

Acceptance, Processing and Use of Feedback by Broadcast Stakeholders in Benin City in Improving Talk Show Programme Content

OBAJE, Comfort Ene, *PhD*

Department of Mass Communication
University of Benin, Edo State, Nigeria

Abstract

This study was carried out to examine the feedback channels, pattern of usage, and how the feedbacks are being integrated in programmes as well as the effects in select broadcast stations in Benin City, Edo State. The study relied on the tenets of Gatekeeping theory. It employed the survey method to select three radio stations and three television stations in Benin City. In-depth interview was conducted on six presenters from the select radio and television stations. Findings showed that all the select programmes employed feedback channels to a very large extent, the usage pattern is quite effective and the feedbacks enhance the efficiency of the programmes a great deal as they help the presenters to improve on the manner of presentation and provide answers to a number of challenges faced by the audience. The findings also showed that besides the comments and suggestions from the audience, the critical feedback from the station managers and National Broadcasting Commission (NBC) help in strengthening the programmes. It was therefore, recommended that more time should be given to the audience to make their contributions during programmes. This implies that broadcast stations should include in their programming programmes that are interactive and allow audience participation while the show is still on.

Keywords: Feedback, Audience, Broadcast Media, Communication Process, Programme Effectiveness