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Review Article

Global news and local views of international television entities: Appraising Nigerian viewers' perceptions of CGTN, CNN, and NTAi as broadcast sources

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This study investigated perceptions of China Global Television Network (CGTN), Cable News Network (CNN), and Nigerian Television Authority International (NTAi) among 1,294 randomly selected Nigerian viewers. The research instrument was a 10-item Google Form. Findings showed that most of the respondents watched CGTN, CNN, and NTAi at least daily during the study. However, at $\alpha = 0.05$ testing of hypotheses, results showed no correlation between cultural sympathy, sex, and age versus viewers' perception of the three media as sources of global news. The study therefore recommends measures towards improvements in programming, viewers' experiencing, and research database.

Keywords: CGTN, CNN, NTAi, global news, viewers

Introduction

Cited here in alphabetical order, *China Global Television Network* (CGTN), *Cable News Network* (CNN), and *Nigerian Television Authority International* (NTAi) are arguably reputable international television broadcast stations, depending on one's geographical and psychological point of observation. A defining feature of global media landscape is the simultaneous occurrence of government-owned and privately-owned media enterprises. CNN which typifies private enterprise emerged in 1980 as the first global television news media. Both the CGTN and the NTAi typify government-owned network but with global clout (CNN Worldwide Fact Sheet, 2021). Every moment, each of the three stations contributes contents with diverse qualities and quantities from which viewers worldwide can choose.

Meanwhile, some expressions are central and recurrent in this study. Thus, they are clarified as follows. *China Global Television Network* is synonymous to

CGTN. It is an international English-language cable TV news service located in Beijing, China and owned by the Chinese state media China Central Television. The Publicity Department of the Chinese Communist Party controls CGTN. *Cable News Network*, which is used interchangeably here with CNN, is a multinational news-based pay television channel with headquarters in Atlanta, United States of America and owned by CNN Worldwide, a unit of the *WarnerMedia News and Sports*. The *Nigerian Television Authority International* is a synonym to NTAi. It is an international broadcast station mostly owned by the Federal Government of Nigeria with its headquarters in Abuja, Nigeria. NTAi and NTA (Nigerian Television Authority) are two separate television platforms, although both are owned and controlled by the Federal Government of Nigeria. While in its programming, NTA targets Nigerian viewers, NTAi targets both Nigerian and foreign viewers.

However, cultural affinity/orientation refers to respondents' psychological sympathy or emotional affiliation to any of the three countries (and host regions) that are pivotal to this study: China, Nigeria, and United States of America. Finally, the term, *Nigerian viewers*, refers to Nigerians who are resident within and outside Nigeria. *Viewers' perception* denotes respondents' overall attitudes towards CGTN, CNN, and NTAi, while *global news* are issues and events of international concern, such as the *Covid-19* pandemic, renewable energy, and global warming, et cetera.

However, perceptions of each of the three aforementioned international television stations as sources of global news are likely to be different among geographically and psychologically delineated and dispersed groups of viewers. For instance, Varrall (2020) perceived CGTN has having limited success in international news standing because of CGTN's close association with the Chinese party-state which limits its ability to influence global discussions. However, Ekeanyanwu, Kalyango, & Peters (2012, pp. 136-160) perceived United States as currently dominating global news flow, especially foreign, non-US issues on CNN. Alshathry (2015, p. 13) perceived CNN as the quickest way to get information about events around the world because of concurrent broadcast of news from many countries. Moreover, Obono & Madu (2010, pp. 75-91) perceived NTAi as having more indigenous programmes compared to global news and its programmes were mostly pro-establishment. Against the background of this notion, this study sought to determine perception of the three international television stations among viewers in Nigeria. To guide the study, the researchers were guided by four research objectives and two hypotheses.

Research Objectives

The study sough to:

1. Determine the extent to which Nigerians watched CGTN, CNN, and NTAi as sources of global news;
2. Investigate the extent to which perception of CGTN, CNN, and NTAi differ among viewers in Nigeria;
3. Examine whether cultural affinity/orientation influenced Nigerian viewers'

perception of CGTN, CNN, and NTAi as sources of global news; and
4. Identify the extent to which age and sex influenced Nigerian viewers' perception of CGTN, CNN, and NTAi as sources of global news.

Theoretical Framework and Review of Literature

Uses and Gratification Theory

Uses and gratifications theory explores the reasons and manner people apply media to satisfy specific communication needs. It emerged in response to the needs to explain why people use certain media and the benefits they get from them (Musa et al., 2016, pp. 83-95). As another group reiterated, the theory is used to explain the different notions and reasons behind the use of any given medium (Dhir et al., 2015, pp. 24-33). Credited to the writings of Katz et al. (1973, pp. 164-181), the theory avers that people deliberately seek specific media to satisfy specific needs; people are informed, aware, active, and purpose-driven in their media selection decisions aimed at optimal satisfaction of specific communication desires and or needs. Nevertheless, McQuail (2010) argued that traces of this theory were first noticeable in the early 1940s when researchers started investigating why people listen to popular radio programmes and read newspapers daily. Moreover, Klapper (1963) cited in Haridakis & Hanson (2009, pp. 317-335) argued that the theory underscores the how and the why of audience media usage, while McQuail (2010) noted that the central question of the theory is why do people use media, and what do they use them for?

Meanwhile, on needs media users seek to gratify, Katz et al. (1973, pp. 164-181) identified five categories including (a) cognitive needs which are related to strengthening information, knowledge and understanding, (b) affective needs that are related to strengthening aesthetics, pleasurable and emotional experience, (c) integrative needs which deal with strengthening credibility, confidence stability and status, (d) social integrative needs which relate to strengthening contact with family, friends, and the world and, (e) escape or tension release needs which help to escape or release tension from society and self. Researchers have used the uses and gratification theory for different objectives. For example, two researchers, (Gadekar & Krishnatry, 2017, pp. 87-103) used it as a framework to examine traditional mass media and newly emerging media. Other researchers (Al-jari et al., 2015, pp. 720-662; Hossain, 2019, pp. 16-28) have used the theory to investigate the effects of habit and subjective norm on usage intention. Two other groups, (Karimi et al., 2014, pp. 53-72; Brandtzaeg & Hein, 2009, pp.143-152) also used the theory to examine the factors that predict motivations for media usage. The relevance of the uses and gratification theory to this study is that, since the theory holds that the audience are purpose-driven media users, then it could provide an anchorage for investigating perceptions of Nigerian viewers in their quest to gratify desires for global news through CGTN, CNN, and NTAi.

Media Dependency Theory

According to Ball-Rokeach & DeFleur (1976) & Ball-Rokeach (1998) cited by Ndonye et al. (2014, pp. 164-175) media dependency theory is a relationship between individual goals and the extent to which these goals are contingent upon the resources of the media system. These resources are the capacity of the media to create, process, and disseminate information. The created, processed and disseminated information is what the audience depend on to meet their needs for understanding and attainment. The basic assumptions of the theory, according to a group of reviewers (Anaeto et al., 2008, p. 96) is that the theory proposes an integral relationship among audiences, media and the larger social systems and the theory predicts that the audience depend on media information to meet certain needs and achieve certain goals.

However, dependency theory is largely dependent on the individual's social background such as age, gender and employment status (Ndonye et al., 2014, pp. 164-175). Also citing Ball-Rokeach & DeFleur (1976), Lin (2015) explained that the main focus of the theory is the relationship between the media and the audiences. In industrialized information-based societies, individuals develop dependency on the media to satisfy variety of their needs and to make important decisions. The degree to which an individual is dependent on the media is based on two propositions which are (1) the greater the number of social functions performed for an audience by a medium, the greater the audience's dependency on that medium, and (2) the greater the potential effects of the media on the audience. There are three major effects that can develop as a result of an audience dependency on the media. Lin (2015) identified them as cognitive effect, affective effect, and behavioural effect. Cognitive effects are changes in an audience attitudes, beliefs and values; affective effects are when an audience develop feelings such as fear, and anxiety; behavioural effects are when an audience refuses to take an action or behave in a certain way, because of consumption of media contents. The relevance of the media dependency theory to this study resides in the theory's major assumptions of an integral relationship among the audience, the media and the larger social systems; and that the relationship between the media and the audience is dependant, with audience depending on the media to satisfy their needs and to make important decisions. The theory will therefore provide insights to the relationship that exist between the audience of CGTN, CNN, and NTAi, and the degree of the audience dependence to those stations for global news.

Selected Research Reports on Global News

A group of researchers, (Ekeanyanwu et al., pp. 136-160) analysed global news flow in the light of social media networks, and investigated free flow and free balanced flow of information. The study found out that United States is still dominating global news and that the content of the media of United States has shifted focus to news about non-United states. The study also emphasised that social media

has brought about multiple sources for global news gathering and dissemination. Therefore no nation or people are expected to justify marginalization about how they are reported. It concluded that traditional media alone no longer set the public or media agenda.

Another study, (Gerodimos, 2013, pp. 476-498) analysed the extent to which global news merely signifies the extension of news journalism across national borders or whether it signifies a fundamental shift to a different type of news and if by 'global news' we are empirically describing something which is currently produced or putting forward an ideal model to which journalists should subscribe. The study also examined responsibilities and difficulties facing journalists in the global public sphere, and how audiences are engaging with global issues in the news world. It revealed that with the advent of social media, and in the age of global interconnectedness and mobility, the boundaries between our local realities and the global level are increasingly blurred, in turn challenging our established categories and genres of news and current affairs. The study also mentioned that journalists have a responsibility to keep their citizens informed about decisions that affect them and global news coverage and reportage must be related to the national and local news. Moreover, another study (Clausen, 2004) found that global news distribution is influenced by integration of information networks and competing national and international channels offering news programmers. It also found that national television broadcasting stations remain primary sources for global information. Also, the study found that the ownership structure of a news providing organization and the inter-connectedness between suppliers of news influence content and have resulted in a diffusion of homogenized global news.

Selected Research Reports on China Global Television Network

A study examined the extent to which CGTN has shaped China's story globally, using the Chinese Communist Party (CCP) to analyse authoritarian influence. (Cook, 2021, pp. iii, 1). The study found that CCP had expanded efforts to shape media content around the world, affecting every region and multiple languages. The study also found that CCP, using CGTN, has been leveraging propaganda, disinformation, censorship, and influence over key nodes in the information flow, which go beyond simply 'telling China's story.' Similarly, Varrall (2020, pp. N. A.) in a study with the objective of analysing CGTN's efforts to increase China's soft power around the world, found that despite extensive investment and active support from the highest levels of government, CGTN has had limited success in improving China's international soft power standing. The study however conceded that many Western observers think it is CGTN's association with the Chinese party-state which limits its ability to shape and influence the global discourse, and that it is CGTN's internal organisational structure and culture which really inhibits its effectiveness as a soft power tool for China.

In a study, Sun (2018) sought to investigate the motivation for launching CGTN;

developments and new approaches implemented by CGTN; and challenges CGTN faces in its efforts to internationalize China. The study found that the motive for launching CGTN was solely to tell the story of China in its way, and also to attempt to be one of the world-famous news media in 'global' communication rather than merely within governmental sphere. The study also found that some of the challenges of CGTN include its censor mechanism due to state-ownership; and the gap between CGTN and other world class international broadcasting groups. The study concedes that CGTN hires experienced international staff, but asserted that it will still take a long time to cultivate its loyal audience and develop the uniqueness and brand reputation. Similarly, two researchers, (Fearon & Rodrigues, 2019, pp. 102-121) conducted the study, *The dichotomy of China's Global Television Network*, to investigate the modernization of China's media CGTN through the lens of disaster reporting and framing using the 2015 Tianjin blasts. The study found that, as an organ of the state, CGTN supports national interests as determined by the government. CGTN capacity to serve as 'watchdog' in the society inevitably comes second to its duties as a 'guard dog' for the party-state. The study concluded that CGTN is increasingly torn by its dichotomous role as a credible media competing for audience attention at the world stage, and a vital government propaganda organ domestically.

Finally, in their study, Oyeyinka et al. (2013, pp. 22-23) analysed the Nigerian and Chinese media systems. The National Television Authority International (NTAi) and the China Central Television (CCTV) constituted the study sample which found that, despite the similarities that exist between Nigeria and China in terms of their population, leadership structure, and political system, China is more advanced than Nigeria in terms of the media system development. However, the study also revealed that despite China's higher advancement than Nigeria in the media system, Nigeria enjoys higher press liberty compared to the Chinese. The study concludes that China is operating a full-blown totalitarian media system majorly because of its economic reforms and globalization unlike the liberal media system that Nigeria is operating.

Selected Research Reports on Cable News Network

A study, (Hashmi et al., 2012, pp. N. A.) found that about 38% of the respondents watched CNN at least once daily while about 45% visit cnn.com daily. From inception, CNN introduced significant changes in the news industry. To validate this assertion, a researcher (Alshathry, 2015, pp. 12-13) links one of the major changes to its 24-hour news style, and citing Shoemaker (1996), the researcher (Alshathry, 2015, p. 13) added that the simultaneous transmission of news from many countries has often made CNN the quickest way to get information about what is happening around the world. However, despite CNN's popularity, it has been criticised on different fronts. For instance, an author, (Al-Najjar, 2009, pp. 1–35) criticised CNN for being pro-American or Eurocentric in its representation

of some countries and underrepresentation of others. CNN has also been criticised in the United States by conservatives and other times by liberals for being biased (Bossio, 2013, pp. 333-343). Nevertheless, in opposition to the criticism, a group (Bashri et al., 2012, pp. 19-29) argued that CNN follows the tradition of American journalism in which the press serves as a watchdog over the government and is why it is often referred to as the fourth estate of the realm.

Meanwhile, the way audience members perceive contents of a global news outlet like CNN has long been of interest to communication researchers. As Austin & Dong (1994) cited in Rao & Ravi (2015, pp. 1-11) have argued, perceptions of credibility have been found to be influenced partly by the content of the news reports, suggesting that perceptions of credibility may be influenced by nature of news and manner television news media disseminate information. To explore the effects of media credibility and perceived quality on audience loyalty as well as audiences' attitudes towards three major cable news networks (CNN, MSNBC, and Fox News), a 2006 study found statistically significant correlation among the three concepts of great importance to cable television news organisations namely media credibility, perceived quality, and audience loyalty. Similarly, Oyedeji (2009) cited in McDonald & Morgaine (2016, pp. 1-13) examined audience loyalty, media use, and perceived quality of CNN and FOX News and found that opinions on CNN were significantly more positive than those of FOX.

In a study designed to ascertain the frequency and nature of coverage given to the African continent by CNN and Al Jazeera, Okon (2013, pp. 95-10) found that much of Africa was not reported by CNN in contradistinction to Al Jazeera, and that CNN had a preponderance of unfavourable news (75%) while Al Jazeera had a fairly equitable distribution of 47% across the favourable and unfavourable categories. In a study to investigate the comparative coverage of global news by two global news organisations, two researchers (El Damanhoury & Saleh, 2017, pp. 85-102) compared the framing of the 2014 Gaza War by CNN and Al Jazeera. They content analysed 74 online news articles on the 50-day war to examine the type and nature of sources, reporting on the death toll, length of the articles and the use of multimedia. They found that Al Jazeera cited only Palestinian citizens in its articles and always differentiated between militants and civilians when reporting on the Palestinian death toll, while nearly 15 per cent of CNN articles did not clarify whether it had been a militant or a civilian who had died.

Selected Research Reports on Nigerian Television Authority International

In a study, Orlu-Orlu (2017, p. 176) found that NTAi's reportage of the abducted school girls were always in favour of the Nigerian government, unlike the Channels Television reportage which was objective and balanced. It was also revealed that the credibility level of NTA on the reportage of the abducted female students was rated low compared to that of Channels Television, which was rated high.

Obono & Madu (2010, pp. 75-91) investigated the programming contents of three Nigerian television stations in terms of programme types, duration, sources of programmes and level of foreign contents. The study found that all the three stations had diversified programmes, which influenced viewer's perceptions, patronage and trust of the stations. The study also found that NTAi had more educational and informative programmes compared to the other two stations, and NTAi had more indigenous programmes compared to the other two stations. However, NTAi programmes were more patterned to favour and portray the government positively.

Finally, in another study, (Akpoghiran & Otite, 2013, pp. 12-19) which investigated public perception of NTAi's reporting of conflict in news. They found that audience perceived NTAi's reporting of conflict is not significant as far as national unity is concerned. Also, it found that, because of audience dependency on NTAi as a national news carrier, the public is exposed to the gate keeping and agenda-setting postulations of NTAi news.

Summary of Literature

The literature reveals critical issues related to the study. At the outset, the study is anchored on two related theories: the uses and gratifications and media dependency theories. While the former deals with how and why people actively use media, the latter dwells on people's dependence on the media to achieve communication goals. The literature reviewed included a core construct of the study: global news and audience perceptions of CGTN, CNN, and NTAi. Scholars' submissions indicate that the idea about global news is rooted in globalisation agenda. This agenda has been intensified by social media networks that democratize and enhance free flow of information. In spite of the seemingly, balanced information flow globally, it is certain that the United States of America maintains her dominance in global news flow. As much as the social media have liberalized media use, a new challenge has emerged. Emphasis is placed on foreign or international events and phenomena. This requires journalists to reposition their reports to reflect national and local issues too. It is revealing that even with the influence of social media on news flow, national television broadcasting stations maintain their status as major sources for global information.

Method of Study

The study was a quasi-national survey. It used descriptive survey research method. All citizens of Nigeria in 2021, both home and abroad, were the population of the study. Worldometer (2021) estimated the population of Nigerians to be 213 439 149 in 2021. The target sample size was 1250 respondents. Nevertheless, the researchers polled 1294 responses at the time of closing the *Google Form* questionnaire in 2021. The 1294 respondents were selected by the simple random sampling technique. The justification for the sample size was that, Oketunmbi et al., (2021, pp. 30-52) while citing various sources, had reported that, "there is no

consensus in literature on the appropriate sample size for a study". They however found the consensus that, "samples should be large enough to represent all the variables in a population in order to enhance valid generalisations to that population". The researchers therefore took the average of the figures found in literature (which were 1000 and 1500), to arrive at a target sample size of 1250 respondents.

The research instrument was a self-constructed *Google Form* questionnaire which contained 10 items. Face-validity and peer-review methods were used to determine the validity of the questionnaire. Its reliability was determined by the test-retest method. The instrument was administered to the respondents online by the researchers, with the help of several research assistants located in various parts of the world. *Facebook, LinkedIn, Twitter*, and *WhatsApp* were used to reach the respondents. The reason for administering the instrument online was for easy access to the target respondents who lived within and outside Nigeria at the time of the study, 2021. The response rate was 100% because all 1294 respondents fully and dully completed the questionnaire. The study achieved this goal by making all items in the questionnaire unavoidable. Consequently, all the respondents had to complete the forms fully before they could submit it. Data gathering spanned 27 days in 2021 and analysis was by simple percentages, cross-tabulations, and testing of hypotheses by SPSS.

However, the strategy of administering the research questionnaire through online platforms, constitute a likely limitation to the study because only respondents with access to Internet and social media participated in the survey. The findings of the study would probably have been different if Nigerians without access to Internet and social media were not precluded from the study.

Results and Discussions

Nigerian Viewers' Exposure to Global News Providers

Most of the respondents watched CNN, NTAi, and CGTN at least daily during the study as shown in Table 1. This is probably because, in line with the postulations of the uses and gratifications theory, the respondents were gratified in using those international television platforms as sources of global news. More specifically, most of the respondents (67.9%, n = 878) watched CNN occasionally compared to NTAi's 55.1% (n = 713) and CGTN's 38.6% (n = 500) respectively. Table 1 also reveals that more than half of the respondents (56.6%, n = 732) never watched CGTN compared to a quarter of the respondents (25.2%, n = 326) and less than a tenth of the respondents (7.1%, n = 92) who never watched NTAi and CNN respectively. For daily frequency of watching the three stations, respondents' counts were 13.0 %, (n = 168), 9.5% (n = 123), and 1.6% (n = 21) respectively for CNN, NTAi, and CGTN respectively. Similarly, CNN polled 12.1% (n = 156) among the respondents for weekly/weekends viewing while NTAi and CGTN polled 10.2% (n = 132) and 3.2% (n = 41) respectively for the same category. The implication of Table 1 is therefore that none of the three television stations is overwhelmingly

popular among the respondents. CGTN is the least popular (56.6%, n = 732 never watched it) while CNN is the most popular because 13.0 % (n = 168) and 12.1% (n = 156) of the respondents watched it daily and weekly/weekends respectively.

Therefore, the study found that 7.1% (n = 92), 25.2% (n = 326), and 56.6% (n = 732) never watched CNN, NTAi, and CGTN respectively. This means that 92.9% (n = 1,202), 74.8% (n = 926), and 43.4% (n = 562) watched CNN, NTAi, and CGTN at least daily during the study. The study therefore determined that the majority of the respondents were competent to cultivate and express exposure-based perceptions of the three international television platforms.

Table 1. Respondents' Frequencies of Viewing CGTN, CNN, and NTAi

Stations	Respondents' Frequencies of Viewing				Total
	A	B	C	D	
CNN	7.1% (n=92)	13.0 % (n=168)	12.1% (n=156)	67.9% (n=878)	
CGTN	56.6% (n=732)	1.6% (n=21)	3.2% (n=41)	38.6% (n=500)	100% (N=1,294)
NTAi	25.2% (n=326)	9.5% (n=123)	10.2% (n=132)	55.1% (n=713)	

Keys to Table 1 A: Never, B: Daily, C: Weekly/Weekends, D: Occasionally

Nigerian Viewers' Perception of Global News Providers

Table 2. Respondents' Perception of CGTN, CNN, and NTAi Based on Coverage of Global News

Stations	Respondents' Perception		Total
	Positive	Negative	
CNN	69.6% (n=901)	30.4% (n=393)	
CGTN	36.1% (n=467)	63.9% (n=827)	100% (N=1,294)
NTAi	30.1% (n=389)	69.9% (n=905)	

Keys to Table 2
Positive: Station perceived positively because it is seen as mostly balanced and fair to all interests
Negative: Station perceived negatively because it is seen as mostly biased in favour of host countries' interests.

Table 2 indicates that most of the respondents (69.6%, n = 901) perceived CNN positively because it is seen as mostly balanced and fair to all interests compared to CGTN and NTAi which polled 36.1% (n = 467) and 30.1% (n = 389) respectively in respondents' positive perception. Table 2 also shows that most of the respondents (69.9%, n = 905) perceived NTAi negatively because it is seen as mostly biased in favour of host country's interests. CGTN follows closely with similar figures (63.9%, n = 827) while CNN polled the least figures (30.4%, n = 393) for negative perception among the respondents. Therefore, the study found that most of the

respondents perceived CNN positively and NTAi negatively. CGTN has the least positive perception but the intermediate negative perception among the respondents. In addition, NTAi has the least positive perception, while CNN has the least negative perception among the respondents.

Cultural Affinity/Orientation and Nigerian Viewers' Perception of Global News Providers

To interrogate this theme, the researchers cross-tabulated responses to items 4, 5, and 6 with responses to item 7 in the questionnaire. Items 4, 5, and 6 sought to determine whether respondents' perceived CGTN, CNN, and NTAi positively or negatively, while item 7 probed respondents' cultural affinity/orientation towards American and Western, Chinese and Eastern World, and Nigerian and African peoples respectively. Table 3 shows that positive perception of CGTN, CNN, and NTAi global news sources is low among the respondents at 32.1% (n = 415) compared to negative perception which is 67.9% (n = 879). However, more respondents (4.1% n = 17), who are sympathetic to Chinese and Eastern World, positively perceived CGTN, CNN, and NTAi global news sources compared to 0.9% (n = 8) with negative perception. Conversely, there is a lower ratio of positive: negative perceptions of CGTN, CNN, and NTAi as global news sources among respondents who are sympathetic to American and Western World (23.5%, n = 98: 13.5%, n = 119) and Nigerian and Africa (72.3%, n = 300: 85.6%, n = 752) respectively. Therefore, the study found no evidence that suggest that cultural affinity/orientation influence Nigerian viewers' perception of CGTN, CNN, and NTAi as sources of global news.

Table 3. Cross Tabulation of Respondents' Cultural Sympathy and Perceptions of CGTN, CNN, and NTAi as Global News Sources

Cultural Sympathy to	Perceptions of CGTN, CNN, and NTAi as Global News Sources		Total
	Positive	Negative	
American and Western World	23.5% (n=98)	13.5% (n=119)	16.8% (n=217)
Chinese and Eastern World	4.1% (n=17)	0.9% (n=8)	1.9% (n=25)
Nigerian and Africa	72.3% (n=300)	85.6% (n=752)	81.3% (n=1,052)
Total	32.1% (n=415)	67.9% (n=879)	100% (N=1,294)

Influence of Age and Sex on Nigerian Viewers' Perception of Global News Providers

To examine this theme the researchers cross-tabulated responses to items 4, 5, and 6 with responses to items 8 and 9 in the questionnaire. Table 4 shows that females, who constituted the majority of the respondents (58.6%, n = 758) polled almost equal figures for positive (57.5%, n = 337) and negative (59.5%, n = 421) perceptions of CGTN, CNN, and NTAi as global news sources respectively. Similarly, out of the total male gender of 41.2% (n = 533), 42.2% of them (n = 247)

positively perceived CGTN, CNN, and NTAi as global news sources, compared to almost equal number 40.4% (n = 286) with negative perception. Three statistically insignificant number of respondents reported their genders as *fluid, queer,* and *sex toy* polling 0.1% (n = 1), 0.1% (n = 1), and 0.2% (n = 1) respectively. In addition, there are no statistically significant differences in their perceptions of CGTN, CNN, and NTAi as global news sources.

Table 4. Cross Tabulation of Respondents' Gender and Perception of CGTN, CNN, and NTAi as Global News Sources

Gender	Perception of CGTN, CNN, and NTAi as Global News Sources		Total
	Positive	Negative	
Female	57.5% (n=337)	59.5% (n=421)	58.6% (n=758)
Male	42.2% (n=247)	40.4% (n=286)	41.2% (n=533)
Fluid	0.2% (n=1)	0.0% (n=0)	0.1% (n=1)
Queer	0.2% (n=1)	0.0% (n=0)	0.1% (n=1)
Sex Toy	0.0% (n=0)	0.2% (n=1)	0.2% (n=1)
Total	45.3% (=586)	54.7% (=708	100% (N=1,294)

Table 5. Cross Tabulation of Respondents' Age and Perception of CGTN, CNN, and NTAi Global as News Sources

Age	Perception of CGTN, CNN, and NTAi as Global News Sources		Total
	Positive	Negative	
13-19	13.5% (n=79)	15.0% (n=106)	(4.3% (n=185)
20-29	53.1% (n=311)	47.6% (n=337)	50.1% (n=648)
30-39	19.6% (n=115)	19.1% (n=135)	19.3% (n=250)
40-49	8.4% (n=49)	11.7% (n=83)	10.2% (n=132)
50-59	3.9% (n=23)	5.2% (n=37)	4.6% (n=60)
60-69	1.4% (n=8)	1.1% (n=8)	1.2% (n=16)
70 ≥	0.2% (n=1)	0.3% (n=2)	0.2% (n=3)
Total	(n=586)	(n=708)	100% (N=1,294)

Similarly, Table 5 did *not*, at a glance, show any evidence of any significant relationship between respondents' age groups and their perceptions of CGTN, CNN, and NTAi as global news sources. Rather, Table 5 shows a near fifty-fifty split of each age group into positive and negative perceptions of CGTN, CNN, and NTAi as global news sources. For instance, the 13-19 age group polled 13.5% (n = 79) and 15.0% (n = 106) for positive and negative perceptions, while their

20-29 counterparts polled 53.1% (n = 311) and 47.6% (n = 337) for positive and negative perceptions respectively. Therefore, the study found no evidence that suggests any significant relationship between respondents' sex and age on the one hand, and on the other hand, and their perceptions of CGTN, CNN, and NTAi as global news sources.

Test of Research Hypotheses

Relationship between Age Group and Nigerian Viewers' Perception of Global News Providers

H_0: There is no significant relationship between age group and Nigerians' perception of CGTN, CNN, and NTAi as sources of global news.

H_1: There is a significant relationship between age group and Nigerians' perception of CGTN, CNN, and NTAi as sources of global news.

Level of significance

At $\alpha = 0.05$, i.e., 5% level of significance

Test statistic: Chi-square test

Decision rule: reject H_0 if P-value $\leq \alpha$, otherwise, the researchers have no sufficient evidence to reject H_0

Decision and conclusion: Since, P-value (0.068) > 0.05, the researchers hereby fail to reject H_0 at 5% significance level and conclude that there is no significant relationship between age group and Nigerians' perception of CGTN, CNN, and NTAi as sources of global news (Table 6).

Table 6. Test Statistics on Research Hypothesis 1

	Perceptions of CGTN, CNN, and NTAi as Global News Sources	Age Group
Chi-Square	11.502a	1615.912b
Df	1	6
Asymp. Sig.	.074	.068

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 647.0.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 184.9.

Relationship between Gender and Nigerian Viewers' Perception of Global News Providers

H_0: There is no significant relationship between gender and Nigerians' perception of CGTN, CNN, and NTAi as sources of global news.

H_1: There is a significant relationship between gender and Nigerians' perception of CGTN, CNN, and NTAi as sources of global news.

Level of significance

At $\alpha = 0.05$, i.e., 5% level of significance

Test statistic: Chi-square test

Decision rule: reject H_0 if P-value $\leq \alpha$, otherwise, the researchers have no sufficient evidence to reject H_0

Decision and conclusion: Since, P-value (0.055) > 0.05, the researchers hereby fail to reject H_0 at 5% significance level and conclude that there is no significant relationship between gender and Nigerians' perception of CGTN, CNN, and NTAi as sources of global news (Table 7).

Table 7. Test Statistics on Research Hypothesis 2

	Gender	Perceptions of CGTN, CNN, and NTAi as Global News Sources
Chi-Square	2023.836a	11.502b
Df	4	1
Asymp. Sig.	.055	.058

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 258.8.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 647.0.

Conclusions and Recommendations

Based on the findings, the study concludes that most Nigerians watched CNN, NTAi, and CGTN at least once daily and hold varying perceptions of the three international television broadcasters. This supports the assumptions of the media dependency theory as explained by Anaeto, Onabajo, and Osifeso (2008, p. 96), which suggests that there is a strong and mutual dependency relationship between media users and the media they consume. Specifically, Nigerian viewers rely on CNN, NTAi, and CGTN for information to satisfy specific needs and achieve certain goals. In terms of perception, the majority of respondents viewed CNN positively and NTAi negatively, while CGTN received the least positive and moderately negative perceptions. These results align with Katz et al. (1973, pp. 164–181) uses and gratifications theory**,** which implies that Nigerians primarily watch CNN to fulfil social integration needs, such as reinforcing credibility, building confidence, and maintaining social stability and status. However, the study found no significant evidence that factors such as cultural sympathy, sex, or age influenced Nigerian viewers' perceptions of CNN, CGTN, or NTAi as global news sources.

To catalyse improvements in programming towards viewers' satisfactory experiencing, the researchers recommend that policy makers and directors at the CNN should not rest on their laurels. Instead, they should improve on their programming to make their organization more readily acceptable to more viewers locally and globally. The powers that be at the CGTN could improve their programming towards amelioration of their 'least positive perception' rating in the minds of Nigerian viewers. Moreover, considering that it is unbecoming for a country's owned organisation to comparatively rank lowest in among that country's citizens, the authorities at NTAi could probe the reasons for Nigerians' negative perceptions of their own country's international television broadcaster, and thereby find the path

towards improvements. To researchers in other countries, especially those in China and the United States of America, these researchers recommend replication of this study among Chinese and American viewers of CGTN, CNN, and NTAi. By so doing, a more comprehensive picture of the interplay between cultural sympathies and perception of international television broadcast stations could emerge.

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Globalne vijesti i lokalni stavovi o međunarodnim televizijskim kućama: Procjena percepcije nigerijskih gledalaca o CGTN-u, CNN-u i NTAi-ju kao izvorima

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Ova studija je istraživala percepciju Kineske globalne televizijske mreže (CGTN), Kablovske novinske mreže (CNN) i Nigerijskog televizijskog autoriteta (NTAi) među 1.294 nasumično odabrana nigerijska gledaoca. Instrument istraživanja bio je Google obrazac sa 10 stavki. Rezultati su pokazali da je većina ispitanika gledala CGTN, CNN i NTAi najmanje jednom dnevno tokom studije. Međutim, pri testiranju hipoteza a = 0,05, rezultati nisu pokazali korelaciju između kulturne simpatije, pola i starosti u odnosu na percepciju gledalaca ova tri medija kao izvore globalnih vijesti. Studija stoga preporučuje mjere za poboljšanje programa, iskustva gledalaca i istraživačke baze podataka.

Ključne riječi: CGTN, CNN, NTAi, globalne vijesti, gledaoci