violating professional ethics.

Another challenge of ethics in journalism is the fact that many practicing journalists do not have formal training in journalism. This implies that they know little or nothing about the ethics of their chosen profession. In this situation, ethics of the profession are violated not only with impunity, but also out of ignorance. As a way out of this, we suggest that training programmes in ethics should be organized for newly recruited journalists. Journalists should read widely especially books in philosophy, history, political science, English language, sociology and science. Journalists should also pay premium to the values, norms and mores of the society where they practice.

REFERENCES

1. Akinfeleye R.A. (1988) Journalism Enrolments Lag Behind Demand in Nigeria, *Journalism Educator*, 33(2), 31 – 33/58.
2. Akinfeleye, R. (1996). "Journalism Education and Training in Nigeria: Infrastructures, Policies and Development in Dare O. & Uyo; A(ed) *Journalism in Nigeria: issues and Perspectives*. Lagos: Nigeria Union of Journalist Pp 228 – 251.
3. Akinawonu, B.M. (2006). Meaning, scope, branches and methods of philosophy in Akinawonu B.M. (ed), *Introduction to philosophy and logic*.
4. Azikiwe, N. (1964) Pioneer Heroes of the Nigerian Press ab Address delivered by His Excellency, Dr. Nnamdi Azikiwe, Chancellor of the University of Nigeria in honour of the first graduating students of the Jackson College in Journalism at a dinner held in the Okpara Hall, on May 31.
5. Becker, L.B., Fruit, J.K. & Candill S.L. (1987). *The Training and Hiring of Journalists*. Norwood N.J. Ablex Publishing.
6. Daramola, I. (1999), *Law and Ethics of Media Practice*, Lagos: Rothan Press Ltd.
7. Daramola, I. (2005), *Media Media and Society*, Lagos: Rothan Press Ltd.
8. Egbe, P (2002), *Ethics as a Branch of Philosophy in Ogundowole, E.. (2002) (ed), Philosophy and Logic*, Lagos: Department of Philosophy, University of Lagos Pp 85 – 100
9. Egbon, M. (1988) "The Changing Patterns of Journalism Education and Recruitment in Nigeria", In Andrew W. MacFarlane and Robert Henderson (ed.) *Encounter 88: Media Freedom and Development*. London.
10. Flint, D. (1996); 'Press Freedom and Accountability: A global view' in African Regional Conference of the World Association of Press Councils, Abuja: Nigeria Press Council.
11. *International Principles of Professional ethics in Journalism and Nigerian Press organization code of conduct (1991)* Ilorin: MAJAB Publishers. Pp 1 – 18.
12. Jakande, L.K. (1989) *Professional Ethics of Journalism in Nigeria*, being a paper presented at the pre-convocation lecture, Nigerian Institute of Journalism, Ogbia Ikeja, Lagos.
13. Jibril, U.F., (1999). *Comparative Study of Media Education Curricula Models in selected universities in Nigeria and the United States of America*. Unpublished PhD Dissertation submitted to the School of Postgraduate Studies, Bayero University, Kano.
14. Jose I. B (1987) *Walking a Tight Rope: Power Play in Daily Times*, Ibadan: University Press Limited.
15. Molokwu, T.O (2002); 'A survey of the History of Philosophy' in Ogundowole, E.K. (2002) (ed), *Philosophy and Logic*, Lagos, Department of Philosophy, University of Lagos Pp 29 – 40.
16. *National Policy on Education of the Federal Republic of Nigeria (4th eds) 2004*.
17. Okunna, C.S. (2003), *Ethics of Mass Communication (2nd eds.)* Enugu: New Generation Books.
18. Omoregbe, J.I. (1998). 'Ethics' in *Philosophy of all Disciplines*, Lagos, Department of Philosophy, University of Lagos Pp 102 – 119,
19. Omu, F.I.A. (1978), *Press and Politics in Nigeria (1880 – 1978)*, London, Longman.
20. Periodicals
21. POLY JAMB Brochure, 2006/2010 Session.
22. Richards, A. (1977) *Law for Journalists*, Britain: MacDonald and Evans Limited
23. UME JAMB Brochure 2006/2010 session
24. Velasquez, M, Andre, Shanks, T & Merger, M.J. (2010), *Issues in Ethics*. w.w.w.scu.edu./what is ethics.html.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail i.e. **infoijrcm@gmail.com** for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

