

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of study.

The Nigerian electorate in recent years has been intensely individualistic groups. Hence political parties usually confront pro-found cultural differences given the cultural structure of the Nigerian electorate.

Independent Television Benin is an electronic media with visual and audio sounds. It is an effective spontaneous messages carrier of our time. On 27<sup>th</sup> of March 1997 when Independent Television started transmission of programmers' on channel 22 with its slogan certainly the Best, the station radically changed the horizon of broadcasting in it coverage area. Independent television came with a new millennium. The zeal of the founding father Sir Chief (Dr) Gabriel Osawaru Igbinedion the Esama of Benin kingdom, who after a careful study of the broadcast media yearned for an enhancement of the choice available to viewers to a level comparable to what is obtained in developed countries. Chief Igbinedion's dream culminated in the approval and subsequent presentation of a license by the formal Head of state General Ibrahim Babagida on 36<sup>th</sup> June 1993, at the Ladi Kwali hall of Sheraton Hotel and Tower Abuja. It goes down in history that Independent Television was the first private owned broadcasting station in Nigeria to receive a private license No.001 on that memorable day.

Having obtained the Franchise, Sir Chief (Dr).Gabriel Osawaru Igbinedion, the Esama of Benin Kingdom went straight to work by rendering standard skeletal services under the umbrella of Independent Television Network plans were known for the birth of fully fledged Independent

Television, which resulted in the siting of the station at Igwsa because of the high attitude of the location. A 1000 feet mast was erected by ALLAN DICK, a reputable firm based in London. An Italian company TECHNO SYSTEM, with its team of highly qualified Engineers delivered and installed Independent television a pair of its best transmitters of Ten kilowatts capacity, transmitting on channel 22UHF. Independent Television which commenced fully transmission on the 27<sup>th</sup> March, 1997 waxes stronger with fans growing in leaps and bounds by the day.

On the first of September 1997, the management and staff paid courtesy visit to the Benin monarch, HRF OMO N' Oba n' Edo UKU Apolokpolo Oba Erediawa. The royal father lauded the station and enjoined members to keep the flag flying. Also the then Edo military administrator Group Captain Baba Adamu Iyam played host to the management and staff of Independent television.

Nigeria broadcasting code is the compass that directs the affairs of Independent Television and Radio under the supervision of the National Broadcasting commission NBC. The commission also approved channel 42UHF for Independent Television to transmit its program in the federal capital territory. The license was presented to the investor, the Esama of Benin kingdom, on the 17<sup>th</sup> of December 1999. Independent Television Benin satisfies curiosity by allowing one to hear for oneself and view for one's self and that it is not just an overstatement. Again its ability to disseminate information in various dialects also serves as a tonic to language barrier. Independent television Benin, as integral part of the fourth estate of the realm, is expected as usual to play its traditional role on political trend inspires responsiveness to the medium and has become a major feature of campaigns for public office seekers at national, state and local government levels. Most rural dwellers are known to be financially poor because of their low educational status and cannot afford a television set. This has also been a problem of efficient

and effective use of Television in achieving political mobilization in the rural areas. The term Independent Television Benin political services rendered to the populace to bring about information, education entertainment and influence in rural dwellers. Apart from those general roles, it enhances and encourages through its various programs the acquisition and pursuit of knowledge, thereby promoting national consciousness and acts as a powerful means of social mobilization.

### **1.2 Statement of the Problem**

The potency of mass media in political aspect cannot be over-emphasized. The role of television in mobilizing the masses for electoral activities is very obvious in the sense that it uses audio-visual methods to transfer message to the electorate.

Due to the centralization of media organization in the urban areas in Nigeria, rural dwellers are sometimes left in the hand of the opinion leaders who sometimes use propaganda techniques to lure the rural dwellers into voting blindly. However, Independent Television Benin's signals reaches the rural dwellers especially those in Uziare local government and some programs are developed by the station to mobilize the rural dwellers on political activities especially during elections, thus, the question this study seeks to unveil is how successful are the programs by Independent Television Benin in mobilizing the people of Uziare and surrounding rural areas during political activities

### **1.3 Research Objectives**

This study has the following objectives:

- I. To know the extent to which the independent Television Benin Programs have gone in mobilizing voters in rural areas during elections.
- ii. To find out the responses of the rural areas surrounding ITV and programs of Independent Television Benin that promotes political mobilization.
- iii. To examine the strategies employed by Independent Television Benin to achieve political mobilization in Uziare and surrounding areas.

#### **1.4 Research Questions**

1. How can exposure to Independent Television Benin on Political programmes change the minds of audience towards their choice of candidate?
2. Have Independent Television Benin, programmes been able to create any positive impact on the political life of the people?
3. To what extent does exposure to Independent Television Benin programmes affect people's voting pattern?

#### **1.5 Significance of the Study**

The study will help to create awareness on the need for proper use of Independent Television Benin in political mobilization of people in Uziare local government area. It will also help to create a more co-ordinate socio-political and socio-economic awareness on some burning issues at the grassroots. It is also hoped that the research will help in promoting political participation and natural consciousness. It will ensure continued education for the rural population.

#### **1.6 Hypothesis**

H<sub>1</sub>: Exposure of Independent Television political program do affect peoples' voting pattern.

### **1.7 Scope of Study**

From the research topic, this study is limited to just Uziare local government area. Uziare local government comprises of five villages namely Jattu, Afasho, Afowa, Iyamo, Ayogena. It covers adult, youth, male and females inclusive who are involved in various businesses, there are farmers and also student. This study also covers how Independent Television Benin helps in political mobilization of Uziare local government area.

### **1.8 Operational Definitions**

**Mobilization:** this means to work together in order to achieve a particular aim.

**Political:** act of governing for better and more rewarding life.

**Rural Area:** Any under developed area in this project

**Uziare:** local government area.

**Independent Television:** The medium for transmitting information values for the rural areas.

## **CHAPTER TWO**

### **REVIEW OF LITERATURE**

#### **2.1 Introduction:**

This chapter is a review of related studies to the topic “Independent Television Benin in Political Mobilization of Rural Areas.” The chapter is organized under the following headings.

- A. Review of concept.
- B. Review of related studies.
- C. Theoretical framework.
- D. Summary.

#### **2.2 Review of Concepts**

The following concepts were reviewed

- a. The development of Television.
- b. The role of Television, political mobilization in rural Development in Nigeria.
- c. The role of Television in politics in Nigeria.
- d. Independent Television as an instrument of Political mobilization.

##### **2.2.1 Development of Television in Nigeria**

Television broadcasting in Nigeria started with the initiative of the first western region premier, Chief Obafemi Awolowo who on October 31 1959 launched, Television broadcasting at Ibadan the headquarters of the region.

The western Regional government went into partnership with the overseas Re-diffusion limited. The Nigerian Radio vision service limited was created with the responsibility of radio and television station broadcasting under one management.

A small transmitter of 500 watts power was mounted on Mopa Hill in Ibadan and another at Abafor near Ikorodu. The Television was therefore established to disseminate information and entertain viewers. The radio and television stations in the western Region pioneered commercial broadcasting in Nigeria to supplement government subvention.

In 1962, the western region government took full control of the WNBS/WNTV by buying overall the shares held by the overseas Re-diffusion Ltd.

In the same year, the Nigeria Television service was born in Lagos with the Radio Corporation of America (RCA) and the National Broadcasting Company International Limited managing the station. But the management was eventually handed over to Reverend Victor Badejo, who was then the acting Directing General of the NBC. The federal Military Government of Nigeria under General Olusegun Obansajo (as he then was) took over the Television stations in Nigeria, in 1978 and changed its name to Nigeria Television authority (NTA). Today Nigeria has thirty-six states with each aspiring to set up her own Television station. The federal government is also making efforts to establish a branch of NTA in each state. The television station started beaming color programs thus, however, opened in the history of television broadcasting in Nigeria with the federal government takeover of all television services in 1978 (supra). All Television stations are made to beam network programs.

Many state governments have, however, established more television and radio stations since then. Then of the state Television stations have been competing favorably with the federal government station.

A new chapter was opened in the history of Nigeria broadcasting in 1992, the federal government under general Ibrahim Babangida deregulated the broadcast industry by granting license to private individuals and organizations to set up radio and Television broadcasting stations. As at today, there are over thirty. There were 2 government controlled Television broadcast stations in Nigeria in 1999 and 14 licenses to operate private Television. There are ii short-wave stations in Nigeria. Throughout the country there are 23.5 million radio sets and 6.9 million Television sets.

In 1992 the National Broadcasting commission (NBC) was founded to monitor and regulate broadcasting on a national basis. One goal of the organization is to open up the industry to the market place. Both foreign and domestic participation is sought. A total of nine mandates are itemized in the chapter of the NBC.

Additionally, the agency has the role of arbitrator between the industry and other areas of the government. Education is also the component of the organization's work. It is charged with ensuring the development of trained personnel through accredited curricular and programs that offer courses in mass communication and broadcasting. And the final mandate is to guarantee the liberty and protection of the broadcasting industry under the constitution.

Nigeria's president appoints the Board of commission for the based on the advice of the minister of information. The Commission consists of a chairman, the Direct-General. Ten other members



are also on the broadcasting. And the final mandate is to guarantee the liberty and protection of the broadcasting industry under the constitution.

Nigeria's president appoints the Broad of commission for the advice of the minister of information. The commission consists of a chairman, the director-General. The other member are also on the board representing law, business, culture, education social science, broadcasting, public affairs, engineering and state security service. Members serve on the board on a part-time basis. The Director-General, who occupies the role of chief executive, conducts day-to-day oversight. That position is assist by the secretary to the commission and the board of management which includes the Heads of Directorate and department.

### **Objectives of Television**

To act as a catalyst for social change

To promote national integration

To stimulate greater agricultural and production by providing essential information and knowledge

To promote and help preservation of environmental and ecological balance

To highlight the need for social welfare measures including welfare of women, children and the privilege

To promote interest games and sports

To stimulate appreciation of our artistic and cultural heritage like many states in Nigeria, television Broadcasting has come a long way. It has evolved from the home countries of the colonial masters of the poor natives in Nigeria.

An Independent, the Africa leaders were to know the effect of broadcasting on the people and so used it as government mega phone. It could help inform people for government attention and because of the high illiteracy level, television broadcasting is preferred to other media of communication because it has both audio and visual method of broadcasting Government policies could be translated into local languages and broadcast to the people. Over the decades, broadcasting in Africa has served as the channel for government propaganda.

However, in Nigeria, television has been seen as a way or communication channel in which the government communicates to by the governed basically, libertarian or free press theory prescribes that an individual should be free to publish what he or she likes and hold and express opinions freely. Soon it was extended to include freedom of assembly with others. The theory flourished most in the earlier half of the 19<sup>th</sup> century, during which reference to the press as “the fourth Estate of the Realm” becomes common.

Libertarian medial is well known for their philosophy of nationalism and natural gift rights. Capable of thinking for themselves, they exist to check on governments and that requires that they will be free of government control. However, nobody has ever said that the freedom should include freedom to defame, to indulge in unbridled obscenity, to violate individual privacy or to commit sedition, no therefore it advocates that people should be left free and given access to types of idea from which they should freely choose. So to be liberated from the government control so that they can provide a free market place of idea for enlightenment of the people.

Under this theory, the press is seen as a partner in the search for truth instead of a tool of government. Freedom here refers to free expression and free dissemination of information of all kinds of information and study mass- media (television) under this theory its tries to expose the rural dwellers on political mobilization you give them detailed information freely nobody will force you to do what to do like voting, all the rural-dwellers needs to do is just to think and know the right decision to take because this particular theory is a free market place of idea, there is no kind of bias from individual that will make you not to do what you exactly you what. Here the television has free access to any kind of information and the people job is to look into the information. They have the right to say no or yes to the information been disseminated without bids of any kind.

Without an appropriate feed-back system, communication should be a four way process.

That the urban people could communicate to the rural people (urban-rural communication).

That communication can also emanate from the urban people (urban-urban communication).

That the rural people are also at liberty to communicate with the urban population (Rural-Urban communication)

That the rural people can also communicate amongst themselves (rural-rural communication).

### **2:2.2 Role of Television in Political Mobilization of Rural Development in Nigeria**

This Pre supposes the fact that any serious government must identify the various segments of the society and be able to develop mobilization messages through the help of the leadership in these

segments, In order to ensure the appropriateness and relevance of such messages to their audience so that the mobilization effects would be accepted and adopted by these social sciences, the idea of political bureau (1987-2002) human history to mobilize different human societies e.g. rural areas so as to achieve some set goals.

This being the case, it is appropriate to ask the question: what is political mobilization? What it is about? Why is it necessary in the rural area? Television is also useful in political mobilization as it has been viewed within the academia in line with its almost infinite rate concerning human efforts in mobilization themselves for the attainment of better Conditions of existence. It is on this premise that the political bureau in its report (1987: 2002) implied definitions of (political mobilization thus:

Simply stated, to mobilize people is to increase their level of awareness of certain set objectives with a view of achieving those objectives.

Adeniyi and Ebigbola (Onajide Et al, 1990) vividly summed up the situation that rural area development is conceived differently at different times and place. The television has helped. It is one of the medium you can use for the rural area development in terms of political mobilization in Nigeria. This notwithstanding, it is the conviction of the author that the concept of rural area development can hardly be reasonably explicated without paying attention to the separation that exists between the rural area and political mobilization. The rural area development means the improvement of the social, political and economic conditions in rural places, creating better job opportunities, increased awareness family incomes and providing. Television has helped us to eradicate ignorance in the television areas since culture cannot.

Television help to remove the negative aspect of some of our culture and has helped the citizen to absorb that which will improve their welfare, Awareness level and consciousness to what is going on in the communities as a whole. Television has done much in political mobilization of the people in the rural area. In political mobilization they get feel like choosing without bias of any individual. In the rural area, development consists of deliberate efforts mobilized to eradicate or reduce to the barest minimum society and economic ills that persist in diminishing the qualities of life in the communities. This is according to Bamidele (In Onajide et al; 1990).

Along the line, Nwosu and chukwumezurike (1987) explained mobilization as a process that involves bringing people together and moving them to action, and also making them submit themselves strongly to the achievement of any social goal. From the foregoing we can take political mobilization as a process of sensitizing the citizen (rural areas) increasing their cognition, political consciousness as well as the latter's efficiency. In order words, political mobilization could be taken to mean the determined process of emotionally bringing people together and making them to internalize communality of societal values, attitudes and orientation in achieving particularity specified objectives.

Put together, the relevance of television to political mobilization in rural areas as per those definitions and other ones in identifiable from there now claimed four important goals of

1. Enhancement of effective and responsive service delivery.
2. Exercise of democratic self government.
3. Effective utilization of human resources.
4. Provision of two-way channels of communications between the rural, rulers and the ruled.

These goals show that the television institution is a mechanism for mobilization integrating the grass rooters. The role and indispensability of the television institution in this respect are particularly relevant inputs and commitment of the fertility of the later or same. In order words, television exists to bring about democracy, serve as base for political participation and education. It equally exists to provide services and serve as a vehicle for rural development (Opla op.c.t: 10-14). Hence televisions are to political mobilization, rural area development and political stability what basic tissues are to human body. And without them they would have no vitality (Blair op c:t: 4) to the lives of the rural inhabitants.

### **2.2.3 Role of Television in Politics**

Research into mass communication effects indicate that the television is more powerful at the learning and information levels than at the persuasion level. In the area of politics, accumulated research, evidence has continued to point in this direction where the mass media are available and accessible, peoples knowledge of public affairs depends largely on what television tells them. Because we can hear too little for ourselves studies of the impact of television at the learning and information level, particularly in relations to politics, shows the power of television in conferring status and legitimacy on people as well as the power of television in setting the political agenda in the communities. Television has the power to determine the topics for political debate and discussion in the rural areas. In this regard mass media expert tells us that even when the media do not tell the electorate what and what to think about, that is, the issue being the same issue and event which have featured in the mass media.

## **Function of Independent Television Benin**

The independent television Benin (I T B) was basically established to restore order out of chaos, to restore the sense of national unity and propagate common cultural bonds through television broadcasting. Other functions include the following

1. The provision of independent and impartial television services and to ensure that its services reflect the unit of Nigeria as a federation and at the same time to give adequate expression to the culture, characteristics and affairs of each state.
2. To plan and coordinate the activities of the entire television network.
3. To ensure the establishment and maintenance of standards and promote the efficient operation of the entire system in accordance with national policy.
4. To establish such number of production centers as it may consider necessary from time to time.
5. To collect in any part of the world both news and information from news agencies.

### **2.2.4 Independent Television as an Instrument of Political Mobilization**

Communication, with its immense possibilities for influencing the minds and behaviors of people, can be a powerful means of promoting democratization of society of widening public participation in the decision making process. This depends on the structure and practices of the media, their management and to what extent they facilitate broad access and open the communication process to a free interchange of ideas, information and experience among the people.

Macbride et al as quoted by Okunna (“54”)

Communication is a political instrument all over the world and the relationship between politics and communication is an indissoluble one. In the advanced industrial, societies television is actually and integrally parts of political life, serving people as their major or only link with the government and providing the information which they require to make political judgment and on which they base their political attitudes.

Television no doubt bridges the gap between the government and the people. Obviously, people need not only news which encourages and reassures them in their desires and expectations or confirm their sets ideas but also information which can validly lead them to alter, moderate or balance their judgment and opinions.

The awaken molding critical awareness constitutes a crucial aspect of democratization in the communication process.

Television contributes to the growth and development of National unity and participating democracy. Political mobilization creates and promotes political awareness amongst the people to achieve a democratic society. It awakes in the people, the spirit of tolerance of all shades of opinions and social justice based on the responsibility and right of the individual in the societies.

On this note, Wale(1956) explained that television and news are undoubtedly the means by which a part of the central government learn what is happening and what might happen in another, on the of the people, the media inform them on current political issues.



Umuchukwu (2001) comment ‘‘they alert the citizenry of unhealthy political development. They conscience them towards bracing up necessary action against political injustice done to them’’, the question now is, how has television programmed helped to mobilize the people. Onobanjo(2007), cited in Duyile (2005) says, a programs is a broadcast material created to meet certain specific need or attain some set objectives and transmitted to some pre-determined target audience.

A television program refers to material or packages put together by an individual to be aired on a television station. Such individual may be a presenter. Producer, director or talent the television has certain operative systems which when followed accordingly would lead to a carefully and well produced programmed.

The production of a television program is a complex process. On this note, Zetti (1976) ‘‘notes it requires careful planning and much preparation by workers with artistic and technical skill. ‘‘

The art of programming itself refers to the strategic selection of program me material that is appropriate of suitable to a particular segment of pre-defined target audience. It is also a sequential activity that presumes the organization of materials is a coherent program service suitable to the target audience.

Dunu (2002) Says:

As the bedrock and mainstay of broadcasting programming involves a long term calculated, planned policy expressed in pre-determined executable action which is appropriately implemented and executed as individual program operations, wins maximum success for the station. Programming as a feature of broadcasting, has basic factors, which includes. Research planning of materials execution and evaluation

In rural broadcasting Onosu and Umolu (2010) noted that programming performs the function of integration, development agenda setting plus the primary function of informing, educating and entertaining.

Thus, the function of programming is to provide for the rural dwellers a bridge between urbanity or modernity and rural dweller and primitiveness.

Thus, every television program must contain well thought out parts or elements carefully arranged and linked together to a unit, and since television deals with both sounds and picture, all the component part must be properly fuse together to make a component whole.

The television produce depends on the human vocation, pictures, sounds/ music and sound picture effects all blended with feature narrative to tell a cohesive story. Since the raw materials for a community, television program are usually drawn from the community then a thorough understanding of the community is paramount.

Each programme so produced should have the effect of education, information, entertaining and awareness creation as it is main purpose and objectives.

Different programs such as news, documentary educational, how to do it, forums, sports and features, should all reflex the specifics and features, should all reflect the specific need of the audience.

Dunu in Okunna (2002); says,

Each program Content is evaluated based on the extent to which that content to which that content reflects current social trends meets the needs of the audience. Regulatory constraints come in form of laws and regulations. In Nigeria, for instance, the government through the NBC monitors the programs content should reflect the culture, and values of the people, and should also be used as a vehicle for furthering development.....

Thus, rural community producers should strive to dish out quality programs that will positively mobilized the people especially in times of national emergencies, like religious riots, war economic disorder or to perform such civic responsibilities as voting during election.

In the economic sphere, the television producer should patronize the immediate environment. This will help to stimulate economic and socio-political development of such community.

Since the program is for the rural dwellers, the materials should be sourced from among the people, processed and given back to them. This will make them feel that they belong and are part and parcel of the station.

## **2.3 Review of Related Studies**

### **2.3.1 Akpan (1987) Media Information has tremendous energy for change**

The aim of this study was to discover how Change which is refers to learning, manifests in the needed part of the rural areas where a good number of the people are wallowing in ignorance. They therefore need media information to participate fully in elements because through the media, they will fully participate because they will learn their political rights and obligation. They therefore need media information to improve in all aspect of life. For instance, in political

aspect, they need media information to participate fully in element because they will learn their political right and obligations.

Akpan (1987) does a step, further by stating that “Television can be a very good medium for mobilizing and educating the people. It can be used to transmit knowledge. Its ability to talk more and be heard makes television very unique.”

Akpan (1987) also sees television as a very powerful visual and audio aid in teaching or learning process. According to him, with television the learner can hear and see demonstrations at close quarters. For instance, the political aspirant's carryout their campaign in the television station. The candidates are also heard on the television advertising them. With this, people can then decide on whom to vote for. Television therefore has the capacity to pass knowledge thus, the occurrence of learning.

In this case he is trying to tell us that television being visual and audio could be a good medium for mobilizing and educating the rural dwellers on politics as it makes them to hear for themselves rather than being total. In Nigeria, research evidence shows the use of radio as a medium of mobilization is twiddle spread, even among rural populations.

The president's campaign must be television oriented, we must change the perception of literally millions of voters and this can only be done through the mass-media with the principle emphasis on television.

From the above, we can understand that the best medium through which we can campaign is the television .it is a good medium for mobilizing political aspirants who wish to sell themselves as to win people over, especially those in the rural areas.

Television can help because it requires an indoor newer unlike the radio. It is also used for mobilization, political functions social functions, socialization etc. television is a medium that can be used to tell the rural dweller what is going on in the local government. It helps to mobilize the rural areas. To do what they are asked to do without complain.

A rural area is an area based to improve the life of people in that area. To achieve these some factors must be squarely studied for more impact of mobilization, desire culture and educational level etc.

**Desire Interest:** You must broadcast what is the desire of that local government. It must high-light their interest, create inter active program. The person employed to work in that station may not be from there.

**Culture:** It is the people way of life, so it is not attended then the Television is beaten around the bush.

**Educational Level:** There may be secondary level, teacher's and some educated ones in that area so when they are disseminating information they should do it in a way that everybody in that rural area will participate in the programs.

#### **2.4. Theoretical Framework.**

This study is based on Social responsibility theory which is one of the four normative theories of the press. This theory came as a result of Hutchins commission on freedom of the press that was established in 1942 and it released a major report of its findings in 1947. This theory involves a number of ways in which the state could attempt to play role in attempting to ensure that news

media fulfilled their social responsibility and obligations. At the same time tries to retain the Independence of Journalism and freedom of speech.

Social responsibility theory allows free press without any censorship but at the same time the content of the press should be discussed in public panel and media should accept any obligation from public interference or professional self regulations or both. The theory lies between both authoritarian theory and libertarian theory because it gives total media freedom in one hand but the external controls in other hand. Here, the press ownership is private. The social responsibility theory moves beyond the simple “Objective” reporting (facts reporting) to “Interpretative” reporting (investigative reporting). The total news is complete facts and truthful but the commission of the freedom press stated that “No longer giving facts truthfully rather than give a necessary analyzed or interpretative report on facts with clear explanations”. The theory helped in creating professionalism in media by setting up a high level of accuracy, truth, and information.

It emphasizes the need for an Independent press that scrutinizes other social institutions and provides objectives, accurate news reports. The most innovative feature of social responsibility theory is its call for media to be responsible for fostering productive and creative “Great Communities.” It said that media should do this by prioritizing cultural pluralism by becoming the voice of all the people, not just elite groups that had dominated national, regional, or local culture in the past. In some respects, Social responsibility theory is a radical statement. Instead of demanding that media be free to print or transmit their owners want, social responsibility theory imposes a burden on media practitioners.

This theory encourages the press to see themselves as front as front-line participants in the battle to preserve democracy in the world drifting inexorably towards totalitarianism. The researcher has decided to use this theory because of the following:

It allows everyone to say something or express their opinion about the media.

It allows Community opinion, Consumer action and professional ethics.

It allows serious invasion of recognized private rights and vital social interests.

Private ownership in media may give better public service unless government has to take over to assure the public to provide better media service.

Media must take care of social responsibility and if they do not, government or other organization will do.

## **2.5 Summary of Literature Review**

This chapter reviewed the concepts of development of Television in Nigeria and also the role of Television in rural Development in Nigeria. It also had a review of studies related to the study. From the above, we can understand that the best medium through which we can campaign is the television .it is a good medium for mobilizing political aspirants who wish to sell themselves as to win people over, especially those in the rural areas.

Akpan (1987) also sees television as a very powerful visual and audio aid in teaching or learning process. According to him, with television the learner can hear and see demonstrations at close quarters. For instance, the political aspirant's carryout their campaign in the television station. The candidates are also heard on the television advertising them. With this, people can then

decide on whom to vote for. Television therefore has the capacity to pass knowledge thus, the occurrence of learning.

Television can help because it requires an indoor newer unlike the radio. It is also used for mobilization, political functions social functions, socialization etc. television is a medium that can be used to tell the rural dweller what is going on in the local government. It helps to mobilize the rural areas. To do what they are asked to do without complain. In this study, the statement of the problem in Uziare local government was stated, the objectives of the research were looked into and some research questions were put forward to answer the problems in this research. The theoretical framework used is the Social Responsibility theory which is propounded by Hutchins Commission on Freedom of the press that was established in 1942.



## **CHAPTER THREE**

### **RESEARCH METHOD**

#### **3.1 Introduction**

This chapter discusses the following:

Research design

Population of study

Sampling Technique/ sample Size

Description of Research Instrument

Validity and Reliability of Data Gathering Instrument

Method of data Analysis

#### **3.2 Research Design**

The area of coverage is Uziare Local Government. We used the survey method; it is an investigation into situational phenomena created in Edo state. The will be employed to suggest solutions to such problems especially in the Political Mobilization of the people within these local government.

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

The researcher intended sampling the total population of towns in Uziare local government area, but because of limited finance, time available, coupled with volume of other academic work, the researcher has in school, it was not possible. However, population of Uziare local government which comprises of 365,000 inhabitants and the figure was gotten from the population census of 2006 in the local government area.

The study was narrowed to five towns from which a total of 250 respondents were randomly selected and provided with questionnaire. The five towns that was selected from this local government which include the following:

Jattu local government area

Afasho local government area

Afowa local government area

Iyamo local government area

Ayogena local government area

### **3.4 Sampling Technique/Sample Size**

The target population and any other population, here samples, were drawn from the entire population of the local government. 250 questionnaires were distributed; the towns include Jattu, Afasho, Afowa, Iyamo, Ayogene. In using these towns, other towns were put into considerations.

In the choice of the sample size for this study, the researcher used purposive sampling technique. The technique provided each member of the local government chosen the chance of being selected or included in the sample.

### **3.5 Description of Research Instrument**

The measuring instrument which the research used for this study was mostly based on self-administered questionnaire. It is because it will give the respondents freedom to answer without fear. It also gives the respondent the opportunity to express themselves in answering the question being asked without fear.

### **3.6 Validity of Data Gathering Instrument**

The researcher observed the validity of the instrument used through immediate and appropriate use of questionnaire to administer test within a sample size of the population which is done on personal encounter without fear.

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

The method of data collection was by self-administered questionnaire. The questionnaire was administered personally due to a number of reasons among which were the motive to ensure a high response rate in order to reduce bias tendencies as well as to give a personal touch to the respondents. It will also be a scientific method which will be open for everybody.

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

For easy comprehension of the analyzed data, the researcher intends to use frequency expressed in percentages which will be used to analyze the data collected from distributed questionnaire. Frequency of Yes and No, respondents are to be computed in percentage ratio. Tabular form was used for easy calculation. And chi-square was used to test and analyze some selected hypotheses.

Chi-square goodness of fit test  $X^2 = \sum \frac{(O - E)^2}{E}$

O = Observed frequency

E = Expected frequency

$\sum$  = Summation of all items

The analysis would be accepted if the total percentage of response given is greater than 50% and would be rejected if it is less than 50% in data presentation and analysis.

## **CHAPTER FOUR**

### **DATA PRESENTATION AND DISCUSSION OF FINDING**

#### **4.1 Introduction**

The aim of this study was to determine the role Independent Television in Political Mobilization of Rural Areas. This chapter is concerned with the use of self-administered questionnaire were distributed to the respondents.

In data analysis, the research question used was tested, using one or two relevant tables. 250 questionnaires were distributed to the local government under study, 225 were returned, while 25 were with-held by the respondents. These respondents were mostly those within the age range of 15-20, followed by those who are between 21-40 years of age and also those between 41-50, 51 and above. In other words, the respondents are mostly business men and some student and farmers.

The study answered the following research questions:

- I. How can exposure to Independent Television Benin on Political programmes change minds of audience towards their choice of candidate?
- II. Have Independent Television Benin, programmes been able to create any positive impact on the political life of the people?
- III. To what extent does exposure to Independent Television Benin programmes affect people's voting pattern?

## 4.2 Data Presentation and Analysis

Analysis on demographic data

On demographic data, items 1 to 5 in the questionnaire answer question on the demography respondents.

**Question1:** What is gender?

**Table1:** Response to question 1.

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Female	125	55.6%
Male	100	44.4%
<b>Total</b>	<b>225</b>	<b>100%</b>

The above table shows that out of 225 respondents, 125 respondents (55.6%) are female while 100 respondents (44.4%) are male.

**Question2:** What is your age range?

**Table 2:** Response to question 2

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
15-20	25	11.2%
21-40	80	31.5%
41-50	70	31.1%
50 and above	50	22.2%
<b>Total</b>	<b>225</b>	<b>100%</b>

From the above table, the age range of 18-20 years was 25 in number; representing 11.2% of the total respondents, 80 were between the age ranges of 21-40 years which makes 31.5% of the total respondents. Those within the age range of 41-50 years were 70 representing 31.1% of the total respondents, while those between the age ranges of 51 and above were 50 respondents representing 22.2% of the total respondents.

**Question3:** What is your Marital Status?

**Table3:** Response to question 3

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Married	135	60%
Single	90	40%
<b>Total</b>	<b>225</b>	<b>100%</b>

The table above shows that in the total response that majority are married with the (60%) while the people who are single were (40%).

**Question4:** What is your Educational Qualification?

**Table4:** Response to question 4

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
BSC	25	11.2%
HND	25	11.2%
OND	15	6.6%
MSC	35	15.6%

PHD	20	8.8%
WEAC	105	46.6%
<b>Total</b>	<b>225</b>	<b>100%</b>

The table above shows that in the total respondents higher response came from those with WEAC which represent 105 (46.6%) of the total respondents, 25(11.2%) these are people with BSC. 25 (11.2%) are those with HND, 15(6.6%) are those with OND, 35(15.6%) are those with MSC while the remaining 20 (8.8%) are from those with PHD.

**Question5:** What is your occupation?

**Table5:** Response to question 5

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Businessmen	40	17.8%
Workers	85	37.8%
Farmers	75	33.3%
Students	25	11.1%
<b>Total</b>	<b>225</b>	<b>100%</b>

The above table indicate that higher response came from workers who are 85 in numbers representing 37.8% of the total respondents, this was followed by farmers which represent 75(33.3%) of the total respondents 40(17.8%) represent the business and the remaining 25(11.1%) is from the student.



### 4.3 Analysis of Data from Survey (Field)

**Research question 1:** How can exposure to Independent Television Benin Programmes affect their voting pattern?

Items 6-9 answer Research question 1

**Question6:** Do you expose yourself to Independent Television Benin?

**Table 6:** Response to question 6

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	140	62.2%
No	35	15.6%
Not really	50	22.2%
<b>Total</b>	<b>225</b>	<b>100%</b>

From the above table, the research question 140 respondents of 62.2% represent people's exposure to Independent Television Programmes and 35 respondents representing 15.6% those who do not expose themselves to Independent Television Benin. While those with 50 representing 22.2% represent those that are not really expose to Independent Television Programmes.

**Question7:** As a listener and viewer of Independent Television Benin, does exposure to Independent Television make change on choice of candidate?

**Table7:** Response to question 7

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	65	28.9%
No	130	57.8%
No opinion	30	13.3%
<b>Total</b>	<b>225</b>	<b>100%</b>

In the above table, the research questions 65 respondents of 28.9% representing people exposure to Independent Television Benin Programmes and they have the yes response, those with 130 respondents of 57.8% representing people with No response. While those with 30 respondents of 13.3% representing people with no opinion response.

**Question 8:** Have you ever voted for a candidate because you heard him or her participate in Independent Television Programmes?

**Table8:** Response to question 8

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	100	44.4%
No	115	51.1%
Neutral	20	8.88%
<b>Total</b>	<b>225</b>	<b>100%</b>

In the table above, the research questions 100 respondents, representing 44.4%, have voted for a candidate because they heard them when they participated in Independent Television Benin Programmes and 115 respondents representing 51.1% have never voted for candidate because

they heard him or her participate on Independent Television Benin programmes, While 20 respondents representing 8.88% are neutral.

**Question 9:** How often do you watch and listening to political advertisement on Independent Television Benin?

**Table 9:** Response to question 9

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Regular	180	80%
Irregular	45	20%
<b>Total</b>	<b>225</b>	<b>100%</b>

In the above table, 180, respondents representing (80%) are those who watch and listen to advertisement on Independent Television Benin. While 45 respondents representing 20% are those who do not watch and listen to advertisement on Independent Television Benin.

**Research question 2:** Have Independent Television programmes been able to create any positive impact on the political life of the people?

Items 10, 11, 12 answered research question 2

**Question 10:** In independent Television Benin, how do rate it in political mobilization of rural dwellers?

**Table 10:** Response to question 10

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
High	50	22.2%
Low	131	58.2%
Very Low	44	19.5%
<b>Total</b>	<b>225</b>	<b>100%</b>

In the table above, 50 respondents representing 22.2% and they are rated high in political mobilization of rural dwellers. 131 respondents representing 58.2% and also those who were rated low in political mobilization of rural dwellers, while 44 respondents representing 19.5% and were rated very low in political mobilization of rural dwellers.

**Question 11:** Would you say that Independent Television can help in mobilizing the rural dwellers?

**Table 11:** Response to question 11

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	180	80%
No	40	17.8%
Not really	5	2.22%
<b>Total</b>	<b>225</b>	<b>100%</b>

In the above table, 180 respondents representing 80% are those that say Independent Television can help in mobilizing the rural dwellers. 40 respondents representing 17.8% are those who do not say or agree that Independent Television Benin can help in mobilizing the rural dwellers.

While 5 respondents representing 2.22% are those who do not really agree that Independent Television Benin can help in mobilizing the rural dwellers.

**Question 12:** what privilege did you derive for watching Independent Television Benin?

**Table 12:** Response to question 12

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Positive	70	31.2%
Negative	155	68.8%
<b>Total</b>	<b>225</b>	<b>100</b>

In the above table, 70 respondents representing 31.2% are those that have positive impact on derive positively for watching Independent Television Benin, while 155 respondents representing 68.8% are people that derive negatively for watching Independent Television Benin.

**Research question 3:** To what extent does exposure to Independent Television Benin Programmes affect peoples' voting pattern?

Items 13-15 answer research question 3.

**Question:13** During political situation, how do you access the performance of Independent Television Benin in letting you know what to do and the candidate of the various parties to be voted for?

**Table 13:** Response to question 13

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
High	120	53.3%
Low	85	37.8%
Very low	20	8.88%
<b>Total</b>	<b>225</b>	<b>100%</b>

In the table above, 120 respondents representing 53.3% and they are people who access the performance of Independent Television Benin in high rate. Those with 85 respondent's representing 37.8% are those people that access the Independent Television with a low performance, while those with 20 respondents representing 8.88% are those that access the Independent Television with a very low performance.

**Question 14:** Do you participant in general election based on information gotten?

**Table 14:** Response to question 14

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	145	64.4%
No	80	35.6%
<b>Total</b>	<b>225</b>	<b>100%</b>

In the above table, 145 respondents representing 64.4% and they represent those that participated in the general election based on information gotten. While the remaining 80 respondents representing 35.5% and they represent those that did not participate in the general based on information gotten?

**Question 15:** How do you see the political information capability on Independent Television Benin?

**Table 15:** Response to question 15

<u>Responses</u>	<u>Frequency</u>	<u>Percentage</u>
Organized	80	35.6%
Well organized	100	44.4%
Disorganize	45	20%
<b>Total</b>	<b>225</b>	<b>100%</b>

In the above table, 80 respondents representing 35.6% they see the political information capability on Independent Television as organized, while 100 respondents representing 44.4% they are those who see the political information capability on Independent Television Benin as well organized. The remaining 45 respondent's representing 20% capability of Independent Television Benin as disorganized.

#### 4.4 Testing Hypotheses

##### Hypothesis 1

H1: exposure to Independent Television Benin Political programmes do affect people's voting pattern.

$$\text{Formula: } = \chi^2 = \sum \frac{(O - E)^2}{E}$$

O = Observed frequency

E = Expected frequency

$\sum$  = Summation of all items

X = Calculated chi-square value.

The probability level or significance level for this test is 0.05

**Hypothesis Testing**

Therefore the exposure to Independent Television Benin political programmes do affect people’s voting pattern

$K=N-1$

$K= 2-1=1$

Table 4.3.1

<b>Response</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>
Yes	185	112.5	72.5	5256.3	46.7
No	40	112.5	-72.5	5256.3	46.7
<b>Total</b>	<b>225</b>	<b>225</b>	<b>0</b>		<b>93.4</b>

$X^2 = 93.4, df = 0.05, P=2, X^2 U = 3.841$

In testing this hypotheses, chi-square goodness of fit test was used, observation after testing shows that the calculated chi-square value of two degree of freedom (df) of 0.05, level of significant was 3.841.

**Decision Rule**

Comparing the table vale of  $X^2$  with calculated value of being  $93.4 > 3.831$ .

Therefore, 93.4 is greater than 3.841 → *table* value.

From the above, since the calculated value of  $X^2$  is greater than the table of  $X^2$ , we accept alternative hypothesis (H1) and reject the null hypothesis (H0).

Therefore, the Nigeria electorate participation in general election is as a result of information from Independent Television Benin.



#### 4.4 Discussion of Finding

In this section the data collected from survey on the topic “Role of independent Television Benin in Political Mobilization of Rural areas; (A Study of Uziare local government area in Edo State) will be discussed. The data was contained in 250 fully complete copies of questionnaire retrieved from the respondents. Out of 250 copies of questionnaire distributed, 225 copies were retrieved. This gave a response rate of 225%. Response to answers on research questions would be discussed.

**Research Question1:** How can exposure to Independent Television Benin Programmes affect their voting Pattern? The data in tables 6, 7, 8 and 9 were used to answer this research question. Data on table 6 showed that, 140% respondents (62.2%) expose themselves to Independent Television Benin and 35% respondents (15.6%) do not expose themselves to Independent Television Benin Programmes, while 50% respondents (22.2%) do not really expose themselves to Independent Television Benin programmes. Data on table 7 showed that, 65 respondents (28.9%) says yes to the exposure to Independent Television programmes makeup change on choice of candidate, 35 respondents (57.8%) says no to the exposure to Independent Television programmes makeup change in the choice of candidate, while 30 respondents (13.3%) have no opinion on the exposure to Independent Television programmes makeup change in the choice of candidate. Data on table 8 showed that, 100 respondents (44.4%) have voted for candidate because they heard them when they participated in Independent Television Benin programmes, 115 respondents (51.1%) have never voted for candidate because they heard them participate in Independent Television Benin programmes, while 20 respondents (8.88%) are just neutral. Data on table 9 showed that, 180 respondents (80%) are those who watch and listen to advertisement

on Independent Television Benin, while 45 respondents (20%) are those who do not watch and listen to advertisement on Independent Television Benin.

From the above findings, it is clear that a high percentage of the people watch Independent Television, Benin. This fact was attested to by the response rate of the people in table 6, out of 225 analyzed self-administered questionnaire 140 answered in the negative.

**Research Question 2:** Have Independent Television programmes been able to create any positive impact on the political life of people?

The aim of this research question was to find out how Independent Television programmes have been able to create any positive impact on the political life of people. The data on tables 10, 11 and 12 answers the research question.

Data on table 10 showed that, 50 respondents (22.2%) and they are rated high in political mobilization of rural dwellers, 131 respondents (58.2%) and also those who were rated low in political mobilization of rural dwellers, while 44 respondents representing (19.5%) and were rated very low in political mobilization of rural dwellers. Data on table 11 showed that, 180 respondents (80%) are those that say Independent Television can help in mobilizing the rural dwellers. 40 respondents (17.8%) are those who do not say or agree that Independent Television Benin can help in mobilizing the rural dwellers, while 5 respondents representing (2.22%) are those who do not really agree that Independent Television Benin can help in mobilizing the rural dwellers. Data on table 12 showed that, 70 respondents (31.2%) are those that have positive impact on derive positively for watching Independent Television Benin, while 155 respondents (68.8%) are people that derive negatively for watching Independent Television Benin.

From the findings above, it is obvious that the station has been viewed as the most effective source of political mobilization in Uziare area even though its signals are limited on only some

town. Its programme contents have been rated as being successful, and of high standard and very essential to its environment. This development have led to its having positive impact towards mobilizing the residents of Uziare to participate in various social and political activities.

**Research Question 3:** To what extent does exposure to Independent Television Benin programmes affect peoples' voting pattern?

The aim this research question was to find out the extent to which exposure to Independent Television Benin programmes affect peoples' voting pattern. The data on tables 13, 14 and 15 answered the research question.

Data on table 13 showed that, 120 respondents (53.3%) and they are people who access the performance of Independent Television Benin in high rate. Those with 85 respondents (37.8%) are those people that access the Independent Television with a low performance, while those with 20 respondents (8.88%) are those that access the Independent Television with a very low performance. Data on table 14 showed that, 145 respondents (64.4%) and they represent those that participated in the general election based on information gotten, while the remaining 80 respondents (35.6%) and they represent those that did not participate in the general based on information gotten. Data on table 15 showed that, 80 respondents (35.6%) they see the political information capability on Independent Television as organized, while 100 respondents (44.4%) they are those who see the political information capability on Independent Television Benin as well organized. The remaining 45 respondents (20%) capability of Independent Television Benin as disorganized.

From the findings above, it is clear that, although as a result of its limitations in signal and constant interruption of power supply, some did not recognize the station as a major source of obtaining information, placing it at advantage position of encouraging and mobilizing political

the people to participate in political activities. This finding support the postulation of Social Responsibility theory which formed the foundation of this study and which states that Social responsibility theory allows free press without any censorship but at the same time the content of the press should be discussed in public panel and media should accept any obligation from public interference or professional self regulations or both.

## **CHAPTER FIVE**

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

#### **5.1 Introduction**

This chapter summarizes the major findings of the study. It also discusses the result of research questions thereby making necessary recommendation for further studies.

The research discovered that a lesser extent exposure to Independent Television Programme affect people's voting pattern. This can be seen in table 6 of the previous chapter where 44.4% of the people because they heard the candidate on Independent Television Programmes. This may be attributed to the people's predisposition and some other factors that affect people voting pattern like their exposure to Independent Television Programme.

#### **5.2 Summary**

From the data, one can easily deduce that Independent Television Political Programmes have little or no impact on the political life of the people because it is only few people that watch political programme and their rate of exposure is average.

Moreover, they still rely on opinion leaders for their choice of candidates and also on campaign promises. This is vividly shown in table 6 and 13 of the previous chapter where the numbers of people that are not influenced and also in table 6, the number of people that vote based on campaign promises are more in number than those that do not vote based on campaign promises.

#### **5.3 Conclusion**

The result of the findings shows that 84.4% of respondents are exposed to political programmes and makeup the change in the choice of candidates while 17.8% do not change their mind. This is clearly expressed in table of the previous chapter and table 8 also shows that 44.4% vote because they participated in Independent Television Programmes while 55.6% do not. This

shows that the people that made choice are greater than those who said no to that. Then the people that said no to participation are greater than the people that said yes.

#### **5.4 Recommendations**

The essence of democracy is for the citizen to have unrestricted access of information, which means that they should be able to vote and be voted for. Access of information will enable the citizen to form correct opinions on issues, political or otherwise of national public interest. In view of this, federal government should ensure that all the media of communication are made available to the people both in urban and rural area.

This can be achieved by ensuring that government should provide all necessary infrastructure particularly in the area of uninterrupted power supply in Uziare local government area, so that the people will have access to the television programmes which will aid their mobilization and outlook.

#### **Suggestions for Further Studies**

Independent Television Benin should speak to the people of Uziare in their various local dialects through grassroots-oriented programmes such as news, features, literacy-teaching, and short stories e.g tales by moonlight and speak out, documentaries, project and activities. Journalists should try as much as they can to be fair in their news coverage so as to give equal coverage to both urban and rural areas.

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## APPENDIX A

Department of mass communication,

Caritas University

Enugu

July, 2013.

Dear Respondents,

I am a final year student of Mass Communication Department, Caritas University, Enugu.

This research work is The Role of Independent Television Benin in Political Mobilization of Rural Areas in Nigeria.

Please answer the questions accurately and note that there is no right or wrong answers. Your option is what matters.

I would want to assure you that all the information given are strictly for academic purpose and will be treated with the highest degree of privacy.

Thanks for your co-operation.

Yours faithfully,

Abba Oluwatoyin



## SECTION B

### QUESTIONNAIRE

Sir/Madam,

This is classroom assignment, so feel free to respond to the questionnaire items.

(Please tick  $\surd$  or  $\times$  in appropriate box or place provided.)

1. What is your Gender?

Female

Male

2. What is your Age Range?

18-20,

21-40,

41-50,

51 and above

3. What is your Marital Status?

Single

Married

4. What is your Educational Qualification?

BSC

HND

OND

MSC

PHD

WAEC

5. What is your occupation?

Business

Workers

Farmers

Student

6. Do you expose yourself to Independent Television Benin Programmes?

Yes

No

Not really

7. As a listener and viewer of Independent Television Benin, does exposure to Independent Television Benin make up change on choice of Candidate?

Yes

No

No opinion

8. Have you ever voted for a candidate because you heard him or her participate in Independent Television Benin Programmes?

Yes

No

Neutral

9. How often do you watch and listen to political advertisement on Independent Television Benin?

Regular

Irregular

10. Independent Television Benin, How do you rate it in Political Mobilization of Rural Areas?

High

Low

Very low

11. Would you say that Independent Television Can Help In Mobilizing the Rural dwellers?

Yes

No

Not really

12. What privilege did you derive in watching and listening to Independent Television Benin?

Positive

Negative

13. During Political situation, how do you access the performance of Independent Television Benin in letting you know what to do and the candidate of various parties to be voted for?

High

Low

Very Low

14. Do you participate in general election based on information gotten?

Yes

No

15. How do you see the Political information capability on Independent Television Benin?

Organized

Well organized

Disorganized