

## **Organisational Communication Pattern and Its Implications for Ethics and Professionalism among Journalists in Akwa Ibom State**

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### **Abstract**

This study examined organisational communication pattern vis-a-vis ethics and professionalism among journalists in Akwa Ibom State. The main objectives were to find out the prevalent organisational communication pattern in mass media establishments in Akwa Ibom State, assess the influence of organisational communication on journalism ethics and professionalism, and examined the implications of mass media management style for ethics and professionalism among journalists. The study was a survey. The population of the study comprised all the 343 registered journalists in Akwa Ibom State. The complete census was adopted since the population size was manageable and the subjects had distinct addresses and meeting points. The questionnaire was the instrument for data collection. A total of 335 copies of the questionnaire were correctly completed, returned and subsequently used for data analysis. The findings revealed that mass media organisations in Akwa Ibom State adopted a mixed pattern of organisational communication and this influenced ethics and professionalism among journalists positively. Also, the mass media management style in place had a great deal of positive implications for ethics and professionalism among the journalists in the State. It was therefore recommended among other things that media organisations in Akwa Ibom State should continue in the use of mixed organisational communication pattern to enhance effective journalism practice and keep encouraging journalists' adherence to professional code of ethics and practice.

**Keywords:** Journalism Ethics, Credibility, Journalists, Media Management, Professionalism, Organisational Communication