

**TITLE PAGE**

**IMPACT OF ANAMBRA BROADCASTING SERVICE TELEVISION  
(ABS) BUSINESS LINK PROGRAMME ON THE COMMERCIAL  
ACTIVITIES OF AWKA RESIDENTS**

**BY**

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MC/2010/447**

**A PROJECT PRESENTED IN PARTIAL FULFILMENT OF THE  
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**DEPARTMENT OF MASS COMMUNICATION  
FACULTY OF MANAGEMENT AND SOCIAL SCIENCES  
CARITAS UNIVERSITY, AMORJI-NIKE  
ENUGU STATE**

**AUGUST, 2014.**

## Certification

This is to certify that this project has been examined, approved and accepted for the Award of Bachelor of Science (B.Sc.) Degree in the Department of Mass Communication, Faculty of Management and Social Sciences, Caritas University, Enugu.

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## **Declaration**

I, **Nzekwe, Anthonia Chidum** with Registration Number **MC/2010/447** under the supervision of Dr. Ferdinand Obasi hereby declare that this research work was carried out by me and has not been submitted anywhere for the purpose of acquiring a Degree in Mass Communication

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Nzekwe, Anthonia Chidum.

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Date

## **Dedication**

This research work is dedicated Almighty God for His numerous blessings and love towards me. Also to my parents Late Sir Ben and Lady Roseline Nzekwe for their support that brought me this far.

## **Acknowledgments**

I sincerely appreciate God Almighty for His unlimited favour, grace, direction and the opportunity given to me to be able to carry out this project.

My sincere appreciation goes to wonderful supervisor, Dr. Ferdinand Obasi for the application of his profession skills and he made sure that this work is error free.

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My respect and most gratitude goes to my beloved parents Late Sir Ben and Lady Roseline Nzekwe who toiled and saw it as a challenge for my name to be written in the academic register, and for their financial support and parental care. Also to my beloved brothers and sisters, Anthony, Emmanuel, Kenechukwu, Okechukwu, Chiweokwu, Ifeoma, Ogochukwu, Nchedochukwu your names are written in gold.

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## Table of Contents

Title Page	i
Certification	ii
Declaration	iii
Dedication	iv
Acknowledgements	v
Table of Contents	vi
Abstract	viii
<b>CHAPTER ONE: INTRODUCTION</b>	
1.1 Background of the Study	1
1.2 Statement of Research Problem	6
1.3 Objectives of the Study	7
1.4. Significance of the Study	8
1.5. Research Question	8
1.6. Research Hypotheses	9
1.7. Operational Definition of Terms	9
1.8. Assumptions of the Study	10
1.9. Delimitations of the Study	11
<b>CHAPTER TWO: LITERATURE REVIEW</b>	
2.1 Sources of Literature	12
2.2 Review of Relevant Literature	12
2.2.1 Review of Concepts	12
2.2.2 History of Television and its Development (African/Nigerian Experience	13
2.2.3 History of Anambra Broadcasting Service Television	15
2.2.4 Awka: An Overview	17

2.2.5 Effect of Television on Commercial Traders of Awka.	19
2.2.6 Audience Media Perception	21
2.2.7 How ABS Television Business Link Programme Changes Attitudes and Opinions	25
2.3 Theoretical Framework	32
2.4 Summary of Literature Review	33

### **CHAPTER THREE: METHODOLOGY**

3.1. Research Design	36
3.2. Area of the Study.	36
3.3. Population of the Study	36
3.4. Research Sampling Technique and Sample Size	37
3.5. Instrument for Data Collection	37
3.6. Validity of the Instrument	38
3.7. Method of Data Collection	38
3.8. Method of Data Analysis	39

### **CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS**

4.1 Presentation and Analysis of Data	40
4.2 Test of Hypotheses	48
4.3. Discussion of Findings	52

### **CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS**

5.1 Summary	54
5.2 Conclusion	54
5.3 Recommendations	55
References	57
Appendix I	59
Appendix II	60

## **Abstract**

In the dawn of this millennium where communication technologies have taken new and intriguing dimensions, television programmes have taken communication even to a much fascinating plane. The television has made it possible to receive and send information to and from far flung places with the speed of lightening. This study which centres on the effects of ABS television business link programme on the commercial activities of Awka residents at Awka metropolis examined the negative and positive effects of the television programme on the commercial activities of Awka residents. Research methodology used in gathering data and information for the study is questionnaire, presentation of data analysis, testing of hypotheses along with result discussions. The findings revealed that there is a high level of success by the ABS television business link in impacting the desired change in Awka residents and that Awka residents expose themselves to ABS television business link. It recommended that the Government should ensure that ABS television reach those who outside the state so that they can also benefit from it.

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**JULY, 2014.**



# CHAPTER ONE

## INTRODUCTION

### 1.3 Background of the Study

Most people accept the idea the media can influence people but the degree of that influence as well as who is most impacted, how and why, have been the subject of great debate among communication scholars for nearly a century. Media effects refer to the many ways individuals and society maybe influenced by both news and entertainment. Mass media including film, television, radio, newspapers, books magazines, websites, games and music. Although in this study, the medium used is television.

Media effect has been studied by scholars in communication, psychology, sociology, political, science, anthropology, and education among other fields. Many early communication models designed to explain the process of message dissemination were simple-one-way and linear (Shannon and weaver, 1994), positioning the medium or message as the cause and the behavioural, emotional, or psychological response as the effect (Bryant and Thompson, 2002, pp. 4-5). Morden conceptualization, however, typically illustrate a two-way process that is more transactional or interactive in nature in which the message or the medium affects the recipient(s) , but the audience, in turn, influences and shapes the senders.

In the early part of the 20<sup>th</sup> century, concerns about political propaganda, manipulation by the elite and the rising popularity of the electronic media led to the so called ‘cultivation’ theory, which envisaged media message as strong drugs or potent weapon that could have powerful effect on helpless audience ( LA swell, 1991; Lippmann, 1992). However, while

these theories explained some behaviour, they did not account for the different responses individual may have to the same media source. In the 1950s and 60s, empirical research began to uncover the moderating power of predispositions and peer group, concluding that the media's impact was small often referred to as the 'limited effect theory' (Klapper, 1960; Lazars Feld Bergeson, 1998 and Gaudet, 1998). In the 1970s and 80s, prominent scholars begins to look more closely again at the media relationship to knowledge, opinion, attitudes and level of violence, concluding that media effect could be significant in some cases even if not all powerful.. Scholars also came to agree that some vulnerable groups such as children may be more heavily influenced by media than others (Bryant and Thompson, 2002; Mc Combs and Shaws 1994; Mc Luhan, 2000).

The above leads to the medium of communication (ABS television) that will be used to influence the behaviour of Awka residents.

The word television (TV) is derived from mixed Latin and Greek roots meaning 'far sight'. Greek tele, far and Latin Visio, sight. From video, (vis-to-see, or to view in the first person). It is widely used telecommunication used for transmitting and receiving moving images, either monochromatic (black and white) or colour. Usually accompanied by sound. Television has been regarded as a spontaneous, most effective media that can be used to disseminate information with a lasting impression on the minds of the audience. Television has made tremendous effort in broadcasting to the Awka residents because of its audio/video ability which is appealing to the viewer.

Awka is a city in Anambra state Nigeria with so many commercial trades. Some of these trades are ignorant of the best method of rendering services to the public. In Nigeria especially in Awka, most ignorant men and women are unaware of the kind of implication

of the kind of business they engage themselves in, that is why the television from the broadcast media was established to put such people in the right path.

With the creation of Anambra and Imo state in 1967, Anambra broadcasting service was born. The federal government acquired the television area of the station in 1977, re-baptised it Anambra broadcasting corporation (ABC). The radio wing was left behind, in 1982, ABC radio 2 Onitsha was born.

Gov. Jim Nwobodo in 1981, established another television station. In 1985, the radio merged with the television with appellation, ABS radio/ TV Enugu. In 1991, ABS could boast of ABS radio 1 Enugu, ABS radio 2 Onitsha, ABS radio 3 FM Enugu, ABS TV channel 5-0 Enugu and ABS channel 2-7 Onitsha.

With the creation of the new Anambra/Enugu states in 1991, and the subsequent disengagement of the staff on March 16, 1992, the Anambra broadcasting service (RITV) Awka.

After the state creation, the first movement was to Onitsha-4 park road- the location of our AM station. From Onitsha, the headquarters moved to St. Paul's university college Awka, in January, 1993. The movement continued to party house, Okpuno in January 1994. However, Anambra broadcasting service (ABS) moved to its permanent site on the Enugu/Onitsha expressway in Awka in January, 2002.

There are three other operational areas:

- The broadcasting house at 4 park road, Onitsha.
- The television station at Awada.
- The booster station at Enugwu-Ukwu.

Anambra broadcasting service transmits on the following frequencies;

Television- ABS TV channel 27 Onitsha, ABS TV channel 24 Awka.

With two television and two radio stations, both at Onitsha and Awka, ABS can boast of wide coverage reaching out to neighbouring states e.g. Delta, Edo, Enugu, and Imo and beyond.

Even with Anambra broadcasting service (ABS) it is not certain the kind of impact it has on these commercial traders. For instance, Janis and Hovland (1959) discussed various factors associated with 'persuasive' and suggested that 'persuasive' effects might depend, amongst other things, on the prestige of the source, or on the significance of the message for the receiver, or on the attitude of the receiver to the source.

Also Kelman (1961) comes closer to this in his analysis of social influence, suggesting that three main processes might be involved in opinion change. One of these 'compliance' refers to the acceptance of influence in the expectation of some reward or to avoid punishment 'identification', occurs when an individual wishes to be more like the source and hence imitates or adopt behaviour accordingly. A third 'internalization', is intended to describe influence guided by the receiver's own pre-existing needs and values.

The television could affect these traders positively or negatively. Therefore, for positive result, it is the job of the media houses to give well programmed and packaged information to the audience (commercial consumers and the consumer at large). These commercial activities of Awka residents are their major means of survival. So the commercial developmental programmes should be well broadcasted so that it will foster the spirit of hard work and high productivity with the view of arising creativity and inquisitiveness in the people.

Many researcher adopt functional approach to the study of communication process from the perception of the receiver rather than the sender (Wimmer and Dominick, 2003; 407). These researchers base their investigation on the ‘users and gratification’. Theory of media effect which posits that audience do not take media messages for granted (Tsao and Sibley, 2004: 788-87) but is at least.

As active as the sender (Fiske, 1990: 151). Fiske Firther argues that the message is what the audience make of it and not what the sender intends.

For a successful programme, ‘programming’ is needed. Programming and determine where to broadcast such material. Programming means determining the kind of programme to make, the belt or slot in which to bring them out, the target audience, the ratio or mix of other programme types in relations to the ones produced, the general objectives of each programme type.

In packaging a potent programme, the producer should endeavour to focus more on how the service of the broadcast media are of benefit to the audience rather than concentrating on the product features.

Media houses in Awka like Anambra broadcasting service (ABS) has its functions steamed from the understanding that it is the source from which the Awka residents choose what commercial trades suit them best and method of doing the business.

Nevertheless, there is no denying the fact that the effect of the television has on the Awka resident is powerful but sometime ineffective because of the location of some of the commercial traders. A recent study conducted show that some commercial traders especially in the rural areas do not have television sets to watch ‘ABS business television

link programme 'while other prefer to get ideas for their trade themselves without the help of information from television.

The adoption of the 'modus operandi' (mode of operation) by the three commercial traders can be seen in the method they use in approaching their business. One great difficulty for researcher is how to measure media effect. Television consumption may affect a person's thought, emotions or behaviour in ways could be direct or indirect, immediate or delayed, fleeting or lasting. It is impossible for scientist to control for all the mediating factors from levels of television consumption to demographics such as age, race, and socio-economic status, to harder to measure variables like environment, upbringing, values and previous experiences.

It is envisage that at the end of this study the outcome in formulating and packaging of television programmes for commercial traders, business men and women etc. it will give them the knowledge on the effect of ABS television business link programme on their commercial activities. All above, the study will increase existing and good talk shows on how to develop the commercial activity of Awka residents.

#### **1.4 Statement of Research Problem**

There has been a concerted effort by the Anambra Broadcasting service (ABS) to create a positive impact on the Awka residents concerning their commercial activities for instance, the Awka television station, 'Anambra Broadcasting Service' has used so many method to increase the growth of the commercial activities of Awka residents. These Awka residents include the sellers and the consumers of the goods and services. This medium communication (television) helps these people positively by giving them the right feel about a business or commercial activity of Awka.

Broadcasting programming is a problem in a broadcasting media i.e. Television. According to Olugboji (1997), little attention is paid to producing cultural relevant local programmes that could contribute meaningfully to the development of the society. The television station strives to give broadcasting to Awka residents on what suits them best in terms of the commercial activities.

In view of the effectiveness of television programmes in bringing knowledge and changes to Awka residents, it became evident to discuss its short comings which is to say that in spite of all the efforts made by the television station, it is not known for certain if this medium of communication is making an impact on people's lives positively.

Since research is systematic search for knowledge the primary aim of this study is to find solution to the envisaged problem of Awka traders. This is because proper identification to a problem directs the study.

### **1.5 Objectives of the Study**

Needless stressing that everything we do is aimed at achieving some objectives. It is very true and applicable in this study.

In order to achieve the goals, the Awka residents should be well informed and motivated Anambra Broadcasting service (ABS) should primarily be:

1. To investigate the extent or level of successes business link programme have impacted on the commercial traders in Awka metropolis.
2. To monitor trends and development in production process with a view to arousing creativity and inquisitiveness in the people of Awka or the Awka residents.
3. To review business link programme impact on Awka residents including the traders and consumer i.e. the positive and negative effect on the people.

4. To know the capacity at which business link programmes affects the Awka residents, whether it attracts large audience or influence opinion and behaviour.
5. To foster the spirit of hard work and high productivity with the view of raising the quality of the life of the people.

## **1.6 Significance of the Study**

In this study, it is imperative to know the significance.

The Awka commercial traders and consumer will benefit immensely from the research study in terms of gaining knowledge on how best to run their business and make gain.

The research study will be an added information material for other electronic media researchers. The research study will also make room for developmental programmes and can create employment to the general public because they have been enlightened.

It will make for increase in quality of programme production on how to develop ones occupation.

## **1.7 Research Questions**

1. To what level of success does Anambra Broadcasting Service television business link programme impact the desired change in Awka resident/ traders?
2. Do Awka residents expose themselves to Anambra Broadcasting Service television business link programme?
3. How do Awka commercial traders react to the Anambra Broadcasting Services developmental programmes?
4. How does Anambra Broadcasting Service television business link programme influence Awka residents commercially?

## **1.8 Research Hypotheses**

H<sub>0</sub>: There is low level of success by the ABS television business link programme in impacting the desired change in Awka residents/traders.

H<sub>1</sub>: There is high level of success by the ABS television business link programme in impacting the desired change in Awka resident/traders.

H<sub>0</sub>: The Awka residents do not expose themselves to ABS television business link programmes.

H<sub>2</sub>: The Awka residents expose themselves to ABS television business link programmes.

H<sub>0</sub>: The Awka commercial traders react negatively to ABS television business link programme.

H<sub>3</sub>: The Awka commercial traders react positively to ABS television business link programme.

H<sub>0</sub>: The less influence the ABS television business link programme has on Awka resident commercially.

H<sub>4</sub>: The more influence the ABS television business link has Awka resident commercially.

## **1.9 Operational Definition of Terms.**

1. **Impact:** the impact of this study refers to any of the consequences of ABS television business link programme operation whether intended or not and its effectiveness in term of its capacity to achieve given objectives, whether this be attracting large audience or influencing opinions and behaviour or influencing opinions and behaviour.

2. **Abs Television:** in this study the ABS television which is a station owned by Anambra state government is a major contributor to direct change of individual opinion, attributes or behaviour or to be a direct cause of crime aggression or other disapproved social phenomena.
3. **Commercial Activities:** in this study, the commercial activity of Awka resident involves their means of livelihood. The kind of trade they do and are known for.
4. **Business Link Programme:** in this study, business link programme is a thirty minute programme that is aired on ABS television. It tries to promote small and medium scale business by going to their business places to interview them and then let the city know about their business.
5. **Awka Residents:** these Awka residents are to be studied in this research work. There are over a million people within Awka metropolis.

#### **1.10 Assumptions of the Study**

In assuming the study, the likely are assumed and the action to take or how to go about such problem is assumed.

1. The television has been assumed to be the best medium to affect or influence the Awka residents. It is seen as the best that can be used to foster the spirit of hard work and productivity with the view of raising the quality of the people in terms of their commercial activities.
2. It has been assumed that effectiveness of business link programme depends on the presentation of business link i.e. if the programme is well packaged, if the times of the programme tallies with the time commercial traders are at home and if the presentation is perfect.

3. It is also assumed that the impact of business link programme on the commercial activities of Awka residents is positive but has its short comings too. These positive impact and shortcoming are studied to get the kind of effects that can influence the Awka residents.

### **1.11 Delimitations of the Study**

The scope of this study boards on the impact of ABS television business link programme on the commercial activities of Awka residents. It borders on the reaction of the residents to the programme.

This study due to financial constraints did not attempt going beyond Awka for its findings. In essence, this study covers only Awka residents. No consideration was given to other parts of Anambra states. There are some materials which one could not lay hands on during the research due to lack of time.

These factors were constraints to researcher which affected or influenced the researchers finding and recommendations in some way.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Sources of Literature**

My source comes from relevant books, journals, and periodical, reports, internet, abstracts that relate and are relevant to the study ‘effect of ABS television on the commercial activity of Awka residents’.

#### **2.2 Review of Relevant Literature**

Here, the review of literature demands intellectual disposition with well-articulated sense of direction by the researcher toward the study. It entails reference to earlier writers and relevant materials to the research problem or topic.

##### **2.2.1 Review of Concepts**

According to (Ogbuoshi, 2005), ‘ television is an electronic system that is used to convert moving images and sound into electronic signal, which are then transmitted by radio waves or cables to a distance that convey the signal back to images and sound’. He also defined television as ‘a system for transmitting moving pictures of a scene over long distances by radio and reproduced on receiving instruments. When news or any speech is made, the person reading or making the speech can be seen vividly over the television screen. A television camera changes the areas of light and shade in a picture into electric currents of different strengths. The currents are transmitted by the radio and they are picked up by a receiver.

The receiver changes them back into the areas of light shade, which appears as a picture on the screen of television set. The television has the ability to communicate simultaneously

through sounds and pictures. It shows immediately realities of what is happening at the time and it makes it the darling of house hold members and hastens the learning process if effectively used. (Michael, 2009), defines television as a system of sending and receiving pictures and sounds by means of electronic signals transmitted through wires and optical fibres or by electromagnetic radiation.

### **2.2.2 History of Television and its Development (African/Nigerian Experience)**

Television came into existence in the 1920s although its beginning was discernible in the 19<sup>th</sup> century. Amafili (1993: 18) television developed from a combination of the ideas of film theatre and radio.

In Nigeria, TV began through regional initiative, unlike radio which started in the country through initiative of the federal government. This was so because as Okenwa (1993: 5) has explained the politics of Nigeria just before the independence placed more emphasis on developing the region than the centre.

Television became the innovation that was to enhance the pace of regional development.

Nigeria started using the phase television broadcasting in 1939, when its western region then adopted television broadcasting. This was one hundred years after the first print media appeared in the soil of what is now known as Nigeria. Television is a sound and sight medium of communication. It transmit sound and pictures from a given broadcasting studio to millions of homes everyday by means of electromagnetic radiation using technique of radio.

Just like the history of radio in Nigeria, television has a political under tone. The McPherson constitution of 1951 contained some flaws. One of those notable flaws was absence of responsible government at the centre e.g., the ministers were not given

portfolios and neither was the leader of government business. Again, the existence of regional ethnic politics weakened the central legislature, e.g. the representation at the centre was to their region.

Moreover the constitution still provided for an all-powerful governor, with veto power and power to legislate on any matter in the country. All these abnormalities attracted the attention of other national leader who rose up in unison to condemn the provision of the constitution. Outstanding among the politician was Chief Obafemi Awolowo (1951) who describe the constitution as ‘ram shackled and a retrogressive movement to an in depend nation’. The British governor went to NBS to make a broadcast in defence of the constitution.

During the broadcast, he accused Chief Obafemi Awolowo as being unfaithful. Awolowo the demand equal opportunity from the NBS to offer a rebuttal of what the governor general said but was denied the request. This led to agitation, not only for the incorporation of the NBS as public property but also for eventual establishment of separate individual regional broadcasting system independent of the federal government control. A member of the Action Group in the parliament moved the motion to make the NBS a statutory corporation.

As a way of venting his own spleen on the colonial admiration, the leader of the Action Group and premier of the western region. Chief Obafemi Awolowo set up his own broadcasting system in 1959. Thus, on October 31<sup>st</sup> 1959, the first television station, not only in Nigeria but also in centre continent of Africa started in Ibadan. It was commissioned in a radio vision, by the Western Region government ostensibly for easy administrative coordination. At first in 1959, the Nigerian Broadcasting Service (NBS) was

in view of a constitutional change, upgraded to a corporation by the western government. The constitution had by this time permitted regional government to set up their own broadcasting services.

In swinging into action, the western region went into partnership with a foreign based firm called overseas Red Infusion Limited. This was preceded in 1959 by a specially designed corporate name of a Western Nigerian Government Broadcasting Corporation(WNBC) which it gave to the up starting radio station. This forging firm, in 1959, therefore assisted government in taking a step further to establish a television station. Hitherto, it has been radio broadcast all through. Red infusion ltd, in conjunction with the regional government, then set up the western Nigeria radio vision service, ltd, to facilitate the commencement of television broadcasting.

The term radio-vision, as used here, implied that what has always been concerned with radio service alone would now beam television service. This idea was by no means revolutionary, first to the government that brought the idea and secondly for the people whose exposure to modern intervention was merely by the grace of a regional government loaded with strong vision. At this period, the idea of a radio, much a television service was a mere tale from the moon lights to the other two regions in Nigeria namely the northern and the eastern region. Infact, what later became NTA Ibadan was the first television station in Africa.

### **2.2.3 History of Anambra Broadcasting Service Television**

With the creation of Anambra and Imo state in 1967, Anambra broadcasting service was born. The federal government acquired the television area of the station in 1977, re-

baptised it Anambra broadcasting corporation (ABC). The radio wing was left behind, in 1982; ABC radio 2 Onitsha was born.

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#### **2.2.4 Awka: An Overview**

According to Redmond, (2008), Awka (Igbo: Oka) is the capital of Anambra state, Nigeria with an estimated population of 301,657 as of 2006 Nigerian census. The city is located about 400 miles east of Lagos in the centre of the densely populated Igbo heartland in south-eastern Nigeria.

The west east federal highway links Lagos, Benin city, Asaba, Onitsha, and Enugu to Awka and several local roads link it to other important town such as Ekwlobia, Agulu, Enugwu-Ukwu, Abagana and Nnewi.

Strategically, Awka is located midway between two major cities in Northern Igbo land, Onitsha and Enugu which has informed its choice as an administrative centre for the colonial authorities and today as based for the Anambra state government.

Awka has a certain kind of aura about it because it was the place of the blacksmiths the created implements which made agriculture possible..... Achebe (2002).

Awka is one of oldest settlement in Igbo land established at the centre of the Nri civilization which produced the earliest documented bronze works in sub-Saharan Africa around 800AD and was the cradle of Igbo civilization.

The earliest settlers in Awkawere the Ifiteana people which translates into people who sprouted from the earth. They were farmer, hunters and skilled iron workers who lived on the bank of the Ogwugwu stream in what is now known as the Nkwella ward of Awka.

Overtime, the town became famous for metal working of a high level and its blacksmiths were praised throughout the region for making farming implements, Dane guns and ceremonial items such as Oji ( staff of mystical power) and Ngwuagilija( staff of ozo men).

Vincent (2004), the economy of Awka city revolves primarily around government since many state and federal institutions are located there. Awka hosts the states government lodge, state assemble and state ministries for health, education, lands and water.

The Anambra Broadcasting Service (ABS) a television and radio station is located in the city centre. A number of federal institutions including the central bank of Nigeria (which has a currency centre in Awka), the NTA Awka media station and branches of the feral Inland Revenue service, federal road safety commission, Nigeria immigration service and corporate affairs commission are also present in the city.

Awka like most Nigeria cities is defined by large rudimentary open-air-markets where everything from basic food produced to clothes, cosmetics, and household item are sold.

The largest market in the town is Eke Awka named after one of the four market days in Igbo land. Located on a former community burial ground in the centre of the city. Chinedu (2010), Eke Awka has grown from a small market serving the needs of residents to functioning as the main retail core of the city and neighbouring towns.

Awka is known for agricultural as there on food crop that is not produced in Awka.

### **2.2.5 Effect of Television on Commercial Traders of Awka.**

The television is highly diverse in content and informs of organisation and include wide range of activities which could have effect on society.

This could be seen in the view of these scholars. According to Bryant and Thompson, 2002: 4-5, say that position the medium or message as the behavioural, emotional or psychological response to the effect.

Media effect are used in media studies, psychology, communication theory and sociology to refer to the theories about the way in which mass media affects how their audience think and behave.

Connecting the world to individuals and reproducing the self-image of society, critiques in the early-to-mid-twenties century suggested the media weaken or delimit the individual's capacity to act autonomously sometimes being ascribed as influence reminiscent of the telescreen of the dystopia novel 1984.

Current theories present a more complex interaction between the media and the society. The media generates information as a network the publish the information using articles, videos and photo to a group of consumers, in turn influencing individuals interpretation of the information provided while potentially influencing unrelated cultural and personal beliefs as per the propaganda model. Mass media content created for news worthy events and those stories that are not told have consequences on the consumer and therefore the culture supposedly being influenced.

The television has a strong social and cultural impact upon society. This is predicated upon their ability to reach to reach a wide audience with a strong and influential message.

Marshall McLuhan (1985) uses the phrase 'the medium is the message' as a means of explaining how the distribution of a message can often be more important than the content of the message itself.

Television broadcasting has a large amount of over the content society watches and the time in which it is viewed. This is a distinguishing feature of traditional mass media which news media has challenged by altering the participation habits of the public. The internet creates space for more diverse political opinion, social and cultural viewpoints and a heightened level of consumer participation. They have been suggesting that allowing consumers to produce information through the internet will lead to an overload of information.

Direct effects from the television involving disapproved behaviours are rare or likely to occur only where there is a strong disposition in that direction amongst a small minority, a small minority of the already disturbed.

If we follow a similar line of analysis for other institutions, it is not difficult to appreciate that we can arrive at one or more several ways in which the Awka commercial residents can be influenced by the path of development of media institutions. If the content of what we know, our way of doing things and spending time and the organisation of central activities for the society are in part dependent on the television, the fact of interdependence is evident. Again, the problem is to prove connection and quantify the links of the television to the commercial activities of Awka residents.

The 'facts' are so scarce, open to dispute and often puny in stature that the question is often answered by reference to alternative theories. For some the answer may still be provided by a theory of mass society of the kind advanced by Mills (1956) or Hauser (1959). Such a

theory suggests that mass media encourages and make variable rootles alienated form of social organisation in which we are increasing within the control of powerful and distant institutions. For others, a Marxist account of the mass media as a powerful ideological weapon for holding mass of people in voluntary submission to capitalism (Marcuse, 1984; Miliband, 1969) provides the answer to the most important effect of the rise of mass media. A complex answer is offered by Carey (1969), in his suggestion that the mass media era both a force for integration and for dispersion and individualism in society.

Gerdner (1967) see the key to effects of mass media in their capacity to take the 'cultivation' of images, ideas and consciousness in an industrial society. He refers to the main process of the medium (television) as that of publication in then literal sense of making public the revolutionary significance of modern mass communication is the ability to form historical new bases for collective through and action quickly.

### **2.2.6 Audience Media Perception**

To understand media effect, it is critical to consider how media are used and for what purposes. Communication scholars have traditionally fallen into two camps-functionalists who believe that media audience tends to be in control and active and critical/centralists who believe that audience has less control and is therefore more passive. The balance may lie somewhere in the middle and may vary from country to country.

Blumler and Kats, (1974), states that rather than concerning itself with what the media does to the people, uses and gratification theory looks at what people do with media (its functions) positing that individuals actively choose the media they use and so with special goal in mind.

According to the uses and gratification theory, the Awka residents especially the commercial residents watch developmental programmes using television. These commercial traders have specific goal in mind which cause the watching of these programmes. Some of the reasons why they watch these developmental programmes on television are;

- i. To maximise profit.
- ii. To give better service to the consumer.
- iii. To know the best method to use to run ones business.

This is why McQuail (2005) say that, 'these goal or gratification may be different for different people and can include entertainment, information, relief of boredom or escapism, introspection or insight, finding of belief or value, serving as a basic for conversation and social interaction, helping to either identify with others or to avoid interaction with them and so on. Function list emphasizes the audience conditions and choice.

While discussion of television effects often centres on dramatic issues such as commerce, violence or propaganda. Scholars have identified a number of more subtle potential effect: Priming: television messages may stimulate recall of stored ideas, knowledge, opinion or experiences associated in some small way with the message content. For example, a business link episode on how to plant and take care of them might trigger thought in some Awka farmers on other methods or new of growing crops or might remind non-commercial traders to put yams, rice and beans on their grocery list. (Fiske and Taylor, 1991).

Agenda setting: the television may not affect what people think but may affect what they think about through the choice of which topic to cover and what to emphasize on. Control of is often referred to as 'gate keeping' and is based not only on television professional

perception of what is important but also on time and space limitation (Cohen, 1963; Lippmann, 1922).

According to the agenda setting theory, programmes are carefully chosen, stories that are to be told in the commercial developmental programmes are carefully chosen in order not to give the wrong message to the Awka residents or give the message in such a way the Awka resident will misconstrue and either ignore the message or end up doing the wrong things

**Framing:** frames are the particular treatment or ‘spin’ an individual or organisation gives to a message (Gitlin, 1980). While agenda setting is choosing which stories to tell, framing is choosing how to tell them. Frames may ‘promote a particular problem definition, casual interpretation, moral evaluation, and/or treatment recommendation’. (Entman, 1993).

**Cultivation:** overtime, heavy viewers of television may come to believe that the real world is similar to the television world, heavy exposure to the media cultivates this believe (Gerbner, Gross, Signorelli, and Morgan, 1980). For example, based on the proportion among television characters, a heavy user of television might estimate that more than one in ten male hold jobs in law enforcement, when in reality only one in hundred do (Dominick, 2005). Researchers have been particularly concerned with cultivations impact on racial, ethnic and gender stereotypes as well as attitude about violence.

Relating cultivation to the study ( the effect of ABS television business link on the commercial activity of Awka resident, some of these commercial traders who watch the developmental programmes heavily come to believe that every method used in a business, every profit made in business and every business is as a result of what one sees on television.

A commercial trader who views the television heavily might estimate that more than half of the Awka commercial traders make a lot of money in their business while in reality only a few do. They think so because the developmental programmes they watch are put in such a way that the viewer begins to believe that since the programme say 'if you do your business in this or that way, you will succeed' then majority of all Awka commercial traders are successful and make huge profit.

Related to cultivation, there are several other important terms in the media effect vocabulary.

Mainstreaming- heavy television viewers may lose the attitude, belief or customs of their culture in favour of those they see repetitively on television (Bryant and Thompson, 2002).

Disinhibitory effect- the television ability to desensitise people to socially unacceptable behaviour, making it either acceptable or desirable. The disinhibitory effect may enable people to rationalize or justify actions that conflict with their internal code of conduct or morality (Bryant and Thompson, 2002).

Early researched on this exposed pre-schoolers to a film in which adults took out their aggression on an inflatable punching bag clown. Children who saw the film later imitated it and also engaged in other violent behaviour not seen on the film. (Bandura and Ross 1963).

It is sometimes evident that Awka commercial residents decide to try out some idea from the ABS television business link programme. When these ideas from the television yield good result, they then stick to such methods. They use such methods and other idea that were not seen in the programme.

When unsuccessful, Awka commercial traders try out ideas from ABS television business link programmes and if it still does not yield good result they begin to believe that the world is a harsh and unsuccessful place. They also believe so because they have tried so many methods from the television programmes on how to maximize profit and develop their business and it yields bad result all the time. This view can be related to mean world syndrome which states that; media consumers may become so overwhelmed by negative portrayal of crime and violence that they may begin either cynically or despondently to believe the real world is a mean and harsh place (Gerbner, Gross, Jackson-Beeck, Jeffries-Fox, and Signorelli, 1978, Wilkinson and Fletcher, 1995).

### **2.2.7 How ABS Television Business Link Programme Changes Attitudes and Opinions**

Persuasion is one of the effects usually sought on purpose by the media and lies at the heart of advertising and public information campaign.

Persuasion, changing someone's opinion or convincing someone to perform an action such as purchasing a product, comply with an idea. While many social psychologist study social influences on behaviour, other focus on the changing of attitude. Attitude are relatively enduring belief or opinion that predispose people to respond in a positive, negative, or ambivalent to a person, object or idea. In particular, social scientist study hoe people are led to change their attitudes- the process as persuasion.

In this study, ABS television business link programme has a direct interest in knowing how to effectively persuade the Awka commercial trader or residents. It is neither good nor bad. Whether it is seen as beneficial or harmful to these resident depends on whether the message passed on them is approved by them.

Several models have been developed to explain the process (Petty and Cacioppo, 1996): cognitive response theory argues that in order to experience attitude change a person receiving a persuasive message must think about the message and their thoughts about it are more important than the message itself.

The elaboration likelihood model further explains that this thinking or cognitive processing can either happen centrally and consciously or peripherally and subconsciously. Central processing of the message takes far more effort for the recipient and has been to have longer lasting effects while peripheral processing requires little effort and may have more fleeting result. Being persuaded by a political issue covered in the news would likely require more central processing than viewing a soft drink advert that persuades viewers by showing happy people drinking the product.

Factor that increase the likelihood of central processing include personal relevance, likeability, credibility or attractiveness of the source, the number of argument used and the number of people who seem to agree with them. Even the simple use of the word 'you' rather than the third person can have a significant impact on the persuasiveness of a message by making it seem more relevant (Burnkrant and Unnava, 1989).

ABS television business link programme is always processed centrally in order to create longer lasting effects and impression on these residents.

Persuading people to adopt a new idea or technology typically follows a predictable pattern. According to the 'diffusion of innovation theory', people fall in one of five groups: innovators, early adapters, early majority, late majority and the laggards. Often the media first spread the word about a new idea but ever widening interpersonal networks persuades individuals to make the change. Overtime, family, friend's, social leaders, peer groups and

the community adopt the innovation. If it is something the individual feels comfortable in doing, refer to it as self-efficacy-that does not conflict with the individuals deeply held values they join one of the adoption group, finally the adoption of innovations reaches a critical, mass. (Rogers, 2003 [1962]).

Some factors associated with effective mass media programmes include (Bryant and Thompson, 2002):

- a. Reasonable goal the developmental programmes.
- b. Understanding the audience habit, attitude and other characteristics.
- c. Selecting the correct media for the audience and the issue (for example using the broadcast media for the target audience with illiteracy rates).
- d. Emphasizing the benefit of the behaviour change.
- e. Modelling the desired behaviour.
- f. Increasing the audience's self-efficacy through education.
- g. Continual research, evaluation and modification before and during the campaign, if necessary.

These Awka residents react according to the way message presents itself. Before the production of any ABS television business link programme in Awka, a set of well-defined and clearly cut objectives are made because it determines the tone of their production.

Ogbuoshi, (2005), collectively, the objectives are the structure for a proper viability evaluation of the production and in the final analysis they constitute the peg upon which the ultimate decision to produce (or not to produce) hangs. Television productions are easy to criticise but very complex to produce. To go through the intricate process only to

discover that the production objectives not met at all or partially met could indeed be very frustrating and financially killing.

The producers of business link programme considers what they want to produce, they consider likely gains of production. They also consider what really is to be produced to achieve their set goals. Production according to them is solely for business promotion. They also ask 'why produce at all?' research has shown that some producers differentiate between a profit-driven production from one dedicated producing organisations, cause, event, products and image.

After they consider the 'what and the why', they then consider the when of the production. The producers decide on how best to produce the programme.

When the producers the 'when', they focus on where. It is quite obvious to the production crew including the producer that the two factors guiding the producer are the production aesthetics (to enhance market production value) and cost (the cheaper the better).

With a social service like the commercial activity of Awka residents the consideration differs. It could either be related to the budget or where money is not the problem, the most effective way of getting the message across.

With then production viability evaluation instituted, location already pencilled, or even agreed for the production can be discarded owing to either budget constraint, market (costs absorption capacity). Marketing plans are production enhancement.

A problem usually arises between the overall location impact on the production and viability evaluation of the production. The solution however is to allow for creativity which is why the producer begins to ask 'what to be produced'

The 'what' here refers to the form and style of the production, feature films or persuasive programmes that can develop the commercial activities of Awka residents. They consider the language factor, last list and duration of that programme. The question provides answers which serves as the vehicle towards the attainment of the set objectives.

After this, the how is thought about. Essentially, 'how' moderates and settles a conflict that usually arises from the creative inclination of the director and the overall viability projection of the production as establish with both producer and director reconcile fanciful ideas with market realities.

According to (Ogbuoshi, 2005), because of the various questions to be answered before an accurate production could be made, market research plays an important role viability evaluation. It must be known:

- What needs the available product in the market currently satisfied?
- The needs which the currently available product in the market are either partially or wholly not satisfying.
- Segmentation of the market according to buyer likes dislike, age, and income and sex bracket.

Effect of price on what is sold and bought.

While viability evaluation may not totally derail a production, it could delay it or modify it to tune with established market facts.

Once a producer has decided on the general programme idea, he can ask other production people to help with freahing out the details. The effect-to-cause model then starts.

This means that as a producer, you should know exactly what you want to achieve, what you want your target audience to achieve, what you want target audience to learn, do and

feel before deciding on the specific requirements that would lead to such effect. The more actual process message (viewer effect) matches the defined one, the more successful the communication.

The advantage of this model is that the precise definition of the process message will help content and production people work as a team and facilitate selecting the necessary production personnel and equipment.

By first carefully defining the desired effect on the audience, one can decide quite easily on the specific people one needs to do the job (content expert, writer, director, and crew) and on the necessary equipment (studio or field, cameras, types of music and so forth).

According to (J C Dominick; P35), sometimes the television consciously tries to still values and behaviour in the audience. For instance, television writers voluntarily agree to portray alcohol usage more responsibly in their programmes and to include references to designated drivers whenever possible. The next time you watch business link, see if you can find anyone smoking a cigarette. The health concerns regarding smoking have prompted to virtually disappear from ABS television.

Kurt King and Gladys Engelland, (1980), the mass media force attention to certain issues. They build up public image of political figures. They are constantly presenting objects suggesting what individuals in the mass should think about, know about and have feelings about.

Our question about the effect of ABS television business link programme concerns generally how the programme brings the desired effects.

The effect of television on the individual is not only indirect, they may have happened long ago, certainly in the past. The difficulty of investigating such a process need hardly be

emphasized but our direction is at least directed to the content of the television and its consistency or otherwise overtime and across different media sources.

According to DE fleur (1970), he outlines five types of theories or models of the effects process which have been developed successively as knowledge has advance.

First there is the model of simple conditioning, stimulus-response, and a model which fits with the early views about the power of the media as direct and dependent on the source rather than the recipient. An early refinement was the 'individual differences of theory' of mass communication which sought to take account of the diversity of the audience, acknowledging that the media message contains 'particular stimulus attribute that have differential interactions with personality characteristics of member of the audience'. In brief, different people are likely to respond differently to what must be complex stimuli.

The third phase of the thinking is referred to as 'social categories theory' since it takes account of the fact that the audience is satisfied according to such variable of social position as life cycle, occupation or class, region, sex and so on.

A fourth refinement of theory builds in the findings of social group and personal influence studies of the 1940s and 1950s (e.g. Kats and Lazars Feld, 1965) and is labelled a social relationships theory. The basic thought is that inter-relationships between people as well as their individual attributes have to be taken into account, perhaps even more so: 'informal relationships play a significant role in modifying the manner in which a given individual will act upon a message which comes to his attention via the mass media.

Finally, De fleur described the cultural norms theory which 'postulates that the mass media through selective presentation and the emphasis of certain themes create impression among

their audiences that common cultural norms concerning the emphasized topics are structured and defined in some specific ways’.

Since the behaviour of these Awka residents is usually guided by cultural norms or the actor impression of what the norms are with the respect to given topic or developmental topic or situation, the media would then serve indirectly to influence conduct.

(Cooper and Johoda, 1947, Belson, 1967) say that ‘it is important that the audience understand or perceives the message as intended by its originator and does not selectively distort it.

Relating the Cooper, Johoda and Belson statement to the study ‘the effect of ABS television business link on the commercial activities of Awka residents, the time and money invested to produce a good programme for the resident does not matter or count. What matters is the reaction to the message they get from such programmes. Is it a positive reaction or they end up not understanding the programme? It will be better for these residents to accept and react positively to the ABS television business link programme than switch off his/her television or change the channel believing that such television programme have nothing to offer.

### **2.3 Theoretical Framework**

The main aim of this research is basically to lay bare the positive and negative effect of ABS television ‘Business Link Programme’ on the commercial activities of Awka resident. In essence, the researcher is trying to bring out or portray the kind of effect or impact the television programme created on the Awka commercial residents.

Therefore the research is based on the ‘uses and gratification theory’ of the mass media.

**Uses and gratifications theory (UGT)** is an approach to understanding why and how people actively seek out specific media to satisfy specific needs. UGT is an audience-centred approach to understanding mass communication. Diverging from other media effect theories that question "what does media do to people?" UGT focuses on "what do people do with media?"

This communication theory is positivistic in its approach, based in the socio-psychological communication tradition, and focuses on communication at the mass media scale. The driving question of UGT is: Why do people use media and what do they use them for? UGT discusses how users deliberately choose media that will satisfy given needs and allow one to enhance knowledge, relaxation, social interactions/companionship, diversion, or escape.

It assumes that audience members are not passive consumers of media. Rather, the audience has power over their media consumption and assumes an active role in interpreting and integrating media into their own lives. Unlike other theoretical perspectives, UGT holds that audiences are responsible for choosing media to meet their desires and needs to achieve gratification. This theory would then imply that the media compete against other information sources for viewers' gratification.

UGT has a heuristic value today because it gives communication scholars a "perspective through which a number of ideas and theories about media choice, consumption, and even impact can be viewed."

## **2.4 Summary of Literature Review**

This entails the shorten version of the reviewed literature. It covers only the main points of the literature.

From was the early 1920s through the early 1980s, broadcasting was the only effective means of delivering television programmes to the general public i.e. the Awka commercial residents/traders. The television is a widely used telecommunication used for transmitting and receiving moving images either monochromatic or colour usually accompanied by sounds.

Redmond, WA, (2008), Awka, city in eastern Nigeria is located in Anambra state. They trade in palm products and food crops as almost every food crop can be found there.

Different scholars erred their view on possible effect of ABS television business link programme on the Awka residents/traders. There were different opinion on the effect of this programme on the commercial trader of Awka.

Janis and Hovland (1959) discussed various factors associated with 'persuasibility' and suggested that persuasive effect might depend amongst other things on the prestige of the source or on the significance of the message, or the receiver, or the attitude of the receiver to the source.

Implicitly, such work offer the framework for a more general account of models of the framework for a more general account of models of the influence process but no general framework emerges. Kelman (1961) comes closer to this in his analysis of social influence suggesting that three main processes might be involved in opinion change. They are compliance, identification and internalization.

It has been envisaged at the end of the literature review that individuals react to message from ABS television business link programme according their level of thinking or his 'intelligent quotient' (IQ).

Relating the study ‘the effect of ABS television business link on the commercial activities of Awka resident’ to the view of other scholars, the effect the programme has on these traders depends on the traders. In as much as the programme tries to persuade these commercial residents using developmental programmes, some of these commercial residents might see television as a medium that can help to improve their business while others see it as a threat to their business.

The programme essentially combines the distinctive features of audio and visual characteristic that significantly appeals to the Awka residents. Communication achieves the purpose for which it is planned for. It may produce a result opposite to the one planned or it may produce no result at all.

The programme can attract and direct attention to the problem of the Awka commercial residents and create solution in ways which can favour the traders. It can also persuade and mobilize these commercial residents.

In general, the programme (ABS television business link programme) is very cost effective as a means of communication in Awka society. It is also fast, flexible and relatively easy to plan and control.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Research Design**

The design used in this study is survey. Survey design is a very popular design used often by student. Survey design (research) is one in which a group of people or items is studied by collecting and analysing data from only a few people or items considered to be representative of the entire group. It specifies how such data will be collected and analysed.

The research procedural employed under this design is the 'questionnaire survey'. This method is used in preference to other survey techniques because it permits wide coverage at a minimum expense both in money and time.

#### **3.2 Area of the Study.**

This has to be pegged on the particular location of the study. This will reflect the geographical location of the problem under investigation e.g. street, urban, rural, local area, state, nation, zone etc. and must be very brief. The area of study is 'Eke Awka' in Awka south in Anambra State.

#### **3.3 Population of the Study**

This is a group of people or aggregate item or things the researcher is interested in getting information from for the study.

The population of the study was drawn from among people dwelling in Awka. It should be noted that since it not possible to study the whole residents of Awka, 'Eke Awka' residents living in Awka were randomly selected as the residents based on the circumstance under

which the research was carried out and the inclination of these residents to the ABS television business link programme from the researchers findings.

These 'Eke Awka' residents in Awka consist of commercial traders. These Eke Awka residents are seven thousand eight hundred and ninety two (7,892) residents in population according to the 2006 population census.

### **3.4 Research Sampling Technique and Sample Size**

A sample is the actual number or part of a study population that is objectively selected for such study. The sampling techniques adopted may be simple random, cluster stratified, systematic, double or balloting etc., the justification is necessary for purposeful clarity.

A total number of one hundred and forty (140) people including the Awka commercial traders and consumers were randomly selected using purposive sampling technique. The one hundred and forty people were drawn from the 'Eke Awka' residents. The sample communication means which is balloting has been done with those people within Eke Awka in Awka metropolis.

### **3.5 Instrument For Data Collection**

This is a description of the instruction(s) used in collecting the study data. The instrument that was used for the study was structured questionnaire.

Uzoagulu (1998) states the questionnaire is a carefully designed instrument for collecting data in accordance with the specification of the research question and hypothesis. They are used to ascertain facts, opinion, beliefs, attitude and practices. They can be structured or unstructured.

In this study, structured questionnaire was used. The questionnaire was considered suitable for the study because of the peculiar attribute of sample population which of a realization

that most of the respondents are literate, the questionnaire, contains mainly closed ended questions.

The adoption of the questionnaire method also made the data collection and analysis easier, considering the population inherent characteristics and limited time for the researcher.

### **3.6 Validity of the Instrument**

Validity of an instrument is the appropriateness of an instrument in measuring what is intended to be measured. It describes the procedures adopted in ensuring that the instrument used has measured what it was designed to measure. If a wrong instrument is used to collect data or measure a certain phenomenon, whatever information collected and presented is wrong.

Therefore the right instrument used in measuring right phenomenon or object must give right data. Questionnaire cannot be used to ascertain data from volume of water. A wrist watch is a valid instrument for measuring time while questionnaire is a valid instrument for measuring people's attitude, opinion etc.

### **3.7 Method of Data Collection**

Apart from the primary data gotten from books, journals, periodicals, it's evident that the use of secondary data is required.

The instrument for data collection which is questionnaire was distributed by the researcher. This was so because it gives the respondents the opportunity to ask the researcher unclear question directly. The researcher also called most of the respondents severally before they could complete or fill out the questionnaire.

### **3.8 Method of Data Analysis**

Data collected was decoded and grouped into frequencies and arranged in tables for easy analysis. Simple percentages statistical method under descriptive statistical analysis was used for the analysis of the data collected in the study.

## CHAPTER FOUR

### DATA PRESENTATION AND ANALYSIS

#### 4.1 Presentation and Analysis of Data

In this chapter the researcher will present the data gathered through the questionnaire issued in table and thereafter analyse the information there in.

**Table 1: What is your age bracket?**

<b>Responses</b>	<b>Frequency</b>	<b>Percentages</b>
18-25	9	7.5%
26-35	35	29.2%
36-45	51	42.5%
46-above	25	20.8%
<b>Total</b>	<b>120</b>	<b>100%</b>

**Source: Field Work, 2014.**

Out of the 120 respondents, 9 people who constitute 7.7% of the population were within the age bracket of 18-25, 35 people who formed 29% of the population were within the age bracket 26-35, 51 people which constitute 42.5% of the population were within the age bracket of 36-45 and 25 people which constitute 20.8% of the population were within the age bracket of 46-above.

**Table 2: What is Your Sex?**

<b>Responses</b>	<b>Frequency</b>	<b>Percentages</b>
Male	57	47.5%
Female	63	52.5%
<b>Total</b>	<b>120</b>	<b>100%</b>

**Source: Field Work, 2014.**

57 people who formed 47.5% of the population were male while 63 people who constitute 52.5% of the population were female.

**Table 3: What is Your Marital Statutes?**

<b>Responses</b>	<b>Frequency</b>	<b>Percentages</b>
Married	35	29%
Single	83	69.3%
Divorced	2	1.7%
<b>Total</b>	<b>120</b>	<b>100%</b>

**Source: Field Work, 2014.**

From the 120 respondents, 35 people who constitute 29% of the population were married, 83 people which constitute 69.3% of the population were single and 2 people who formed 1.7% of the population were divorced.

**Table 4: What is your educational level?**

<b>Responses</b>	<b>Frequency</b>	<b>Percentages</b>
Primary school	11	9.2%
Secondary school	30	25%
Tertiary	60	50%
Others	19	15.8%
<b>Total</b>	<b>120</b>	<b>100%</b>

**Source: Field Work, 2014.**

The table above shows that 11 people out of the 120 respondents who constitute 9.2% of the population stopped at primary school, 30 people who constitute 25% of the population stopped at secondary school, 60 people who constitute 50% of the population attended tertiary institution and 19 people who constitute 15.8% of the population ticked ‘others’.

**Table 5: What is your occupation?**

<b><u>Responses</u></b>	<b><u>Frequency</u></b>	<b><u>Percentages</u></b>
Civil servant	21	17.5%
Student	17	14.2%
Business	60	50%
Others	22	18.3%
<b>Total</b>	<b>120</b>	<b>100%</b>

**Sources: Field Work, 2014**

Table number 5 shows that out of 120 respondents, 21 who constitute 17.5% of the population were civil servants, 17 people or 14.2% of the population were students, 60 people (50%) out of the 120 people were into business and 22 people who constitute 18.3% of the population ticked 'others'

**Table 6: Do you have a television on your home?**

<b><u>Responses</u></b>	<b><u>Frequency</u></b>	<b><u>Percentages</u></b>
Yes	102	85%
No	18	15%
<b>Total</b>	<b>120</b>	<b>100%</b>

**Source: Field Work 2014**

Out of the 120 respondents, 102 people who constitute 85% of the population have television sets in their homes while 18 people or 15% of the population do not have television sets in their homes.

**Table 7: Where do you watch television programmes?**

<b><u>Responses</u></b>	<b><u>Frequency</u></b>	<b><u>Percentages</u></b>
In your house/home	91	75.8% %
In a friend's house	0	8.3%
In a neighbour's house	7	5.8%
<u>In a designated viewing centre</u>	<u>12</u>	<u>10%</u>
<b>Total</b>	<b>120</b>	<b>100%</b>

**Sources: Field Work, 2014**

91 people representing 75.8% of the population view television programmes in their houses/homes, 10 people constituting 8.3% of the population watch television in a friend's house, 7 people constituting 5.5% of the population watch television in their neighbours house and 12 people who constitute 10% of the population watch television programmes in a designated viewing centre.

**Table 8: How often do you watch ABS television?**

<b><u>Responses</u></b>	<b><u>Frequency</u></b>	<b><u>Percentages</u></b>
Occasionally	46	38.3%
Very often	58	46.7%
Seldom	18	15%
<b>Total</b>	<b>120</b>	<b>100%</b>

**Source: Field Work 2014**

Table 8 show that out of the 120 respondents, 46 representing 38.3% of the population watch ABS television occasionally, 56 people representing 46.7% of the population watch ABS television very often and 18 people who constitute 15% of the population watch ABS television seldom.

**Table 9: What kind of programme do you enjoy watching most?**

<b><u>Responses</u></b>	<b><u>Frequency</u></b>	<b><u>Percentages</u></b>
Informative programme	54	45%
Entertainment programme	39	32.5%
Advertising programme	18	15%
Current affairs	9	7.5%
<b>Total</b>	<b>120</b>	<b>100%</b>

**Sources: Field Work, 2014**

Out of the 120 respondents, 54 people who constitute 45% of the population ticked informative programmes, 39 people representing 32.5% of the population watch entertainment programmes, 18 people who constitute 15% of the population ticked sports programmes and 9 people representing 7.5% of the population ticked current affairs.

**Table 10: How clearly do you receive ABS television programmes?**

<b><u>Responses</u></b>	<b><u>Frequency</u></b>	<b><u>Percentages</u></b>
Very clearly	43	35.8%
Clearly	30	25%
Fairly clearly	31	25.8%
Not clearly	16	14.4%
<b>Total</b>	<b>120</b>	<b>100%</b>

**Sources: Field Work, 2014.**

From the 120 respondents, 45 people constituting 35.8% of the population receive ABS television programme very clearly, 30 people representing 25% of the population receive ABS television programme clearly, 31 people who constitute 25% of the population receive ABS television programme fairly clearly and 16 people who constitute 13.4% of the population receive ABS television programme 'not clearly'.

**Table 11: Do you watch ABS television business link programme?**

<b><u>Responses</u></b>	<b><u>Frequency</u></b>	<b><u>Percentages</u></b>
Yes	85	70.8%
No	35	29.2%
<b>Total</b>	<b>120</b>	<b>100%</b>

**Source: Field Work 2014.**

The table above shows that out of the 120 respondents, 85 people representing 70.8% of the population watch ABS television business link programme while 35 people representing 29.2% of the population do not watch ABS television business link programme.

**Table 12: Do you like the time ABS television business link programme is aired?**

<b><u>Responses</u></b>	<b><u>Frequency</u></b>	<b><u>Percentages</u></b>
Yes	62	51.7%
No	58	48.3%
<b>Total</b>	<b>120</b>	<b>100%</b>

**Source: Field Work 2014.**

Of the 120 respondents, 62 representing 51.7% of the population said ticked 'yes' while 58 people representing 48.3% of the population ticked 'no'.

**Table 13: When do you think is the best and most suitable time for business link programme?**

<b><u>Responses</u></b>	<b><u>Frequency</u></b>	<b><u>Percentages</u></b>
Morning	13	10.8%
Afternoon	10	8.3%
Evening	70	58.3%
Night	27	22.5%
<b>Total</b>	<b>120</b>	<b>100%</b>

**Sources: Field Work, 2014.**

Out of the 120 respondents, 13 people constituting 10.8% of the population think ‘morning’ is the best for business link programme, 10 people or 8.3% of the population think ‘afternoon’ is best for business link programme, 70 people or 58.3% of the population think ‘evening’ is best for business link programme while 27 people or 22.5% of the population think ‘night’ is best for business link programme.

**Table 14: Do you think that the desired result of the ABS television business link programme is achieved?**

<b><u>Responses</u></b>	<b><u>Frequency</u></b>	<b><u>Percentages</u></b>
Yes	70	58.3%
No	50	41.7%
<b>Total</b>	<b>120</b>	<b>100%</b>

**Source: Field Work 2014.**

Table 14 shows that out of the 210 respondents, 70 people representing 58.3% of the population ticked ‘yes’ and 50 people representing 41.7% of the population ticked ‘no’.

**Table 15: Would you want ABS television business link programme to create room for viewers to call in/ phone in?**

<b><u>Responses</u></b>	<b><u>Frequency</u></b>	<b><u>Percentages</u></b>
Yes	100	83.3%
No	20	16.7%
<b>Total</b>	<b>120</b>	<b>100%</b>

**Source: Field Work 2014.**

From the table above, out of the 120 respondents, 100 people or 83.3% of the population ticked ‘yes’ and 20 people or 16.7% of the population ticked ‘no’.

**Table 16: Do you agree that ABS television business link programme have any positive impact on your business?**

<u>Responses</u>	<u>Frequency</u>	<u>Percentages</u>
Strongly agree	50	41.7%
Agree	40	33.3%
No opinion	0	0%
Disagree	20	16.7%
Strongly disagree	10	8.3%
<b>Total</b>	<b>120</b>	<b>100%</b>

**Sources: Field Work, 2014.**

From the 120 respondents, 50 people representing 41.7% of the population ticked ‘strongly agree’, 40 people representing 33.3% of the population ticked ‘agree’, nobody ticked ‘no opinion’, 20 people representing 16.7% of the population ticked ‘disagree’ while 10 people representing 8.3% of the population ticked ‘strongly disagree’.

**Table 17: Why do you watch ABS television business link programme?**

<u>Responses</u>	<u>Frequency</u>	<u>Percentages</u>
To maximise profit for your business	24	20%
To give better service to customers	22	18.3%
To know the best method to use in running your business	44	36.7%
All of the above	0	0
None of the above	30	25%
<b>Total</b>	<b>120</b>	<b>100%</b>

**Sources: Field Work, 2014.**

The table above shows that out of the 120 respondents, 24 people or 20% of the population ticked ‘to maximise profit for your business’, 22 people or 18.3% of the population ticked

‘to give better service to your customers, 44 people or 36.7% of the population ticked ‘to know the best method to use to run your business’, nobody ticked ‘all of the above’, while 30 people or 25% of the population ticked ‘none of the above’.

#### 4.2 Test of Hypotheses

In testing the hypotheses, the researcher employed the chi-square method because it helps to determine the differences between a set of observed frequency of a sample and corresponding set of expected or theoretical frequency. This chi-square formulae is represented thus:

$$X^2 = \frac{(O - E)^2}{E}$$

Where  $X^2$  = calculated chi square value.

$F_O$  = observed frequency.

$F_E$  = expected frequency.

$\Sigma$  = summation sign

Testing hypothesis one

H<sub>0</sub>: there is low level of success by the ABS television business link programme in impacting the desired change in Awka residents/traders.

H<sub>1</sub>: there is high level of success by the ABS television business link programme in impacting desired change in Awka residents/traders.

Hypothesis is related to question number 16: table 16.

i. Statement of the statistics: The chi square formula is employed.

$$X^2 = \frac{(O - E)^2}{E}$$

ii. Level of significance = 0.05

iii. Critical value =  $\frac{\sigma}{4}$

$\sigma 0.05 = 9.488$

iv. Degree of freedom =  $(n - 1)$

$= (5 - 1)$

$= 4$

**Computation of Test Statistics**

<b>Responses</b>	<b>Observed frequency</b>	<b>Expected frequency</b>
Strongly agree	50	24
Agree	40	24
No opinion	0	24
Disagree	20	24
Strongly disagree	10	24
<b>Total</b>	<b>120</b>	<b>120</b>

Expected frequency =  $\frac{\text{total observed of all alternative responses.}}{\text{Number}}$

$$= \frac{120}{5}$$

$$= 24$$

**Table 16: Do you agree that ABS television business link programme have any positive impact on your business?**

<b>Responses</b>	<b>O</b>	<b>E</b>	<b>O - E</b>	<b>(O - E)<sup>2</sup></b>	<b><math>\frac{(O-E)^2}{E}</math></b>
Strongly agree	50	24	26	678	28.3
Agree	40	24	16	256	10.7
No opinion	0	24	-24	576	24
Disagree	20	24	-4	16	0.7
Strongly disagree	10	24	-14	196	0.6
<b>Total</b>	<b>120</b>	<b>120</b>	<b>0</b>	<b>1722</b>	<b>64.7</b>

$$\begin{aligned} \therefore P &= 0.05 \\ DF &= 4 \\ XU &= 9.448 \\ X^2 &= 64.7 \end{aligned}$$

**Decision Rule:**

From the above, since the calculated value of  $X^2$  is greater than the tabular value of  $X^2$ , we accept  $H_1$  (alternative hypothesis) which states that there is a high level of success by the ABS television business link programme in impacting the desired change in Awka residents and reject  $H_0$  (null hypothesis) which states that there is a low level of success by the ABS television business link programme in impacting the desired change in Awka residents/traders.

**Testing Hypothesis Two**

$H_0$ : The Awka residents do not expose themselves to ABS television business link programme.

$H_2$ : The Awka residents expose themselves to ABS television business link programme.

This hypothesis is related to question 8.

i. Statement of test statistics: the chi-square method is employed

$$X^2 = \frac{(O - E)^2}{E}$$

ii. Level of significance = 0.05

iii. Critical value =  $\frac{\sigma}{2}$

$$\sigma_{0.05} = 5.991$$

$$\begin{aligned}
 \text{iv. Degree of freedom} &= (n - 1) \\
 &= (3 - 1) \\
 &= 2
 \end{aligned}$$

**Computation of Test Statistics**

<b>Responses</b>	<b>Observed frequency</b>	<b>Expected frequency</b>
Occasionally	46	40
Very often	58	40
Seldom	18	40
<b>Total</b>	<b>120</b>	<b>120</b>

Expected frequency =  $\frac{\text{total observed of alternative responses.}}{\text{Number}}$

$$\begin{aligned}
 &= \frac{120}{3} \\
 &= 40
 \end{aligned}$$

**Table 16: How often do you watch ABS television?**

<b>Responses</b>	<b>O</b>	<b>E</b>	<b>O - E</b>	<b>(O - E)<sup>2</sup></b>	<b><math>\frac{(O-E)^2}{E}</math></b>
Occasionally	46	40	6	36	0.9
Very often	58	40	16	265	6.4
Seldom	18	40	-22	484	12.1
<b>Total</b>	<b>120</b>	<b>120</b>	<b>0</b>	<b>785</b>	<b>19.4</b>

$$\therefore X^2 = 19.4$$

$$DF = 2$$

$$X_U = 5.991$$

$$P = 0.05$$

**Decision Rule:**

Comparing the table value of  $X^2$  with the calculated value of  $X^2$ , 19.4 is greater than 5.991, therefore we accept  $H_2$  (alternative hypothesis) which states that the Awka residents expose themselves to ABS television business link programme and reject  $H_0$  (null hypothesis) which states that the Awka residents do not expose themselves to ABS television business link programme.

**4.3 Discussion of Findings**

The result of the study shows that there is statistical support to the hypotheses tested. This means that there is no statistical support for null hypotheses. They were statistically insignificant and rejected.

All the alternative hypotheses as listed below were accepted.

$H_1$ : There is high level of success by ABS television business link in impacting the desired change in Awka residents.

$H_2$ : Awka residents expose themselves to ABS business link programme.

$H_3$ : Awka commercial traders react positively to ABS television business link programme.

$H_4$ : The more influence the ABS television business link programme has on Awka residents commercially.

The result of this study is in agreement with previous studies. For instance, we recall in our literature review where the researcher quoted J. R Dominick, 'sometimes the television tries to instil values and behaviour in the audience'. Also, Cooper, Johoda and Belson says that, 'it is important that the audience understand and perceive the message as intended by its originators and does not selectively distort it. This is because it is important that the

audience understand the message that is passed on to them through ABS television business link programme. If they understand the message, they will be able to put the useful method into practice.

Television broadcasting has a large amount of control over the content society watches and the time at which it is viewed. Direct effect from the television involving disapproved behaviour are rare or likely to occur where there is a strong disposition in that direction amongst a small minority of the already disturbed.

If we follow a similar line of analysis for other institutions, it is not difficult to appreciate that we can arrive at one or more ways in which the Awka commercial residents in the part of development of media institutions. If we look at the alternative hypothesis chosen, we will know that the content of what we know, our way of doing things or spending time and the organisation of central activities are in part dependent on the television. The fact here is that indecency is evident.

Marshall McLuhan uses the phrase 'the medium is the message' as a means of explaining how the distribution of the message can often be more important than the content of the message itself.

Finally, ABS television business link programme has a strong commercial impact on Awka residents. This is predicated upon their ability to reach a wider audience with a strong and influential message.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Summary**

The study examined the effect of ABS television business link programme on the commercial activity of Awka residents. It studied and analysed the possible effect of this advertising programme have on the Awka residents. It sought to find out if the television was able to foster the spirit of hard work and high productivity with the view of raising the quality of the lives of Awka residents or it gave them a negative impression.

The study investigated the extent of success recorded by the ABS television business link programme on commercial traders. Theories were propounded on the televisions effect on these individuals. The television effect on Awka residents was reviewed to know the capacity at which the television affects the Awka residents, whether it attracts large audience or influences opinion and behaviour.

#### **5.2 Conclusion**

The project has explored the identity formation, the need system, public and individual expectancies, the environmental factors and contingent variables that are consequential to our relational behaviour.

It is imperative to note that problems do not stop in merely treating symptoms but identifying the complimentary roles of relationship and interpersonal orientation variables.

It is also expedient to note that in some fallen commercial traders, watching ABS television business link programme has helped to Improve or bring that fallen trade back to the top. Sometimes, one needs to try out new methods or new approaches or strategies in dealing with his or her business to know the outcome and to improve the business more.

It is observed that the cultural norms theory which postulate that ‘the mass media through selective presentation and the emphasis of certain themes, create impression among their audience that common cultural norms concerning the emphasized topics are structured and defined in some specific ways’

Since the behaviour of these Awka residents are usually guided by cultural norms or the actors’ impression of what the norms are with respect to advertising programmes, the television would then serve indirectly to influence conduct.

It is important that the audience understand or perceive the message as intended by its originators and does not selectively distort it.

### **5.3 Recommendations**

In this study, the problem is the effect of ABS television business link programme on the commercial activities of Awka residents. During the research, it was found out that the ABS programme affects the Awka residents positively.

At the end of this study, ‘impact of Anambra Broadcasting Service Television business link on the commercial activities if Awka residents’, the following recommendations are made by the researcher;

1. Awka residents could participate fully in what they watch on ABS television. They should watch the programme because it will help them commercially.
2. On the part of the government, they should provide more developmental in other areas of human endeavours giving its success on commercial activities.
3. The government could also make the station (ABS Television) reachable to other people that live far and wide that wish to participate in the developmental programmes.

4. A public forum should be created for individuals who want to air their views or contribute to the developmental programmes.
5. The Awka residents should learn to watch ABS television business link programmes and try out new methods that they see. By so doing, it encouraged other commercial traders to inculcate these habits.
6. The ABS business link programme should not look down on some commercial trades or activities as not worth their time. All trades should be able to bank on the programme. If the programme feels that a trade is too local for their status, then they should create developmental programmes that will lecture these local traders on how to modernize their business.
7. The commercial traders on their part should persuade the government to help them improve their commercial activities through good television programmes like business link. Such methods a times advertise ones trades.

If ABS television business link programme and commercial traders work together as a team, the Awka community will grow rapidly. These developmental programmes can attract a large crowd from other places especially when they see that such methods have created prosperity and productivity in Awka society.

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## APPENDIX I

Department of Mass Communication,  
Faculty of Management and Social Sciences,  
Caritas University,  
P.M.B. 01784  
Amorji Nike,  
Enugu State.  
July 2014.

Dear Respondent,

I, Nzekwe, Anthonia Chidum with registration number MC/2010/447 is a student of mass communication department, currently researching on 'the effect of ABS television business link programme on the commercial activities of Awka residents.

Kindly assist me by responding to the questions to enable me write my project on the above topic. All information supplied would be treated confidentially and solely for academic analysis.

Thanks you for your anticipated co-operation.

Yours faithfully,

Nzekwe, Anthonia Chidum  
MC/2010/447  
Researcher

## APPENDIX II

### RESEARCH QUESTIONNAIRE TO RESPONDENT

**Instruction:** Please tick in the bracket provided (√)

This section is divided into two parts:

#### PART A: THE PERSONAL DATA

1. What is your age?  
a. 18-25 [ ] b. 26-35 [ ] c. 36-46 [ ] d. 46 and above [ ]
2. What is your sex?  
a. Male [ ] b. Female [ ]
3. What is your marital status?  
a. Married [ ] b. Single [ ] c. Divorced [ ]
4. What is your level of Education?  
a. Primary school [ ] b. Secondary school [ ] c. Tertiary institution [ ]  
d. Others [ ]
5. What is your occupation?  
a. Civil servant [ ] b. Student [ ] c. Business [ ]  
d. Others [ ]

#### PART B: THE SUBSTANTIVE ISSUES

6. Do you have a television in your home?  
a. Yes [ ] b. No [ ]
7. Where do you watch television programme?  
a. In your home/house [ ] b. In your friends house [ ] c. In a neighbours house [ ]  
d. In a designated viewing centre [ ]
8. How often do you watch ABS television?  
a. Occasionally [ ] b. Very often [ ] c. Seldom [ ]
9. What kind of programme do you enjoy watching most?  
a. Information programmes [ ] b. Entertainment programmes [ ]  
c. Advertising programmes [ ] d. Current affairs [ ]

10. How clearly do you receive ABS television programmes?  
a. Very clearly [ ] b. Clearly [ ] c. Fairly clearly [ ] d. Not clearly [ ]
11. Do you watch ABS television business link programme?  
a. Yes [ ] b. No [ ]
12. DO you like the time ABS business link programme is aired?  
a. Yes [ ] b. No [ ]
13. When do you think is the best and suitable time for business link programme to be aired?  
a. Morning [ ] b. Afternoon [ ] c. Evening [ ] d. Night [ ]
14. Do you think that the desired result of the ABS television business link programme is achieved?  
a. Yes [ ] b. No [ ]
15. Would you want ABS television business programme to create room for viewers to call-in/phone –in?  
a. Yes [ ] b. No [ ]
16. Do you agree that ABS television business link programme have any positive impact in your business?  
a. strongly agree [ ] b. Agree [ ] c. No option [ ] d. Disagree [ ]  
e Strongly disagree [ ]
17. Why do you watch ABS television business link programme?  
a. To maximise profit for your business [ ]  
b. To give better service to the consumers [ ]  
c. To know the best method to use to run your business [ ]  
d. All of the above [ ]  
e. None of the above [ ]