

**IMPACT OF ENUGU STATE BROADCASTING SERVICE
(E.S.B.S) RADIO ON VOTERS' MOBILIZATION DURING
ELECTION IN 2011
A STUDY OF ENUGU NORTH MUNICIPALITY**

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MC/2010/419**

**DEPARTMENT OF MASS COMMUNICATION
FACULTY OF MANAGEMENT AND SOCIAL SCIENCES
CARITAS UNIVERSITY, AMORJI NIKE EMENE
ENUGU STATE**

AUGUST, 2014.

TITLE PAGE

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF
MASS COMMUNICATION, CARITAS UNIVERSITY, AMORJI-NIKE
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
AWARD OF BACHELOR OF SCIENCE (B.Sc) DEGREE IN MASS
COMMUNICATION**

AUGUST, 2014.

Declaration

I, Godwin Cecilia Nnebuife, MC/2010/419 of the department of Mass Communication, Faculty of Management and Social Sciences, Caritas University, Amorji-Nike Enugu State, Nigeria, declare that this research work titled “Impact of Radio Broadcasting Corporation on Voters During Election in Enugu North Municipality” was conducted by me and this investigation to the best of my knowledge has not been presented anywhere else for the award of a degree of any kind.

Godwin Cecilia N.**Date:**

Certification

This is to certify that this research project has been examined and approved as having satisfied the requirement of Caritas University Emene, Enugu State for the Award of B.Sc Degree in Mass Communication.

Mr. Felix Ugwuanyi
Supervisor

Date

Mr. Damian Agboeze
Head of Department

Date

External Examiner

Date

Dedication

This project is dedicated to Almighty, ever loving God who gave me the opportunity to enable me actualize this long awaited dream.

Also, I dedicate this work to my lovely parents Mr. and Mrs. Godwin Ojukwu.

Acknowledgments

Special thanks to the God of all grace, Father Son and the Holy Spirit, Three persons in one God. My unalloyed thanks go to my supervisor, Mr. Felix Ugwuanyi for his guidance and constructive criticism to making this work successful.

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Abstract

This research work examined the impact of radio on voters mobilization with Enugu North municipality as a case study. The survey method was used for the study, this method was done to enable the researcher discuss findings especially as there is a widespread variables. In this research, the random sampling technique was used to draw a sample of 100 respondents from ten(10) wards in Enugu North municipality and 12 items questionnaire were used for data collection. Data was analyzed based on 100 returned copies of the questionnaire. Finding has revealed that radio has effectively mobilized voters based on the findings in table 7 reveal that at of 100 respondents 84 percentage of the sample population agreed that radio message gas great impact on them while 16 respondents disagreed that radio has no impact on them. Findings also shows in table 9 that 20 percent of the total sample population agreed that the radio has not been alive to the responsibility. In the conclusion from findings, radio is supposed to be a very effective tool for voters mobilization but until radio become alive to its social responsibility to the public by adopting better and effective strategies that will enhance effective mobilization of voters during election.

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CHAPTER ONE

Introduction

1.1 Background of the Study

The electronic media began with radio transmission services. According to Agba (2006), radio began between 1887 and 1888, a German scientist Heinrich Hertz (1857-1894) and a scientific breakthrough to demonstrate the liberation of electric current into space in the form of waves like beams. He was laying the foundation for the transmission of sound through radio waves.

Marconi successfully proved Hertz's theory of electromagnetic waves by making a compass needle turn at the same time a spark jumped between two wires on the other side of the room, constructing a more elaborate transmitter, Marconi sent signals across the hillside outside the family home near Bologna (Bitnner 1989:93). So in 1906 it was possible for the Canadian immigrant to USA, Reginald Hessenden to broadcast human voice and music over the air waves, which could pick up by crystal set receiver, (Agba, 2006) thus the birth of radio station in the world.

Radio as a means of mass communication has become one of the most effective means of communication in the world since its discovery, especially because of its reach as it transcends geographical linguistic and traditional barriers Odo(2008). Radio is part of the mass media and so outside its traditional role of educating, informing and entertaining

the public it has other salient responsibility to the society. One of which is to mobilize the populace in the times of need. Today, Nigeria is among the third world countries with practicing democracy.

Elections in the country have always been married with irregularities which have gone a long way to vote for candidates of their choice during elections as they believe that whether they vote or not, a predetermined winner will still emerge and so this has given greater responsibility to the mass media as an agent of social change to double its efforts in mobilizing and sensitizing voters on the need to come out massively to vote for candidates of their choice, which would help in strengthening democracy and bring development to the society.

The social responsibility theory of the mass media as propounded by Siebet, Peterson and Scram (1963) propose a functional model for the analysis of the function of media in political evolution and maintenance of a genuine democracy. They are as follows:

- a) Enlightening the people on the need and importance of democracy.
- b) Creating an enabling environment for the economy to grow strong especially through advertising.
- c) Adhering strictly to the code of ethics laid down by the press council of Nigeria as this will motivate the journalist sufficiently enough to withstand the pressures of government interest and other special interest.

- d) Entertaining the public with information and other well packaged programmes.

This responsibility has placed on the shoulders of the media, an enormous task in democratic regime as ours and efficient mobilization of voters is part of that responsibility.

1.2 Statement of the Problem

The electronic media as part of the mass media has a role to play in any democratic process. Part of its function includes mobilizing effectively the Nigeria populace to come out and vote massively for the candidate of their choice who will be accountable to them. This role makes the radio a key player in any democratic process and so it is expected that it carries out this responsibility with all amount of dedication so as to strengthen and entrench democracy in the country. Especially the 2011 general elections in most polling units, only twenty or thirty percent of the registered voters actually came out to vote.

This situation has forced many to ask if actually the media especially the electronic media has actually performed its function of mobilization.

1.3 Objectives of the Study

The objectives of the study are to:

- i. Ascertain the impact of radio messages on voters especially for the purpose of political mobilization.
- ii. Examine the role of radio as a tool for social mobilization.

- iii. Establish strategies that will effectively help in improving voter mobilization during elections using radio.
- iv. This work is set out to study this development.

This project therefore seeks to find out how effective has (E.S.B.S) radio carried out this responsibility of mobilizing the electorates during election especially in Enugu North municipality where it signals are received by most of the residents.

1.4 Research Questions

For the purpose of carrying out this research, the following questions have been formulated to serve as guide to this study.

- i) What impact does E.S.B.S radio message have on voters especially for the purpose of political mobilization.
- ii) How does radio serve as a tool for social mobilization.
- iii) What strategies is ESBS radio using to mobilize voters?

1.5 Significance of the Study

In a country with a nascent democracy like Nigeria this study is significant because it will reawaken the consciousness of media practitioners to their responsibility to the public which will in turn help to strengthen the democratic system in our country, Nigeria. This work will also help in the formulation of policy recommendations that will help the ESBS radio and other radio stations to have sustainable impact on their listeners especially as it concerns mobilization during elections.

1.6 Limitations of the Study

This work will explore thoroughly the impact of the electronic media on voters' mobilization in Enugu North and the radio station selected is ESBS radio Enugu, it was selected because of its proximity to the researcher which helped to save cost and time. ESBS radio is a government owned media which broadcasts twenty four hours everyday and the 2011 and Enugu North municipal council was used as a case study because of its population proximity to the station. The major limitations in the course of carrying out this research were finance, time and high demand of other academic work.

Also, the seeming difficulty of some respondents to give adequate and relevant information to help in carrying the research was also a major limitation to the study. Finally the difficulty that encountered in getting relevant materials to elicit information was also a major limitation.

1.7 Definition of Terms

To aid proper understanding, the following definition of terms were undertaken in the work.

- i. Radio
- ii. Impact
- iii. Voters
- iv. Mobilization

Radio: Radio can be defined as the process of sending and receiving message through the air using electromagnetic waves. It is also a cheap, portable device that can be carried around.

Voters: Voter can also be defined as a person who votes or has the right to vote especially in a political election. It is also a group of individuals that elect their representative.

Mobilization: Simply means the process in which people work together in order to achieve a particular aim.

Impact: According to chambers dictionary, impact means strong effect or influence. It also means the striking of one body against another collision.

ESBS: Enugu State Broadcasting Service “an electronic media that transmits message through airwaves based in Enugu State, Nigeria.

CHAPTER TWO

Review of Related Literature

Introduction

This chapter is a review of related literature on the topic “impact of radio broadcasting corporation on voters during election in Enugu North Municipality”. The chapter is organized under the following headings:

- A. Review of concepts
- B. Review of opinions
- C. Theoretical framework

2.1 Review of Concepts

The following concepts will be reviewed:

- A. Concept of radio
- B. Concept of mobilization

Concept of Radio

Radio in a lay man understanding can be seen as the technology that allows for the transmission of sounds or other signals by modulation of electromagnetic waves we can also say that radio serves as a medium which provides information, it is very essential for overall mobilization of those in urban and rural areas. Radio is seen as the most effective medium of reaching people in the society.

Okunna (1999) explained radio as:

“Having the capacity to cut through the =
barriers of illiteracy and infrastructural
facilities which are major limitations to the print media”.

According to Akpan (1987:22)

Media information has a tremendous energy for change in this content refers to yearning which manifests mostly whether a good number of people are wallowing in ignorance. The media are needed for information to improve all aspects of life for instance to participate in election and also know more about their rights and obligations.

Eleazu (1977) in a quantitative analysis on the role of the radio in nation building opine that as far as socialization goes, the potential utility of the mass media is measured by the extent to which they enhance the integration of the social unit. This can be achieved to the extent that content of the radio is packaged and delivered in standardized form.

According to Adamu (2007), in many parts of the world, especially developing countries, radio is demonstrating the capacity to enhance economic development, contribute to technological growth, improve health and education, strengthen national security, combat crime and corruption. It also gives expression to cultural pluralism. Radio matters in Nigeria because it is persuasive and cuts across the country's many cultures. Radio broadcasting started in Nigeria in 1932 when the country was running empire services for the British broadcasting Corporation

(BBC). In 1957, the Nigerian Broadcasting Corporation (NBC) was established to take over from the Nigerian Broadcasting Service which was seen as a puppet of the colonial masters.

Radio provides a kind of general educational background or social status. While formal education deals with instructions, which follow specific subject and curriculum, informal education on the other hand deals with any topic that enriches knowledge with going into details of the topic. Instances where radio has positively touched the lives of the people is in health, education and religion etc. radio has gone a long way towards improving education and information on political matters among the people.

Nwosu (2004:176) holds the view that “at the rear it mobilizes people into worthy and unworthy causes leading some to boom or doom, disseminating truths, half truths, lies, libels and seditions, as well as justifying absurdities like incarcerations, summary, execution, genocide, patricide and secession. The Nigeria civil war proved Nwosu right as Biafran leader late Col. Odumegwu Ojukwu used the media to mobilize its people against the Nigeria state. In fact, it is argued that the effective use of propaganda by Ojukwu was what helped to sustain the war for the thirty months it lasted. And among the various media at its (Biafra’s) disposal it is accepted that Radio Biafra was the most effective and potent medium in the propaganda process.

Comparing the impact of radio and television Bittner (1977:107) said despite the enormous impact of television in the 1950s. Radio has continued to grow and prosper. Since its early development in 1920, it has achieved and maintained growth rivaling that of all other media in the history of mass communication. Estimate percentage through the 1980s see growth of over 225 percent from that of the early 1950s. Despite a penetration of more than one radio for every person. Radio set sales continue to climb. Almost all automobile have radio up from 55 percent in 1952. Radio is especially a strong medium. Thus the radio can be said to be the ultimate medium for information dissemination when compared to other media because it produces great result, both information, education, entertainment and mobilization.

According to Bovee and Arens (1995:520) radio station takes pains to plan their programming to reach specific markets and to capture as many listeners as possible. With the unique ability to relax, inform and entertain. Radio has become the daily companion of millions at work, highway and home.

Chimpson (2006:4) said radio is a relative expensive way of reaching people. It has been called the "theatre of the mind" because sounds and voices can be used to create moods or images that it created by visual effects would be possible to afford. This clearly emphasizes the edge radio has over other media of mass communication. Because with radio illiteracy cannot be an excuse as is the case with the print media.

Also, the excuse of being blind or the high cost of purchasing a television set will not be there which means communication will be very effective thus making voters mobilization an easy task. This point is supported by Nwanchi (1985:86) when he said:

The radio thus seen to have an edge over the later media of mass communication of a number of reasons compared to the print media, the radio is far greater than any of the media due to the fact that radio lends itself to the predominantly oral culture of people. Besides with the advent of transistorized radio sets acquiring a radio set is increasingly becoming easier because of the relatively low selling price.

River and Scharm (1980:273) also supported the view when they said:

Radio is an effective medium of mass communication for Africa. Its immediacy and simplicity, its ability to reach large African audiences. Its relatively low cost of transmission operation all make radio an important medium. Again, with the advance in technology, radio receivers and transmitters are getting smaller, cheaper and reliable more people can afford a radio set.

In support of the impact of radio on its audience Jossy Nwokocha (1999:162) said: Radio has a grass root appeal. Its message can be translated into local languages and dialects. Radio set required to receive the message are relatively cheap and affordable even in rural areas. The portability of radio sets and the fact that they can be powered by

ordinary batteries (apart from electricity) gives radio added advantage over mass media. The above clearly points that radio is a grass root medium which makes it a very effective tool for the act of mobilizing voters for election as even farmers, can listen to it in their farms, traders can listen to it in their shops etc. and in a country with epileptic power supply like our (Nigeria) communication can still be possible as our transistor radios can be powered by ordinary batteries at a cheap rate.

Still in support of the impact of radio Wimmer and Dominick (1993, pp308) said radio offers you the opportunity to deliver a simple yet powerful message to target audience or group of listeners that may be interested in your message. The above statement points to the fact that although radio messages may be simple it is still very powerful enough to create all the necessary impact it is targeted to.

Despite the enormous effectiveness of radio as a medium in the mobilization of voters during elections it still has its own set-backs that cannot be ignored.

Evolution of Radio

Nwogbunyama (2000:125) noted that in 1860, Maxwell predicted the existence of radio waves. In 1895 Marconi transmitted radio signals for a short distance and at the turn of the century conducted trans-Atlantic tests. The new communication medium was first known as a wireless. The first station was W.B2 Springfield. Broadcasting started in Nigeria with what was referred to as the Radio Diffusion System, (RDS) or

Rediffusion System, introduced by the colonial government in 1932. In this system, Nigeria subscribers received the broadcasts (news and other programmes) through cables connected to their gramophones. The major reason for establishing RDS was to strengthen the economic, political and cultural ties with the colonies. 1952 marked a turning point in the annals of broadcasting in Nigeria with the introduction of an ordinance establishing the Nigeria Broadcasting Service (NBS). The electronic media (wireless and radio transmission) were constituted under the colonial government headed by the governor-general, Sir James Wilson Robertson and assented to in the name of her Majesty Queen Elizabeth II. NBS later NBC was set up by the government of the federation and had four major stations at Lagos (National Station), Enugu (Eastern Station), Ibadan (Western Station) and Kaduna (Northern Station).

However, on June 1, 1978, the federal government of Nigeria announced the change of the name from NBC to Federal Radio Corporation of Nigeria with other stations across the states of the federation.

B. Concept of Mobilization

Mobilization in a lay man's understanding means to organize a group of people for action. Mobilization is defined as the development of social relationship between two types of actors, the individuals and the parties. According to him, the analytical concepts of mobilization activities consists of three process. The process of interested formation

{cognitive dimension} and the process of employment of action {instrument dimension}. According to Johnston {2007}. Mobilization is the basic concept in the study of social change, protest, and social movements. It chapters processes by which groups and resources are transformed from a state of quiescence to availability, application and influence in the social, political and economical life of the broader community. In current practice, the term most commonly refers to activating marshalling, and putting to use group and material resources and often cultural resources to achieve the success of a collective effort or campaign.

For there to be any change in status quo many community effective mobilization has to take place. Mobilization is one of the major role of the mass media in any society, and it is necessary that the mass media be positioned very well to be an effective relay for mobilizing the populace towards the political aspiration of the people.

Ineji 2003 and so it is expected that the media drew up strategies that will enhance effective mobilization of the people politically. One of those strategies as proposed by Ineji is the marketing approach this approach was popularized by R. K. Manoff in 1985 and posits that development programmes such as the health, education, electricity, road, politics etc. all these should be considered as marketable goods and services which should be sold like coke, cigarettes, presidential candidates or any new commodity. Ineji advised that programmers,

designers, producers and information disseminators and agents involved in social mobilization through this approach must understand some of its main principles, which he outlined as follows:

- a) Through knowledge and understanding of the complex socio-economic political, religious, educational and cultural environments to be mobilized.
- b) Knowledge of the unique and or common characteristics of the audience to facilitate the determination of the approach media.

This he says is derived from the behaviourist approach who postulated the individual differences theory which states that human beings are generally different biologically, psychologically, physiologically and hence behaviourally.

He advised that, for there to be an effective mobilization, message design must be taken into consideration. The principle of selective attention and perception which states that individual audience members will selectively attend to certain messages if they are related to their interest consistent with prior attitude or supportive of present values and beliefs. Responses, he said, will be influenced by one's particular psychological organization and so it behaves on communication planners and implementers to carefully consider the need to pay special attention to items in the message that will appeal to these values. He also designed

a concept which he says is a pre-requisite for effective message communication to achieve social mobilization it basically requires.

- c) K_knowledge of the people about what the message designer, programmer wants them to work and be mobilized for. This is the previous stock of knowledge about the objective of mobilization or attitude or behaviour change.

A_The people's positive/negative attitude towards the innovation or activity or designed goal being transmitted or introduced through the message. The success of mobilization is dependent on whether or not the target audience (ruralities) perceive the issue at stake in positive or negative light.

- d) Consideration of communication patterns direction have generally been identified in communication theory and practice. He proposed that the target audience and the message designer/programmer should operation in the same frequency and wavelength which implies cooperative, democratic participative, dialogic interaction between equal individuals and groups acting as both subjects and objects of history.
- e) Understanding the nature of target audience and their cultural differences. Here he advised that for there to be an effective communication and social mobilization the message designer must therefore”
 - i) Use the prevailing local language

- ii) Design the structure and content of the message using local examples.
- iii) Use (a) clearly identified interpersonal point to point individual channels, information leaders career seekers innovation, etcetera (b) clearly identified interpersonal categories of group communication networks, traditional rulership, community, non-governmental organizations occupational guide, age-grades, community meeting, markets, churches, mosques, schools clubs etc.
- f) Avoidance of negative qualities of the message. This he says, means that communication planners and implementers should take into cognizance. This was supported by Eteng (1993:36) when he said:

to be effective, the message designer applying
the social marketing approach to rural
understand his audiences political economy
and socio-physical background and its
member unique and common characteristics.

Another strategy Ineji proposed was the social mobilization approach which aims to create awareness, social consciousness, sensitivity towards one's ambient socio-physical environments and the people's capacity to help themselves resolve their own problems through joint decision making and socio-political action.

2.2 Review of Opinions

Role of the Media During Election

The mass media are essential to publicize democratic elections. A free and fair election is not only about casting a vote in proper conditions, but also about having adequate information about parties, policies, candidates and the election process itself, so that voters can make a wise choice.

According to Pratibhaplus (2012), the media plays a more specific part in enabling full public participation in elections not only by reporting on the performance of government but also in a number of other ways.

- i. By educating the voters on how to exercise their democratic rights.
- ii. De reporting on the development of the election campaign.
- iii. By providing a platform for the political parties to communicate their message to the electorate.
- iv. By allowing the parties to debate with each other.
- v. By reporting results and monitoring vote counting.
- vi. By scrutinizing the electoral process itself in order to evaluate its fairness, efficiency and probity.

The whole ides of educating voters, reporting development of election, providing a platform for debate etc. This is for proper and

effective mobilization of the voters during the election. It will boost their confidence in the process and encourage them to come out massively and vote for candidates of their choice. The world's largest democracy after all is India for such a country radio remains the most important medium (Pratibhaplus.com).

2.4 Theoretical Framework

According to wikipedia, theory is:

Every field of study has some set of theories that governs its operations and mass communication or journalism is not an exception. These theories are expected to guide the operation of practitioners in that field to ensure coherence and predictability for the purpose of this research work two theories of mass communication were considered they are:

- a. The media dependency theory
- b. The social responsibility media theory

2.3.1 The Media Dependency Theory

This theory was proposed by Sandra Bal-Rok each and Melvin Defluer proposed in 1976. The theory is combined with several perspectives like psycho-analytics and social system theory, systematic and casual approach and base elements from uses and gratification theory but less focus on effects.

The role of the media in that system, and the relationship between the audience and the media to them, there is a high dependency on the media for information in an urban, industrial society which increases significantly in times of social upheavals or change. It implies that the more dependent needs fulfilled the more important the media will be to

the person and can be seen, many people depend on radio for their entertainment information commercials and other social needs and therefore tend to respond to radio messages positively.

According to Chaffe and Berger (1997:36): media dependency theories predict a correlation between media dependency importance and influences but each person use the media in different ways also the media effects each person in different ways.

Dependency theory according to DeFluer predict that mass media have cognitive effective and behavioural effects on the society: it serves cognitive functions which include:

- i) Ambiguity resolution, which can be accomplished quickly in times of social upheavals when the media presents accurate information but which can drag on indefinitely if the media cannot service its function.
- ii) Agenda setting which changes as new people become public figures through the mass media.
- iii) Agenda setting which holds that media selects the topics which society members thinks.
- iv) Belief, which expand and change as media informs society of other people beliefs about states of existence which may change as beliefs change for the message to gain acceptance and fulfill its purpose Schramm recommend using existing pattern of

understanding drives and attitudes to gain acceptance of the message.

2.3.2 The Social Responsibility Theory

According to this theory as espoused by Baroon 2006:67. The media serves as a means of transmitting information to a heterogenous audience simultaneously operates in a given system of social values these values in turn serves as the standard against which the public should judge the performance of the mass media. This theory places certain obligations on media and one of them is to effectively mobilize voters during elections.

Therefore the social responsibility theory act only set the standard of operation of mass media it also provides the yardstick through which the general performance of the media can be measured so the mass media will be falling in its responsibility if it fails to effectively mobilize voters to come out and vote during election.

Summary

This research was aimed at finding out the impact of radio broadcasting ESBS on voters mobilization. It tells us of the kind of the different concepts of radio and mobilization, the review of opinion likewise the role of media during election. It is known that a free and fair election is nor only casting a vote in proper condition but also about having adequate information. The theory responsible for this research was the media dependency theory which was supported with the social responsibility theory.

The media theory is combined with several perspectives like psycho analytics and social system theory. In this theory, there is a high dependency on the media for information in an urban, industrial society which increase significantly in times of social change.

CHAPTER THREE

Research Design and Methodology

This chapter is geared towards finding out the extent to which the people of Enugu North municipality listen to radio, as well as the impact of radio in the mobilization of the people during election. This chapter will also try to know if designers of radio messages have been doing enough to aid effectively the mobilization of voters.

3.1 Research Design

To examine the impact of radio in the mass mobilization of voters during election. An audience survey was carried out. This was done to enable the researcher discuss findings especially as there is a widespread variables.

3.2 Area of Study

To find out the impact of radio on voter mobilization of voters during election this study was carried out in Enugu North municipal council in Enugu State, Nigeria, Enugu North municipality is located in the heart of the state capital. Where it also has its headquarters, it has an area of 106km²(41sqMi) and population of 244,852 according to the 2006 census.

3.3 Population of the Study

The population covered was the entire listening population of ESBS radio Enugu. A large population of males and females, old and young

boys and girls of voting age were covered. However, the samples were randomly selected from these groups.

3.4 Sampling Techniques

A stratified random sampling was used for the study. This is because the population was made of eligible voters who reside in Enugu North municipality and had the opportunity of having and listening to radio and they were over two hundred families in the various streets that make up all the eleven wards of Enugu North municipality local government area. The entire ward the local government area was sampled to ensure a balanced representation.

A total of fifty (50) streets were used for the study. Five (5) each from each ward, and the respondents comprised both male and female who had radio sets and listened to Enugu State Broadcasting Service (ESBS) Radio. A total of one hundred (100) eligible voters were sampled ten (10) each from the ten wards that make up Enugu north municipality local government area and this is shown in the table below.

S/N	Wards	Total
1	Ward 1	10
2	Ward 2	10
3	Ward 3	10
4	Ward 4	10
5	Ward 5	10
6	Ward 6	10
7	Ward 7	10
8	Ward 8	10
9	Ward 9	10
10	Ward 10	10
	Total	100

3.5 SAMPLE SIZE

In the course of this research, a total of one hundred and one 100 people in Enugu North municipality including a senior staff of ESBS Enugu were used as sample for the purpose of inference to the entire population.

3.6 Description of Research Instrument

For the purpose of this research, a set of questionnaire containing 12 questions was designed for the entire population listening to ESBS. This was aimed at obtaining an accurate and objective data which would have been otherwise, possible orally. The questionnaire was to find out the extent to which the radio is effective in the mobilization of votes during elections in Enugu North municipality. Also an interview with three questions was conducted on a senior staff of ESBS.

3.7 Validity of Instrument

For the purpose of validity, the research and interview questions were shown to an extent to ascertain whether the questions were sufficient and capable of providing the needed answers, and whether the language was appropriate and simple enough to avoid confusion and enhance understanding by the respondents.

3.8 Reliability of Instruments

The instrument used for this study were pre-tested on some subject who were not parts of the survey. The instruments were also proved to be reliable tool in getting data for similar research over the years.

3.9 Method of Data Gathering

The copies of questionnaire were distributed to the sample population. The interviews were strictly based on respondents who have access to radio sets. The interviewees were made to answer the questions without assistance and influence and in such a way that somebody's answers were not repeated another. The researcher only offered explanation when and where necessary.

3.10 Method of Data Analysis

The analysis of data and process were manually handled. Simple descriptive statistical in line with the pre-determined format provided by the researcher were applied to analyze data from the survey. Thus, the collected data were presented using table and analyzed using simple percentage to give in clear terms the reliability and coherence nature of the answers from the interviewees.

This method was no doubt used on account of its simplicity and adequacy and analysis.

CHAPTER FOUR

Data Presentation and Analysis

The purpose of this study was to determine the impact of the ESBS on voters for the purpose of mobilizing them to vote during election, using Enugu North municipality as a case study. This chapter therefore deals with the presentation, analysis and discussion of the results from the study. A total of one hundred (100) copies of questionnaires were administered on residents of Enugu North municipality and all were returned because the researcher stood there to collect them after the respondents filled them. Interview was also conducted on a senior staff of ESBS radio majorly to ascertain their level of commitment to the task of mobilizing voters for election and also to know what strategies they adopt for this purpose.

4.1 Data Presentation and Analysis

The data gotten is presented and analyzed were under:

Age	Frequency	Percentage
18-25years	77	77%
26-30years	20	20%
31-40years	2	2%
41-50years	1	1%
51 and above	-	-
Total	100	100%

Source: Field survey, 2014.

The table above reveal that 77 of the respondents with the percentage of 77 were between the age of 18-25years, 20 respondents with the percentage of 20 were between the age of 20years and 2 respondent with the percentage of 2 were between the age of 31-40years and 1 respondents with percentage of 1 were between the age of 41-50years. It

also indicate that none of the respondents were between the age of 51 and above.

Table 4.2: Sex of Respondents

Sex	Frequency	Percentage
Male	60	60%
Female	40	40%
Total	100	100%

Source: Field survey, 2014

The above table reveals that 60 respondents with a total percentage of 60 were made while 40 respondents with a total percentage of 40 were females.

Table 4.3: Marital Status of Respondents

Marital status	Frequency	Percentage
Single	80	80%
Married	20	20%
Total	100	100%

Source: Field Survey, 2014.

The above table reveals that 80 respondents with a percentage of 80 were single while 20 respondents with a percentage of 20 were married.

Table 4.4: Educational Qualification of Respondents

Educational qualification	Frequency	Percentage
WAEC/NECO/GCE	38	38%
FSLC	-	-
OND/NCE	24	24%
HND/B.Sc	38	38%
Total	100	100%

Source: Field Survey, 2014.

The above table indicates that 38 respondents with a percentage of 38 were holders of WASC/NECO/GCE while 24 respondents with a percentage of 24 were OND/NCE holders. It also showed that 38 of the

respondents with percentage of 38 were HND/B.Sc while none of the respondents were holders of First School Leaving Certificate (FSLC).

Table 4.5: Respondent on if they (respondents) listen to radio

Response	Frequency	Percentage
Yes	84	84
No	16	16%
Total	100	100%

Source: Field survey, 2014

From the table, 84 respondents with a percentage of 84 said “yes” they listen while 16 pf the respondents with a percentage of 16 said “No” they don’t listen to radio.

Table 4.6: Response on how often they (respondents) listen to ESBS

Response	Frequency	Percentage
Often	27	27%
Very often	30	30%
Sometimes	25	25%
Not at all	18	18%
Total	100	100

Source: Field survey, 2014.

The above table reveals that 27 respondents with a percentage of 27 listen to radio often while 30 respondents with an average of 25 listens to radio sometime only 18 respondents with an average of 18 do not listen to radio at all.

Table 4.7: Response on if the information have impact on them

Response	Frequency	Percentage
Yes	84	84%
No	16	16%
Total	100	100%

Source: Field survey, 2014.

The above simply shows that 84 respondents with a percentage of 84 accepted that the message they hear on radio have impact on them,

while 16 of the respondents with a percentage of 16 say “No” the message do not have any impact on them.

Table 4.8: Responses on whether they (Respondents) agree that the radio has not been doing enough to mobilize voters during election

Response	Frequency	Percentage
Agree	29	29%
Strongly agree	26	26%
Disagree	24	24%
Strongly disagree	13	13%
Don't know	8	8%
Total	100	100%

Source: Field survey, 2014.

From the above table you will see that 29 of the respondents with radio has not been doing enough to mobilize voters while 26 of the respondents with an average of 26 agreed strongly to the same question. It also showed that 24 of the respondents with an average of 24 disagreed and 13 of the respondents has not been doing enough to mobilize voters. Only 8(8%) of the respondents said they don't know.

Table 4.9: Response on Suggestion on what they think radio should do to improve effective mobilization of voters

Response	Frequency	Percentage
Self sponsored jingles	22	22%
Organization of debates	18	18%
Organization of more programmes	18	18%
Elimination of bias	20	20%
Other(s)	25	25%
No comment	10	10%
Total	100	100%

Source: Field survey, 2014.

This question was not an open ended question because we allowed respondents to freely give out their suggestions on what they think the

radio should do to effectively mobilize voters and so the above table showed the most frequent replied suggestion that was made by the respondents.

So from the table above 22 respondents with a percentage of 22 suggested jingles to increase the awareness of voters on why they need to go out and vote.

Table 4.9 also showed that 18 of the respondents representing 18 percent of the population suggested that radio should organize political debates for all the parties so that the aspirant can tell the people what they have for them which will in turn motivate them to go out and vote for them massively.

Table 4.9 also revealed, that 18 of the respondents, representing 18 percent of the total respondents suggesting that radio should organize more programmes like talk shows, drama, commentaries that will educate and motivate voters to enhance effective mobilization. From table (4.9 20(20%) respondents suggested that radio should eliminate any form of bias in their broadcast of news as it affects election. i.e. they should not favour any candidate or party against another so as to enhance effective mobilization of voters.

The table (4.9) also shows that 25 respondents representing 25 percent of the total respondents suggested other things that are mostly related to the other popular suggestion made that some under this category were considered unrealizable and unattainable.

Table 4.10: Responses on Occupation

Response	Frequency	Percentage
Farmer	15	15%
Trader	10	10%
Civil servant	30	30%
Student	30	30%
Any other	15	15%
Total	100	100

Source: Field survey, 2014.

The above table reveals that 15 respondents with a percentage of 15 are farmers while 10 respondents with a percentage of 10 are traders while 30 respondents with a percentage of 30 are civil servants, while 30 respondents with a percentage of 30 are students, an average of 15 respondents with a percentage of 15 don't have any occupation.

Ten(10) representing 10percent of the respondents as shown by the table (4.9) made no comments as regards what they think the media should do to enhance effective mobilization of voters.

Table 4.11: Respondents on if they have a radio set

Response	Frequency	Percentage
Yes	80	80%
No	20	20%
Total	100	100%

Source: Field survey, 2014.

The above table reveals that 80 respondents with a percentage of 80 has a radio set only 20 respondents with an average of 20 do not have a radio set.

Table 4.12: Respondents on if they enjoy the programme

Response	Frequency	Percentage
Yes	70	70
No	30	30
Total	100	100%

Source: Field survey, 2014.

This table above reveals that 70 of the respondents with the percentage of 77 admitted that they do enjoy the programme while 30 respondents with a percentage of 30 refused that they don't enjoy the programme.

Oral Interview

For effective data collection and analysis an oral interview was conducted on a top official of ESBS as the manager could not be reached

The major aim of this interview was to know the strategies the radio has been using to mobilize voters and what challenges do they face that have been mitigating against effective voters mobilization during elections. On account of the above following questions were asked.

1. How do you assess the performance of your station as it regards voters mobilization?
2. What strategies do you adopt to enhance effective voters mobilization during election?

The first question revealed that although the media have been trying hard they have not met the standard voter mobilization from the second question it was discovered that the ESBS rely on few self-sponsored jingles, talk shows and sponsored campaigns of political

parties of which 95percent is from the ruling People Democratic Party (PDP) mobilize voter during election

It was discovered from the third question that major challenges was finance and so to improve their financial status they mortgage the highest bidder which is usually the ruling Peoples Democratic Party (PDP) thereby having little or no space of their own self sponsor programmes like jingles, talk shows, debates etc. which would have gone a long way to mobilize voters effectively.

4.2 Discussion of Findings

This research was aimed at finding out the impact of radio on voters mobilization during elections. Therefore findings of the research is based on these research questions.

Research question 1

What impact do ESBS radio message have on voters especially for the purpose of political mobilization?

Findings from the table 7 revealed that out the 100 respondents, 84 which represents 84 percent of the sampled population agreed that radio message have great impact on them while 16(16%) of the respondents disagreed that radio has impact on them. So we can conclude that radio messages have great impact on its audience and so if the right messages are broadcast in the right time and way it is capable of mobilizing voters effectively during elections.

Research question 2

How alive is ESBS radio, to its responsibility to the public?

Finding from table 9 showed that 28% of the total sampled population agreed that the radio has not been alive to its responsibility to the public and 26% of the total respondents also strongly agreed to this fact, so in total you can say that 55% of the population affirmatively agree that radio has not been alive to its responsibility. The finding also showed that 24% of the total population disagreeing and 13% strongly disagreed that radio has not been alive to its responsibility. In total you can say 37% disagreed to this fact.

Research question 3

What strategies is the radio using to mobilize voters and what better strategies are available for the purpose?

From the interview it was gather that ESBS relies mostly on few-self sponsored campaign as their strategy to mobilize voters and this ones are not even properly or effectively carried out because from table 9.22 percent of the respondents still advised that the radio should carry out self sponsored jingles to help in mobilizing voters that means the ones they are sponsoring are not enough.

There was also discovered that the major programme the radio organize to supplement it scarce jingle is talk show i.e. they invite INEC officials to come and explain certain things to the public as it regards the elections. From the interview it was gathered that other effective strategies like organizations of debate for aspirants, production of drama,

documentaries and commentaries were not adopted by the radio to enhance effective mobilization on voters.

The third strategies which was sponsored campaigns were mostly from the ruling People's Democratic Party (PDP) as stated earlier and this portrayed the radio as being biased in the eyes of the public and thus made the strategy less effective. This point was supported from the result of the questionnaire as shown in table 9 as 25% of the respondents advised the radio to stop being biased in its new coverage of political parties based on its news coverage of political parties and their candidates. It was also discovered that the radio does not adopt the use of vernacular or indigenous languages in the broadcast to their message and this goes a long way to hinder effective communication as most of the people are illiterate.

CHAPTER FIVE

Summary, Conclusion and Recommendation

Introduction

The main objective of this study was to determine the impact of radio broadcasting corporation on voters during election in Enugu North Municipality.

The survey research design was used for data collection with questionnaire. Following the analysis of data and discussion of findings, this chapter presents the summary of findings, the conclusion and recommendation.

5.3 Summary

The research was aimed at finding out the impact of radio ESBS on voters mobilization with Enugu North municipality as the case study.

To this effect set of questionnaires were fashioned out and administered so as to know what level of impact ESBS radio Enugu has on their listeners and also it has been alive to its responsibility to the public. An interview was also conducted with the senior staff of ESBS radio to know the strategies that they have been adopting for the purpose of political mobilization, which were all in line with the research questions raised in the beginning of this work. From the data collected and analyzed it was discovered that ESBS radio messages have great impact on the audience. However, not much has been achieved in the area of mobilization of voters during election. As for the strategies they

adopt and what better strategies are available it was discovered that ESBS radio carries out minimal self-sponsored jingles, irregular talk shows and political advertisements while there are better and effective strategies like debate for political parties and their aspirants, regular self-sponsored jingles, drama, documentaries and the use of vernacular and other indigenous languages that illiterate members of their audience can understand which is part of the principle of effective communication.

5.4 Conclusion

From the findings we know that radio is supposed to be a very effective tool for voters mobilization but until radio becomes alive to its social responsibility to the public by adopting better and effective strategies that will enhance effective mobilization of voters during election we will continue to have abysmal turnout of voters during elections in our polling unit.

5.4 Recommendations

The following recommendations have been suggested based on the findings of this research work:

- 1) Radio should be alive to its social responsibility to the public by broadcasting programmes like debates, jingles, talkshows etc. regularly prior to elections.
- 2) The government should certain some of money which will be given to the ESBS radio to assist them run

these programmes so that they won't sell their airtime to the highest bidder.

- 3) The ESBS radio should try as much as possible to be neutral and unbiased especially as it concerns reporting of political events like campaigns, party primaries etc. so as to restore and maintain the trust and support of all stakeholders.
- 4) The ESBS radio should carry out research on their audience to know the most effective way and time to reach them so as to enhance effective communication which will in turn bring about effective understanding of the message by the audience.

5.5 Suggestion for Further Studies

Sequel to the findings of this research work, the researcher is suggesting that further research should be carried out on the impact of radio broadcasting service on voter during election.

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Appendix

Department of Mass Communication

Caritas University

Enugu

July, 2014.

Dear Respondents

I am a final year student of Mass Communication Department in Caritas University, Enugu. I am currently carrying a research work on the impact of radio broadcasting corporation on voter during election in Enugu North municipal.

This questionnaire is aimed at getting necessary responses that will enable me test the validity of the research work under study.

I therefore request your opinion by answering the questions overleaf.

Yours Faithfully

Godwin Cecilia N.

Questionnaire

Please tick the appropriate answer in the box

1. Age?

18 – 25 []

26 – 30 []

31 – 40 []

41 – 50 []

51 and above []

2. Sex?

Male []

Female []

3. Marital status?

Married []

Single []

4. Educational qualification?

WAEC/NECO/GCE []

FSLC []

OND/NCE []

HND/B.Sc []

5. Do you listen to ESBS radio?

6. How often do you listen to radio?

Regularly []

Occasionally []

Not at all []

7. Do you think that ESBS radio message have impact on voters?

Yes []

No []

8. Do you agree that ESBS radio helps in social mobilization of voters?

Agree []

Strongly agree []

Don't agree []

Don't strongly agree []

9. Response on suggestion on what they think radio should do to improve effective mobilization of voters?

Self-sponsored jingles []

Organization of debates []

Organization of more programmes []

Elimination of bias []

Others []

No comment []

10. Occupation?

Farmers []

Trader []

Civil servant []

Student []

Any other []

11. Do you have a radio set?

Yes []

No []

12. Do you enjoy the programme?

Yes []

No []