

**ROLE OF VISION AFRICA RADIO UMUAHIA, ON POLITICAL
MOBILIZATION OF RURAL DWELLERS IN UMUAHIA NORTH
LOCAL GOVERNMENT AREA**

BY

ONWUDIEGWU JANET

MC/2009/395

**DEPARTMENT OF MASS COMMUNICATION
FACULTY OF MANAGEMENT AND SOCIAL SCIENCES**

**CARITAS UNIVERSITY,
AMORJI-NIKE,
ENUGU**

AUGUST, 2013.

TITLE PAGE

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**A RESEARCH SUBMITTED TO THE
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AWARD OF BACHELOR OF SCIENCES**

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AUGUST 2013

Declaration

I, Onwudiegwu, Janet, with the reg no mc/2009/395 under the supervision of Mr. Felix Ugwuanyi hereby declare that this research work was carried out by me and has not been submitted or received anywhere for the purpose of acquiring a degree in mass communication.

.....
Onwudiegwu Janet

.....
Date

Certification

This is to certify that this project has been examined, approved and accepted for the award of Bachelor of Science (b.sc) degree in the department of mass communication, faculty of management and social sciences, caritas university, Enugu

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Supervisor

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Date

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Dr. Regina Acholonu
Head of department

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Date

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External Examiner

.....
Date

Dedication

This research work is dedicated to the Almighty God for His grace, love and mercy towards my life. Also to my parents, Mr. and Mrs. Festus Onwudiegwu, for their love and support.

Acknowledgements

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

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Abstract

The study is geared toward finding out the role of vision Africa radio umuahia on political mobilization of rural dweller in umuahia north local government area. For this study, five rural villages in umuahia north local government area were studied. The importance of radio as the most mobilization media was universally acknowledged. This research project used survey research and its primary source of data collection for the study is the questionnaire which is formed from three main research questions. Data collected were analyzed and interpreted. The findings revealed that a lesser extent of exposure to radio affects people's voting pattern. In this democratic era, rural dwellers need political, educational awareness and enlightenment. It is further recommended that the government should therefore ensure that all the media of communication are made available.

CHAPTER ONE

INTRODUCTION

1. Background of the Study

This study will delve into an in-depth performance of vision Africa radio in the political mobilization of rural dwellers in umuahia north local government area of abia state. The determination of the role of this radio in mobilizing rural dwellers for political issues will need an in-depth treatment or be treated with extreme care. However, the exhaustive treatment should involve preparation of appropriate political programmes and strategy towards meeting the needs of these rural dwellers.

The role of radio medium in political mobilization in the annulled of 1973 presidential election is one of the greatest changes facing the electorates in especially in rural areas, because Nigeria electorates especially in recent years have always been intensely individualistic, hence political parties will always confront profound cultural differences. Given the cultural structure of the Nigeria electorates, the importance of radio programmes cannot be over emphasized. This also is a typical case of election malpractice that has been the lot of Nigeria election.

Radio on its part is an electronic medium with sounds and audio. It is not effective spontaneous message carrier of those times. Its consistency brings to the masses, especially the rural dwellers, account of events making it the number one when compared to any other medium. Admittedly, radio is relatively cheap and can operate without electricity; it also satisfies curiosity by allowing one hear for oneself is not just an

overstatement. Again its ability to disseminate information in our various dialects as it also serves as a tonic to language barrier through the stations.

Radio as an integral part of the fourth estate of the realm, through various stations such as vision Africa is expected as usual to play its traditional role as a watch dog of the society and as agent of change. In rural areas advertisement role on political trend inspires responsiveness to the medium and has become a major feature of campaigns for public office seeker at national, state, and local government levels. Most rural dwellers in umuahia north local government are known to be financially poor because their low education status and they cannot afford radio set. This has often been a problem to efficient and effective use of radio in achieving political mobilization in rural areas.

All things being equal, the term, vision Africa radio umuahia and political mobilization refers to all kinds of political services rendered to the populace to bring about information, education, entertainment and influence to the rural dwellers. Apart from these general role, it enhances and encourages through its various programmes the acquisition and pursuit of knowledge thereby promoting national consciousness and acts as a powerful means of social mobilization.

1. Uses of Radio:

Radio has many uses other than broadcasting programmes at the home for example schools, business, hospitals, farms, market etc and many other organizations use closed circuit radio. Since the late 1970s, such equipment as audio cassette, recorder, audio disc players and personal recorders have changed the way people use radio in their homes to

listen to various programmes on the station. Considering the fact that radio (vision Africa) is not the only means of communication, let us have an overview of the various media of communication.

11. Assessment of the Various Media:

Radio, television, magazines, pamphlets, posters, brochures and visual-audio aids are important media for conveying information simultaneously to a large population. They easily open the eyes of the people to the fact of mobilization. Radio especially, can reach people and be effectively used in many countries as instrument of mobilization.

An overview of the assessment reveals to us that upon the benefits according to each of these media, there are loopholes which stop them from doing perfectly the work they are meant for considering these loopholes; one may be tempted to ask what the feature of radio is?

History of Radio

Accordingly, nwogbunyan (2006:125) 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 successful trans-Atlantic tests.

The new communication medium was first known as wireless. The first station was W.B2 spring field, Massa chusset on September 15, 1921(nwogbunyan 2006:126). Broadcasting started in Nigeria with what was referred to as the radio diffusion systems (RDS) or re-diffusion system, introduced by the British colonial government in 1932. In this system Nigeria subscribers received the broadcasts (news and other programmes)

through cable connected to their gramophones. The major reason for establishing RDA was strengthening by economic, political and culturalites with the colonies and all important area of the common wealth.

1958, marked the turning point in the annals of broadcasting in Nigeria with the introduction of an ordinance establishing the Nigeria broadcasting service (N.B.S) 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 11. N.B.S was undertaken 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, in June 01, 1978 the federal government of Nigeria announced the change of the name from Nigeria broadcasting service (N.B.S) to federal radio corporation (FRC) with other stations across the state of the federation.

1.2 Statement of the Research Problem

Radio is one of the most persuasive and effective medium of mass communication. The problems to investigate is the extent to which radio have influenced umuahia north local government areas dwellers. It is the duty of radio to properly educate, inform, entertain or enlighten as well as mobilize the entire local government area. Though the importance of radio cannot be over emphasized in the third world country like Nigeria. But, it is an important key fact to success as well as avenue for political mobilization. The problems of this research or study are as follows:

What effects have vision Africa radio put to achieve the aim of improving the political mobilization of rural dwellers in umuahia north local government?

1. Are the rural dwellers of umuahia north local government listening to political programmes?
2. Are the rural dwellers participating in political mobilization programmes?
3. Is the government taking political mobilization serious?

These and other questions will be addressed later in the course of study.

1.3 Objectives of the Study

The following are the aims of this study.

1. To find out how radio programmes has imparted on the political decision of umuahia north local government area.
2. To determine whether radio medium has any problem in mobilizing the rural dwellers in umuahia north.
3. To know the extent to which radio programmes have gone in mobilizing and persuading voters among the people of umuahia community during election since radio is mostly employed by candidates as a means of reaching the people.
4. To find out whether radio programmes in various forms help in political mobilization of umuahia north.

1.4 Research Questions

The following are some of the questions used by the researcher to get the necessary information from the respondents that will guide the study.

1. To what extent have radio political programmes affect people's voting pattern?
2. What limitation does radio medium affect the people of umuahia north local government area in achieving sustainable political mobilization?
3. To what extent does radio serve as the best medium of communication for rural dwellers?

1.5 Research Hypothesis

H1. Exposure to radio political programmes do affect people's voting pattern.

H0. Exposure of radio political programmes do not affect people's voting pattern.

H2. The medium affect the people of umuahia north local government area in achieving sustainable political mobilization.

H0. The medium do not affect the people of umuahia north local government area in achieving sustainable political mobilization.

H3. Radio is the best medium of communication for rural political mobilization in umuahia L.G.A.

H0. Radio is not the best medium of communication for rural political mobilization in umuahia L.G.A.

1.6. Scope of Study

The research is limited umuahia north local government area. The choice of the place has to do with the fact that its population is predominately rural based. Vision Africa radio operates in this area. Therefore, a conclusion made from the findings on the role of vision Africa radio programmes on political mobilization: a study of umuahia north local government area, will be applied to the rural communities since rural communities passes similar characteristics that are easily identifiable in all rural areas of the country.

1.7 Significance of the Study

Theoretically, the study will help to create awareness on the need for proper use of radio medium in political mobilization of rural dwellers. It will also increase the level of perception, attitudes, beliefs and knowledge of the public especially in umuahia local government area on the services and programmes of radio medium in improving the level of political mobilization. It will help to create a more co-coordinated 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 nature consciousness. It will ensure continued education for the rural population.

The study will help to answer such questions as to whether radio medium will be essential and reliable in providing the best methodologies that will assist them in getting information about their respective research.

Lastly, the study will serve as a guide to students, scholars, institutions or the public that are carrying out research on similar, or related issues and also the work will provide a strong work for these researchers.

1.8. Operational Definitions

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

Political: art of governing for later and more rewarding life.

Rural dwellers: any underdeveloped people living in a given geographical area in this project umuahia north local government area.

Radio medium: the medium for transmitting, mobilizing information/value for the rural dwellers/

Sustainable: continuing maintaining a process for long.

CHAPTER TWO

LITERATURE REVIEW

2.1. Introduction

This chapter is a review of related studies to the topic “role of vision Africa radio umuahia, in political mobilization of rural dwellers in umuahia north local government area. The chapter is organized under d following appendix:

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

2.2 Review of Concepts

The following concepts were reviewed

- A. Development of radio in Nigeria.
- B. The role of radio in politics.
- B. History of vision Africa radio in umuahia.

C. The role of vision Africa radio in political mobilization of rural dwellers in umuahia north L.G.A.

2.2.1. Concept of Radio in Nigeria

Radio had its roots in England, starting in 1932 with the relaying of the British Empire service from davenury, England. This involved “the monitoring and relaying of programmes from the BBC (British broadcasting corporations) to her majesty’s servants in the part of the world”. Shortly afterwards in 1936, radio arrived properly on the Nigeria scene with the opening of the first radio distribution services (rediffussion) in Lagos to distribute programmes which originated from BBC in London. This was still part of the overseas service of the BBC. Because of the popularity of this system, it was eventually expanded to include station outside Lagos, in Abeokuta, calabar, Enugu, Ibadan, ijebu-ode, jos, kaduna, kano, port Harcourt and zaria, when in 1951, the Nigeria broadcasting service (NBS) was established by the federal government and the major rediffussion stations were converted into fully operational stations in 1952, radio finally “came of age” in Nigeria. Government monopoly ownership of radio in Nigeria ended in 1993 when licenses were granted by the federal government for private broadcasting in the country. The following year in august 1994, ray power radio became the first private radio station in the country. Ray power was followed by minaji systems radio which was set up in November, 1994 as the second private radio station in Nigeria. (Ebo, 1998:196) other privately owned radio transmitting station in Nigeria includes: Rhythm in Lagos and cool Fm also in Lagos.

Radio signals can travel in a straight line or in a zigzag pattern. In frequency modulated (Fm) radio, the signals travels in a straight line because Fm radio operates at a higher frequency that allows the signals to travel in a straight line, instead of bouncing off the atmosphere in a zigzag pattern, as in the case of Am radio. Consequently, and also in the type of modulation used, Fm signals. This major advantages is one of the reasons why Fm radio has continued to grow in popularity in various parts of the world since it was invented in the united states in 1933 Edwin Armstrong.

Objectives of Radio Broadcasting

Like many states in Nigeria, radio broadcasting has come a long way. It has evolved from transmitting programmes from the home countries of the colonial masters of the poor natives in Nigeria. At independence, 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, radio broadcasting is preferred to other media of communication because of its flexibility in programming. 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.

Radio for example has been found to be very useful because it is popular with the rural population and also enjoys the intimacy which the other media of communication lack. In the developing world, radio has been used for political mobilization in the rural areas in Nigeria for developmental purposes. However, in Nigeria radio has seen as a one way communication channel in which the government communicates to the governed

basically, libertarian or free press theory prescribes that an individual should be free to publish what he or she likes and to hold and express opinions freely. Soon it was extended to include freedom of assembly with others. Theory flourished most in the earlier half of the 19th century, during which references to the press as “the fourth estate of the realm” becomes common.

Libertarian media are well known for their philosophy of rationalism and natural rights. Capable of thinking for themselves, they exist to check on governments and that requires that they be free of government control. However, nobody has ever said that the freedom should include freedom of defame, to indulge in unbridled obscenity, to violate individual privacy or to commit sedition, therefore it advocates that people should be left free and given access to all types of ideas 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 and unlimited access of information, free express and free dissemination of information to all kinds of information and opinions from which they are expected to make the right decision by applying their rationality. To relationship of the study mass media (radio) under this theory it tries to expose the rural dwellers on political mobilization. Here radio has free access to any kind of information and the people’s job is to look into the information. They have the right to say no or yes to the information been disseminated without any bias of any kind. Without an appropriate feedback system, Communication should be a four way process.

1. That the urban people could communicate to the rural people (urban-rural communication).
2. That communication can also emanate from the urban people (urban-urban communication).
3. That the rural people are also at liberty to communicate with the urban population. (Rural-urban communication).
4. That the rural people can also communicate amongst themselves (rural-rural communication).

Features of Radio

1. Radio is portable: some radio sets, like the walk man are small and personal. Other like the boom box is big and public. No matter their size, radio sets are easily transported and go every where in the market, sporting events, farms village square, workplace like shops, saloon e.t.c. car radio provide news and entertainment, political issues forum on their way to and from work.
2. Radio is supplemental: most radio listening occurs while we are doing something else like in the farm, while working, studying, falling asleep, waking up, cleaning and so on.
3. Radio is universal because virtually every household has at least one working radio and listen to programmes on the station.
4. Radio is relatively cheap

5. it appeals to the ear, therefore illiterate persons can benefit
6. It is transient.

The portability of radio and the fact that batteries could be used makes it the most far spread medium. Even the cattle rearer who can afford batteries can take one round. Furthermore, the fact that it does not require literacy is adding advantage. Events could be transmitted directly on radio as it helps unlike the newspaper stories which take time to produce. However, radio communication evaporates into thin air as it is heard.

2.2.2. Concept of History of Vision Africa Radio umuahia

Vision Africa radio, first came on air, in December 7, 2004, a day when a new strategy was introduced into broadcasting in Nigeria. And that took place in God's own state, abia precisely the capital city umuahia. The people in this part of the world heard the sound of God's amazing grace on radio with refined and soul touching songs and inspiring programmes that upholds positive values in the society.

The KSBJ of humble Houston Texas came as partners into Nigeria and assisted in the training of vision Africa radio staff and gave the key to sound broadcasting. With that, the station went on air, and became the hope and voice for those who could not have them. The first of its kind that is balanced socially and politically with pandering to any group or interest. A radio station that is opened to all people of faith and denomination, the first of its kind to bring people who will not have reconciliation note. The first of its kind, where the poor have access to the station and make their opinion known to the governing authorities. Vision Africa radio, was a station that does not only make impact

to its listeners by what it says on air, but also practically alleviate the suffering of the poor, through its various social events. Partnering with the abia state government, we have moved broadcasting beyond the confines of the studio, but have become a veritable tool for social and spiritual re engineering. Vision Africa radio have received currently in most south east and south- south cities and villages, with a 10,000 kilowatts transmitter and other digital broadcast equipment making our signals clean, clear and sharp.

2.2.3. Concept of the Role of Radio in Politics

Research into mass communication effects indicates that radio medium 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; people's knowledge of public affairs depends largely on what the radio tell them, because we can hear too little for ourselves. Studies of the impact of radio medium at the learning and information level, particularly in relation to politics, shows the power of radio medium in conferring status and legitimacy on people, as well as the power of radio medium in setting the political agenda in the communities or rural area. Radio has the power to determine the topics for political debate and discussion in the rural area such as umuahia north local government area. in this regards mass media experts tell us that even when the media do not tell the electorate what and what to think about that is, the issues being the same issues and events which have been featured in mass media.

In the words of Heywood (2003:202) the mass character of a radio medium is derived fro the fact that the radio channels communicate towards a large and undifferentiated

using relatively advanced technology. According to the author, radio is a mechanism through which information about issues and policies, and political choices are represented to the public.

The development of any society, especially the grassroots is to contribute their quota to actualize sustainable political mobilization; they don't need to be aware of such political issues and programmes, but to be sufficiently informed about political issues and programmes. The nature of the programmes, benefits that would be derived from the programmes and aspect of contributions to be acquainted with the dangers of insensitivity and apathy about these programmes. Here information therefore becomes a vital agent to enhance and condition people to be fully response to the dynamism of the changing society.

Lowery and defleur (1988:9) have enlightened that radio medium provides information very vital to economic, political, religious, educational health and social decisions among others in ways that are totally different from pre-industrial societies. The flow of information further separates people from traditional ways of life and enables them to embrace the current development and political issues and programmes of this technology age.

Whitney (1997:65) noted that radio medium informs, keeps one up to date, educate, mobilizes, broadens and depends on ones perspective and mobilizes people to support politics, policies and programmes of action. It equips the people with relevant information, skills and knowledge and ignites the determination to tackle political issues.

2.2.4. Concept of Role of Vision Africa Radio in Political Mobilization of the Rural Dwellers in Umuahia North L.G.A

Vision Africa radio as a station is the singular medium that is most effective for mass mobilization. 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 message to their audience, so that the mobilization effects would be accepted and adopted by these communities. Like other concepts of relevance within the social sciences, the idea of political mobilization is not as new as stated in the report of the political bureau (1987:202) human history is dotted with examples of massive efforts 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 questions that:

- ❖ What is political mobilization?
- ❖ What is it about?
- ❖ Why is it necessary in the rural area?

Vision Africa radio station which is also useful in the political mobilization as a concept has been variously viewed within the academia in line with its almost infinite rate concerning human efforts in mobilizing themselves for the attainment of better conditions of existence. It is on this premises that the political bureau in its report (1987:202) implied a definition of political mobilization thus:

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

Adewuyi and Ebigbola (Onajide etal; 1990:85) vividly summed up the situation that rural area development is conceived differently at different times and place. The radio station has helped it as one of the medium you can use for the rural area and dwellers develop in terms of political mobilization in umuahia north local government area. This is not withstanding, 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 exist between the rural dwellers and political mobilization. The rural development means the improvement of the social, political and economic conditions in the rural places, creating better job opportunities, increased awareness, family incomes and provisions.

This radio station has helped to eradicate ignorance in the radio area since culture is not static, this radio 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 political communities as a whole. Radio has done much in political mobilization of the people in the rural area of umuahia north. The rural dwellers have been mobilized and there are some certain things or information you give to them and they strongly believe in your word and react to the information. In political mobilization they get to bear for themselves and choose who they feel like choosing without bias of any individual in the rural area like that of umuahia north local government area precisely, development consists of deliberate efforts mobilized to eradicate or reduce to the barest minimum social and economic ills that persist in

diminishing the quality of life in the communities. This is according to Bamidele (in Onajide et al; 1990:3).

Along the line, nwsu and chukwumezurike (1987:5) explained mobilization as a process that involves bringing people together and moving to action, and also making them submit themselves strongly to the achievement of any social goal from the foregoing, we can take political mobilization to mean the process of sensitizing the citizenry (rural dwellers), increasing their cognition, political consciousness as well as the latter's efficiency. In other 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 particularly specified objectives.

Put together, the relevance of radio stations to political mobilization in rural area among the dwellers as these definition and other ones is identified from their now claimed three important goals of which is:

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

These goals shows that the radio institution as a mechanism for mobilization ally integrating the grassroots. The role and indispensability of the radio institution in this respect are particularly relevant inputs and commitment of the fertility of the later or

same. In other words, radio exists to bring about democracy, serve as bases for political participation and education. It equally exists to provide services and serve as a vehicle for rural area development. Hence radio stations are used for political mobilization; rural area development and political stability are basic issues to human body. And without them they would have no vitality to the lives of the rural inhabitants.

2.3. Review of Related Studies

One key study related to the present study was reviewed

2.3.1 AKPAN (1987). The role of radio medium and the participatory democratic process in mobilizing rural dwellers for politics: a study of Umule community using Abia Radio Broadcasting Service

In this study, the objective is to examine the role performed by Abia radio broadcasting service in umule community for especially with respect to raising people's awareness about politics. The objective of the reviewed study was to find out the role of Abia radio broadcasting service play in umule community, if they will create negative or positive impact and what measures they use to play this role. The study also specified on the role of Abia broadcasting service, how it can help the community. The study acknowledged the positive impact of radio in awakening the consciousness of the rural dwellers to politics. The present study is similar to the reviewed study in the sense that both assessed radio with regards political mobilization. The reviewed study used developmental theory for its theoretical framework while the present study used libertarian theory for its theoretical framework.

Akpan (1987) also sees radio as a very powerful audio aid in teaching or learning process. According to him radio medium that enable the learner to hear and demonstrate at close quarter. For instance, the political aspirants can carry out their campaigns on radios. These candidates are also heard on radio, advertising themselves, therefore the people can then decide on whom to vote for. Radio therefore has the capacity to pass knowledge thus, the occurrence of learning.

In this case, radio medium could be a good way of mobilizing and educating the rural dwellers on political issues as it makes them to hear for themselves, rather than being told. In Nigeria, research evidence shows that use of radio medium to mobilize is truly widespread, even among rural population. It has therefore been identified as the best mass medium at the country's level of development for the education and mobilization of rural dwellers, even among the dwellers of umuahia north L.G.A. Emphasizing need for radio medium in the political process.

Emphasizing more on the need for radio in the political process, we can say that:

1. The president's campaign must be radio oriented.
2. 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 radio medium (vision Africa).

From the above, we can understand that the best medium through which we can carry out campaign is the radio stations. It is good medium for mobilizing political aspirants who wish to sell themselves so as to win people over, especially those in the rural area.

Characteristics of Radio

1. Radio disseminates information to people, especially the rural dwellers.
2. Radio is cheap and portable to carry, as research findings have also established the potency of radio as the most popular and most credible source of news and entertainment in the rural area of Africa (okoye,2008 p124)
3. It is used for mobilization. E.g. government uses it for mobilization in order to touch every armlet i.e. rural dwellers.
4. Radio is used for cultural transmission, integration, mobilization, political functions, social functions and socialization etc. According to radio as a medium that can be used to tell the rural dwellers what goes on in the local government. It also helps to mobilize the rural dwellers to do what they are asked to do without complain.

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

1. Desire interest: you must broadcast what is the desire of that local government. It must highlight their interest, create inter active programmes. The person employed to work, in that station may not be from there.

2. Culture: It is the people way of life, so if it is not attended then the radio medium is beaten around the bush.
3. Level of income: Like farmers and palm wine tappers may not have enough money. So this consideration will determine the size and portable level of the radio, they would be able to buy.
4. Education level: There may be secondary level teachers, and some educated ones in that area, so when disseminating information they should do it in a way that every body in that rural area will participate in the programmes.

Also some important radio medium like other mass media has the following functions.

1. Surveillance function: This function is what makes the radio medium to be referred to as the watchdog of the society. Radio facilitates the spread of information on political tragedies and shapes information about events.
2. Propaganda function: In this function, radio is used in brainwashing and popularization of specific issues that are of interest.
3. Interpretative function: Ajanaku (2006) has noted that radio has tended to make sense for information, thereby enabling the target audience to benefit in this way. Radio could be used to inform people in the communities about developmental issues and programmes meant for them.

2.4. Theoretical Framework

Ultimately, the relationship between the mass media and the political institution revolves around the concepts of power and freedom in society because the set up of any society determines how free both the mass media function in that society. The existence of this relationship under varying political systems has been clearly documented as one of the classical theories of the press which one have been traditionally used to explain which is libertarian theories. It explains that the media are completely free in a libertarian system of government. This theory was propounded by John Milton. Central to this theory was Milton idea of the self lightening process of the free market place of ideas. That is, good would drive out bad ones if all ideas were guaranteed free expression. Also influential was the social-political-economic ferment of the 18th and 19th centuries.

2.5. Summary

We are made to understand from the research that political aspirants often turn to radio for publicity, assessing and campaign purposes it has in the process. Theoretically identified, radio medium is the bedrock of political mobilization in rural areas such as umuahia north local government. Thus we have argued that the role of vision Africa radio is the subject matter of our focus here and must not be taken for granted for the sake of rural integration within the physiology of Nigeria federalism.

CHAPTER THREE

RESEARCH METHOD

3.1 Introduction

This study discussed the methodology used in the study it contained and explained the following study:

- A. Research design
- B. Population of the study
- C. Sample size and sampling technique
- D. Description of research instrument
- E. Validity and reliability of data gathering instrument
- F. Method of data collection
- G. Method of data analysis

3.2. Research Design

In this study, the procedure to be used in finding solution to the research problem is the survey method. This is because questionnaire will be used to find out the peoples opinion. In every research work, numerous research design and method is available which will allow one to judge whether what is being evaluated is effective or not on the topic the

role of vision Africa radio umuahia, in political mobilization of rural dwellers in umuahia north local government area.

3.3 POPULATION OF THE STUDY

Osuala (1982, p.206) defined population as the entire member of a target audience. The population of the study is 320,000. The population comprises of people in umuahia north local government area. The population is made up as follows.

Ohuhu-----	90,000
Ubakala-----	50,000
Ubekwe-----	70,000
Olokoro-----	50,000
Umuopara-----	60,000
Total-----	320,000

3.4. Sample Size and Sampling Technique

According to McGraw (2003, p, 63) sampling technique is the method used in drawing samples from a population. There are five villages in umuahia north local government area. They are:

Ohuhu-----	90,000
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Ubakala-----	50,000
Ibekwe-----	70,000
Olokoro-----	50,000
Umuopara-----	60,000

Using the random sampling technique three wards were first selected, still using the simple random sampling techniques, two wards were selected. They were Ubakala and Ohuhu, each with a population of 70,000 and 90,000. The researcher using purposive sampling, purposively selected a sample size of 250 respondents from the wards. Ubakala village contributed a sample size of 150 respondents while Ohuhu village contributed a sample size of 100 respondents. Therefore, the sample size for this study is 250 respondents.

3.5. DESCRIPTION OF RESEARCH INSTRUMENT

In this study, the instrument used by the research in collection of data was questionnaire, direct observation and oral interview. A set of structured questionnaire containing closed ended and open ended questions were used to elicit information from the respondents in order to arrive at the answer of the research questions. And also this questionnaire will focus on the issue concerning vision Africa radio medium and political mobilization of the rural dwellers. Every statement in the instrument focuses on the aspects of the research questions.

The questionnaire will be sub divided in two (2) sections A. contains demographic data of respondents, while B. answered the research question. The researcher ensured that the questionnaire contains all relevant information gotten from secondary data, which have been reviewed. The questionnaire which is the main method of data collection was used, two hundred and fifty (250) questionnaires was distributed to respondents and the returned questionnaire will be used in chapter four (4) of this research work. To make for the fairness and to avoid bias fifty (50) questionnaires was given to each of the five selected towns and vision Africa staff making it 250 questionnaires in a whole.

Here, the questionnaire was randomly distributed to people who were randomly selected. The reason for this was that the researcher expected that they would offer reliable information on the topic. The questionnaires were structured in a way that the respondent were aided to avoid bias. The research dealt with enlightened, exposed people as well as illiterate rural dwellers. The question was both closed ended and open ended question.

Also, the oral interview question and direct observations were added and the researcher collected the relevant ones for necessity and clarity purposes. However, in the oral interview, opened ended questions was used in this work for widen of researchers knowledge about the topic.

3.6. VALIDITY AND RELIABILITY OF RESEARCH INSTRUMENT

The instrument of data collection or generation in the work were well structured, screened and approved for being valid for eliciting information and to establishing the validity of the measuring instrument. My supervisor ensured that the test frames of each question could compositely cover the level of radio listeners of vision Africa radio and accommodate opinions that fell within the confines of the number of population under investigation.

The instrument were tested and retested in series of pilot studies, some being tested on respondent outside the study and constituent scheme of responses we

Data collection refers to obtaining relevant information regarding the major ideas of the hypothesis of the study for the purpose of demonstrating whether or not it's true. re received. After due elevation especially to confirm consistency of content to measure, they were confirmed reliable by my supervisor who approved it. The result of the evaluation was used to standardize the instrument.

3.7. METHOD OF DATA COLLECTION

In collecting of data for the study, the researcher used the questionnaire, direct observation, oral interview. The instruments comprised both open ended and close ended question directed at eliciting facts of vision Africa radio listener's influence.

3.8. METHOD OF DATA ANALYSIS

The researcher intends to use frequency expressed in percentage which will be used to analyze the data collected from distributed questionnaire. Frequency of YES or NO respondents is to be computed in percentage ratio. The analysis would be accepted if the total percentage of responses is greater than 50. Tabular form will be used for easy calculation and understanding.

Also, the chi-square statistical technique was used in testing the hypothesis generated because of its ability to deal with complete data.

Formulae of computing chi-square

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

Where Σ = summation

O = observed frequency

E = expected frequency.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1. Introduction

The aim of this study was to determine the role of vision Africa radio umuahia in political mobilization of rural dwellers in umuahia north local government area. The chapter is concerned with the presentation and analysis of data collected from the use of questionnaire, direct observation and oral interview. The study answered the following:

- A. Data presentation analysis.
- B. Testing of hypothesis.
- C. Discussion of findings.

The study answered the following research question:

1. To what extent do radio political programmes affect people's voting pattern?
2. What limitation does vision Africa radio have on the people of umuahia north local government area in achieving sustainable political mobilization?
3. To what extent does radio serve as the best medium of communication for rural dwellers?

ANALYSIS OF DEMOGRAPHIC DATA

No	Distributed	Percentage %
Returned	225	90 %
Withheld	25	10 %
Total	250	100 %

Section A

Table 1

Question 1 sex

Responses	frequency	percentages
Male	125	55.6%
Female	100	44.4%
Total	225	100%

From the table above 125 respondents of 55.6 percent were made up of male while 100 respondents with 44.4 percent were female.

Table 2

Question 2 Age

Responses	frequency	percentages
18-20	25	11.1%
21-40	80	35.5%
41-50	70	31.1%
51-above	50	22.2%
Total	225	100%

The above table showed that 25 respondents of 11.1 percent are within the age bracket of 18-20. Similarly, 80 respondents with 35.5 percent are in 24-40 age range, for 41-50 age range, they are 70 respondents with 31.1 percent. 51 and above age range are 50 respondents with 22.2 percent

Table 3

Question 3 Marital status

Responses	frequency	percentages
Married	160	28.9%
Single	65	71.1%
Total	225	100%

The above table shows that 160 respondents of 71.1 percent are married, while 65 respondents of 28.9 percent are single.

Table 4

Question 4 Educational qualifications

Responses	frequency	percentages
WAEC	105	46.7%
OND	15	6.7%
HND	25	11.1%
PHD	20	8.9%
M.SC	35	15.5%
B.SC	25	11.9%
Total	225	100%

From the above data, 105 respondents of 46.7 percent has obtained WAEC, 15 respondents of 6.7 percent has OND, 25 respondents of 11.1 percent are with HND, 20 respondents of 8.9 percent has PHD, 25 respondents of 11.9 percent has B.SC while 35 respondents of 15.5 percent has M.SC.

Table 5

Question 5 occupations

Responses	frequency	percentages
Farming	40	17.8%
Trading	75	33.3%
Student	25	11.1%
Workers	85	37.8%
Total	225	100%

The above table showed that 40 respondents of 17.8 percent are farmers. Similarly, 75 respondents of 33.3 percent are traders, 25 respondents of 11.1 percent are students while 37.8 percent of respondents are workers.

Section B

Research question 1(A). To what extent do radio political programmes affect their voting pattern?

To answer this question, questionnaire item 10, 11, 14, was used.

Questionnaire item (10) During political situation how do you assess their performance of vision Africa radio station in letting you know what to do and the candidates of various parties to be voted for?

Responses	Frequency	Percentage
Very effective	602	6.6%
Effective	45	20%
Not very effective	15	6.6%
Not effective	105	46.7%
Total	225	100%

The above table showed that 60 respondents of 26.6 percent that tune to vision Africa radio, respondents of 20 percent tune to vision Africa radio effectively, 15 respondents of 6.6 percent that tune to vision Africa radio are not very effective, while 105 respondents of 46.6 percent are not effective.

Questionnaire item (11)

Do you participate in general election base on information gotten?

Responses	Frequency	Percentage %
Yes	185	82.2%
No	40	17.8%
Total	225	100%

The above shows that 185 respondents of 82.2 percent agree that they participate in general election based on information gotten, while 40 respondents of 17.8 percent do not agree that they participate in general election based on the information gotten.

Questionnaire item (14)

As a listener of vision Africa radio, does exposure to radio on political programmes make up change on choice of candidate?

Responses	Frequency	Percentage
Yes	125	55.6%
No	100	44.4%
Total	225	100%

The above table shows that 125 respondents of 55.6 percent said yes to exposure to radio on political programmes make up change on choice of candidate, while 100 respondents of 44.4 percent said no.

Research question 2

What limitation does radio medium affect the people of umuahia north local government area in achieving sustainable political mobilization?

To answer this question, questionnaire item 8, 9 was used.

Questionnaire (8)

In vision Africa radio station, how do you rate it in political mobilization of rural dwellers?

Responses	Frequency	Percentages
Very high	80	35.6%
High	100	44.4%
Very low	25	11.1%
Low	20	8.9%
Total	225	100%

The above table shows that 80 respondents of 35.6 percent rate vision Africa radio in political mobilization of rural dwellers, while 100 respondents of 44.4 percent was high, 25 respondents with 11.1 percent were very low, 20 respondents with 8.9 percent were low.

Questionnaire (9)

Could you agree that vision Africa radio can help in mobilizing the rural dwellers?

Responses	Frequency	Percentage
Strongly agree	80	35.6%
Agree	50	22.2%
Strongly disagree	45	20.0%
Disagree	50	22.2%
Total	225	100%

In the above table 80 respondents representing 35.6 percent strongly agreed that vision Africa radio can help in mobilizing the rural dwellers, 50 respondents of 22.2 percent agree, 45 respondents of 20.0 percent strongly disagree, while 50 respondents with 22.2 percent disagreed.

Research question 3

To what extent does radio serve as the best medium of communication for rural dweller?

To answer this question, questionnaire item 6, 7 was used.

Questionnaire item 6

What privilege did you derive on listening to vision Africa radio station umuahia?

Responses	Frequency	Percentages
Positive	140	62.2%
Negative	84	37.8%
Total	225	100%

The above table shows that 140 respondent of 62.2 percent derived privilege on listening to vision Africa radio station umuahia, while 85 respondents with 37.8 percent were negative.

Questionnaire item 7

How do you see the political information capability on vision African radio station Umuahia?

Responses	Frequency	Percentages
Very efficient	85	37.8%
Efficient	40	17.8%
Inefficient	75	33.3%
Very inefficient	25	11.1%
Total	225	100%

The above table shows that 85 respondents of 37.8 percent sees political information capability on vision radio station umuahia, very efficient, 40 respondents of 17.8 percent sees efficient, 75 respondent of 33.3 percent sees it as inefficient, while 25 respondents of 11.1 percent sees it as very inefficient.

4.2 TESTING HYPOYHESIS

Hypothesis 1

Step 1

Hi. Exposure to radio political programmes does affect peoples voting pattern.

Ho. Exposure of radio political programmes does not affect peoples voting pattern.

Step II: statement test

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

Step III: statement of level of significance 0.05

Step IV: statement of degree of freedom

$$\begin{aligned} \text{d.f} &= (r-1) (c-1) \\ &= (2-1) (2-1) \end{aligned}$$

$$d.f = 1$$

Step V: determine the critical value

$$X^2 = 0.05$$

$$= 3.84 \text{ (table value)}$$

Step VI: statement of test statistics

Responses	Frequency	Percentages
Yes	185	112.5%
No	40	112.5%
Total	225	225%

$$\text{Expected} = \frac{\text{Total observed}}{\text{No of alternative variables}}$$

$$= \frac{225}{2} = 112.5$$

Questionnaire item, table 11: do you participate in general election based on information gotten from vision Africa radio?

Responses	0	E	0-E	$(0-E)^2$	$\frac{(0-E)^2}{E}$
Yes	185	112.5	72.5	5256.3	46.7
No	40	112.5	-72.5	5256.3	46.7
Total	225	225	0		93.4

Step VII: Decision Rule

Comparing the table value of χ^2 with the calculated value of χ^2 being $93.4 > 3.84$ (Therefore, 93.4 is greater than 3.84 — table value).

Step VIII: Drawing Conclusion

From the above, since the calculated value of χ^2 is greater than the table value of χ^2 , we accept alternative hypothesis (H_1) and reject the null hypothesis (H_0).

Therefore, the Nigeria electorates' participation in general election is as a result of information from the radio.

Testing Hypothesis II

Step I

H2. The medium affect the people of umuahia north local government area in achieving sustainable political mobilization

Ho. The medium do not affect the people of umuahia north local government in achieving sustainable mobilization.

Step II: statement of the test statistics

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

Step III: statement of level of significance 0.05

Step IV: statement of degree of freedom

$$d.f = (r-1) (c-1)$$

$$= (2-1) (2-1)$$

$$d.f = 1$$

Step V: determine the critical value

$\chi^2_{0.05}$

= 3.84 (table value)

Step VI: computation of table statistics

Responses	Frequency	Percentages
Yes	125	112.5%
No	100	112.5%
Total	225	225

Expected = $\frac{\text{Total observed}}{\text{No of alternative variables}}$

$$= \frac{225}{2} = 112.5$$

Questionnaire item, table 14: as a listener of vision Africa radio, does exposure to radio on political programmes make up change on choice of candidate.

Responses	O	E	O-E	(O-E) ²	(O-E) ²
Yes	125	112.5	12.5	156.3	1.49
No	100	112.5	-112.5	156.3	1.49
Total	225	225	0		2.8

$$X^2 = 2.78, \text{ d.f.} = 0.05, p = 2, x^2 = 3.84$$

Step VII: Decision Rule

Comparing the table value of x^2 with the calculated of x^2 being $2.8 < 3.84$ (Therefore, 2.8 is less than 3.84, table value)

Step VIII: Drawing conclusion

From the above, since the calculated value of x^2 is lesser than the table value of x^2 , we accept the null hypothesis (H_0) and reject the alternative hypothesis (H_1).

4.3 Discussion of findings

In this section, the data collection from a survey on the topic role of vision Africa radio umuahia, on the political mobilization of rural dwellers in umuahia north local government area would be discussed. The data contained in the topic role of vision Africa radio umuahia, on political mobilization in umuahia north local government area fully completed copies of questionnaire retrieved from the respondents will be discussed. Responses to answers on research questions will be discussed.

Research question 1: to what extent do radio political programmes affect people's voting pattern?

The aim of this research question was to find out the extent to which radio political programmes affect people's pattern. The data on table 10, 11, 14 were used to answer this research question.

The data on table 10 showed that 60 respondents (26.6%) tune to vision Africa, respondents of 45 (20%) tune to vision Africa radio effectively, 15 respondents of (6.6%) that tune to vision Africa are not very effective, while 105 (46.6%) are not effective.

Table 14 showed that 125 respondents (55.6%) said yes to exposure to radio on political programmes make up change on choice of candidate, while 100 respondents (44.4%) said no.

From the above findings, radio political programmes do not affect people's voting pattern, the people are aware of the programmes.

Research question 2: what limitation does radio have on the people of umuahia north local government area in achieving sustainable political mobilization? The data on tables 8-9 answered the research question 2.

The data on table 8 showed that 80 respondents (35.6%) rate vision Africa radio in political mobilization of rural dwellers, 100 respondents (44.4%) was high, 25 respondents (11.1%) were very low, while 20 respondents (8.9%) were low.

The data on table 9 showed that 80 respondents (35.6%) strongly agreed that vision Africa radio can help in mobilizing the rural dwellers, 50 respondents (22.2%) agree, 45 respondents (20.0%) strongly disagree, while 50 respondents (22.2%) disagreed.

From the findings above, it is certain that the respondents gained from the role of radio medium and the participatory democratic process in mobilizing rural dwellers to politics is effective. The findings is very much in support of the findings by Akpan (1987) on the role of radio in mobilizing rural dwellers for politics: A study of umule community using

Abia radio broadcasting services in which he acknowledged the positive impact of radio in awakening the consciousness of the rural dwellers to politics.

Research question 3: to extent does radio serve as the best medium of communication for rural dwellers?

The aim of this research question is to determine the extent radio serve as the best medium of communication for rural dwellers. The data on tables 6-7 answered research question 3.

The data on table 6 showed that 140 respondents (62.2%) derive privilege on listening to vision Africa radio station umuahia, while 85 respondents (37.8%) were negative

The data on table 7 showed that 85 respondents (37.8%) sees political information capability on vision Africa radio station umuahia very effective, 40 respondents (17.8%) were efficient, 75 respondents (33.3%) sees it as inefficient, while 25 respondents (11.1%) sees it as very inefficient.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1. Introduction

The chapter focuses on the summary and findings, the type of research method and how it was used.

5.2. Summary of Findings

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

The researcher discovered that a lesser extent exposure to radio programmes affect people's voting pattern, because the previous chapter analyses the performance of the station. This may be attributed to the people predisposition and some other factors that affect people voting pattern like their exposure to radio programmes.

From the data, one can easily deduce that radio political programmes has little or no impact on the political life of the people because it is only few people that listen to political programmes on radio and their rate of exposure is average. Moreover, they still rely on opinion leaders for their choices of candidates and also on campaign promise. This is vividly shown in table 10 of the previous chapter were the numbers of the people that are influenced by the opinion leaders are greater than those that are not influenced.

5.3. Conclusion

The role of radio in political mobilization has led the researcher to draw conclusion on the interplay between the people and the media relationship in political situation. In the first place, we see that there are insufficient users of radio set among the people and this affects political information aired because those who get it first hand are those who receive it first hand from the source. This weakens the effectiveness of the media information.

Secondly, the electronic media have been assessed as insufficient in the proper mobilization, although the inefficiency of mass media is greatly due to the loss of confidence that it tells the truth to the people. Again, there is numerous primary, secondary, commercial and tertiary institution of learning in Nigeria, which has been formed in umuahia north local government area and possess grave obstacle to mass media success in he primary role of education, entertainment, uniformity, socialize and mobilize people.

Finally, government monopolizing the ownership and the control of the mass media is a log in the wheel of national progress in politics. Most of the respondents are aware that vision Africa radio umuahia is a government owned media and because of press censorship, they agree that edited news and information is meaningless and unworthy hence, they are programmes tool to maintain their status-quo since he who plays the piper, detects the tune.

5.4. Recommendations

The essence of democracy is for the citizens to have unrestricted access of information. That means that they should be able to vote and be voted for. Access to 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 he can achieve by ensuring adequate electricity supply so that people that have radio and television sets can make good use of them. The ministry for rural development should work hard and make radio available in cheaper price or free of charge once in a while. Journalist 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.

In order to ensure that the mass media achieves their aim in the mobilization of the people, there must be a sound economic environment because it is only when the basic needs of the people are satisfied that they can think of politics and mass messages.

Finally, politics without the people's full participatory democracy, government should not always tell the people what they (government) want them to do. Rather, they should allow the people to tell it what they want to do, in this way, the much desire democratic policy in Nigeria will be a thing of the past.

5.5 Suggestions for Further Studies

Base on the study undertaken, the researcher suggested that further studies should be carried out on the impact of radio exposure in mobilizing rural dwellers. More programmes that encourage individuals in participating in political programmes should be promoted and sponsored by the government to ensure effectiveness on the part of the media channel. Individuals should be encouraged to participate in political programmes that will aid free and fair voting pattern.

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APPENDIX I

Department of Mass Communication
Faculty of Management and Social Sciences
Caritas University
Amorji-Nike,
P.M.B.01784
6th June, 2013

Dear Respondents

I am a final year student of the department of Mass Communication, Caritas University, Amorji Nike, Emene. Am currently researching on the Role of Vision Africa, Umuahia on Political Mobilization of Rural Dwellers in Umuahia North L.G.A.

The research is purely an academic exercise in partial fulfillment of the requirement for the award of Bachelor's Degree (B.Sc in Mass Communication. Whatever information provided will be kept strictly confidential.

Thank you for your anticipated co-operation.

Yours faithfully,

Onwudiegwu Janet

Researcher

APPENDIX II

RESEARCH QUESTIONNAIRE TO THE RESPONDENT

INSTRUCTION:

Please, you are expected to tick yes or no in the boxes provided to indicate your choice.

Example: do you listen to vision Africa radio political programmes

A. Yes

B. No

SECTION A

PERSONAL DATA

1. What is your gender?

A MALE

B FEMALE

2. What age did you fall into?

A. 18-20yrs

B. 21-40yrs

C. 41-50yrs

D. 51-Above

3. What is your marital status?

A. Married

B. Single

4. What is your academic qualification?

A. WAEC

B. OND

C. HND

D. PHD

E. M.SC

F. B.SC

5. What is your occupation?

A Student

B farming

C Trading

D Workers

SECTION B

6. What privilege did you derive on listening to Vision African radio station Umuahia?

A Positive

B Negative

7. How do you see the political information capability on vision African radio Umuahia?

A Very Efficient

B Efficient

C Inefficient

D Very Inefficient

8. In vision African radio station, how do you rate it in political mobilization of rural dwellers?

A Very high

B High

C Very low

D Low

9. Do you agree that vision African radio can help in mobilizing the rural dwellers?

A. Strongly agree

B. Agree

C. Strongly disagree

D. Disagree

E. No idea

10. During political situation, how do you assess the performance of vision Africa radio station in letting you know what to do and the candidates of various parties to be voted for?

A Very efficient

B Efficient

C Inefficient

D Very inefficient

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

A Yes

B No

12. Do you think that the overall attitude of the people towards political issues would have been better if homes radio sets are regularly to vision Africa radio?

A. Yes

B. No

C. No opinion

13. How much are you able to understand the political information aired over the vision Africa radio station without any other person's assistances?

A Very much

B Not much

C Partially

14. Does exposure to radio on political programmes make up change on choice of candidate?

A Yes

B No

15. Radio is their dissemination of information, do you think that have succeeded in creating viable and ending democracy?

A Yes

B No