IMPACT OF SALT FM RADIO ON POLITICAL MOBILIZATION OF THE PEOPLE OF EZZA NORTH L.G.A. OF EBONYI STATE

BY

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MC/2009/370

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CARITAS UNIVERSITY

AMORJI-NIKE, ENUGU

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TITLE PAGE

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A RESEARCH PROJECT SUBMITTED TO CARITAS UNIVERSITY,

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AUGUST, 2013.

DECLARATION

I, Nworie, Blessing Nwigwe, Mc/2009/370 of the Department of Mass Communication, Faculty of Management and Social Sciences, Caritas University, Amorji - Nike, Enugu state, Nigeria, declare that this research work titled "Impact of Salt FM Radio on Political Mobilization of the People of Ezza North L.G.A. of Ebonyi State" was conducted by me and this investigation to the best of my knowledge has not been presented anywhere else for the award of a degree of any kind.

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Nworie, Blessing Nwigwe 　　　　　　　　　　　　　　　　Date

CERTIFICATION

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

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External Examiner

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DEDICATION

This project is dedicated to Almighty, ever-loving and gracious God whose gifts of life and opportunities enabled me to actualize this long awaited dream. Also I dedicate this work to my dearest and beloved uncle, Rev. Fr. Romchristo O. Nworie, uncle you are my world.

ACKNOWLEDGEMENTS

TABLE OF CONTENTS

CHAPTER ONE: INTRODUCTION

CHAPTER TWO: REVIEW OF RELATED LITERATURE

CHAPTER THREE: RESEARCH METHOD

CHAPTER FOUR: DATA PRESENTATION AND DISCUSSION OF FINDINGS

CHPTER FIVE: SUMMARY OF FINDINGS AND RECOMMENDATIONS

LIST OF TABLES

Abstract

This research work examined the impact of radio on political mobilization. Survey method was used for the study. Combinations of purposive and random sampling techniques were used to draw a sample of 100 respondents from five communities of Ezza North Local Government Area (Nkomoro, Inyere, Ogboji, Ekka and Amuda community). An 18-item questionnaire was used for data collection. Data were analyzed based on the 94 returned copies of the questionnaire. Findings revealed that radio mobilizational programmes have influenced the people's choice of political participation. Findings also indicated an average exposure rate of respondents to these programmes. Based on these findings, the study recommended that Government should increase allocation of funds to the and information communication ministries so as to enable radio stations carry out more effective programmes on political mobilization.

CHAPTER ONE

1.1   Background of the Study

The Mass Media made up of print and electronic play a huge role as veritable instruments of communication in every society. Radio as a medium is a tool for journalistic education, enlightenment, mobilization, culture propaganda and entertainment. Radio promotes economic development, stimulates political participation and arouses national consciousness and unity.

Radio was originally brought to Nigeria in 1932 by the British colonial government and was known as Radio Diffusion Service (RDS). It allowed the public to listen to programmes of British Broadcasting Corporation as foreign radio. In April 1952, RDS became the Nigerian broadcasting Service and introduced radio stations in Lagos, Kaduna, Enugu, Ibadan and Kano. This service was upgraded to the Nigerian Broadcasting Corporation (NBC) in 1957 by an act of parliament. The NBC was designed to serve the communication needs of the people in the regions. In the same vein, the Broadcasting Organizations of Nigeria (BON) was founded in 1933 to aid successful interaction of the broadcasting media in Nigeria. The organization is used as a rallying point for coverage of major national and international events.

Radio has the ability to serve both illiterate and literate people unlike the print media. Radio has played major roles in greasing the wheels of the country's political economy. It makes unbeatable contributions to the enhancement of the country's growth as exemplified in its massive political education, enlightenment, awareness, consciousness and provision offorafor discussion, debates and presentations. These functions were manifested during campaign towards the 2003 general elections. It therefore provided the electorate the opportunity to set the manifestos and programmes of political parties with a view to helping them make mature choices during the elections. The mass media are organized

means of communication designed to reach large numbers of people without the necessity of personal contact. Radio is regarded as the guardian of the public that examines the political policy and programmes, educates the masses, motivates and mobilizes them for active participation in political programmes and activities. The mass media are indispensable to the political system in a democratic society. They constitute the fourth estate of the realm, independent, free and responsible to the Public. They create awareness in order for the citizens to know the problems and issues confronting the state and their possible solutions and consequences. They provide people with information they need and can stimulate them by presenting the ideas of others. The mass media should play a crucial role in nurturing and sustaining the success or failure of our practice of democratic government. To a large extent, their success depends on how well the mass media carry out their functions as the midwife of democracy.

In Nigeria, the mass media have become instruments of political transformation of the masses. According to Akpan (1987, p.22), media information has a tremendous energy for change. Change in this context refers to learning which manifests mostly where a good number of people are wallowing in ignorance. The media are needed for information to improve all aspects of life. In the political sphere, the electorate need media information to participate fully in elections and learn their obligation. Furthermore, Eze (1988) while presenting his article ''Mass Media and Social Political Transformation'', noted that the politics of any nation depends heavily on the mass media as platforms of articulating and marketing of ideas and issues on national problems to the people.

The study will therefore examine the contributions of Radio in mobilizing and galvanizing the people towards putting in place a stable and acceptable democratic government in Ezza North Local Government Area of Ebonyi State.

1.1.1 Brief History of the Salt FM Radio (EBBS)

Ebonyi Broadcasting Service (EBBS) transmits on 98.10MHZ frequency modulation (FM) 2x2 TX. The Radio Station was established on 3rd February, 1997 with an initial 200 feet mast and later increased to 250 feet. The test transmission of the Radio station commenced on March, 22, 1997. Earlier, the pioneer military administration of Ebonyi State, Navy Captain Walter Feghabo, applied for both Radio and Television Licenses to the National Broadcasting Commission (NBC) on March 3, 1997. On July 22, 1997 EBBS Radio started airing commercial programmes. On August 5, 1997 the first news bulletin was transmitted while the first global news came on air on April 1, 1998.

Legal Instrument

On 5th March, 1997 the management of EBBS forwarded the draft edict of the organization to the Ministry of Justice,Ebonyi State, through the Ministry of Information and State Orientation for vetting. Consequently, the Ministry of Justice on September 22, 1998 forwarded a copy of the Edict to the then Military Administrator, His Excellency, Commissioner of Police, Simeon Oduoye for assent. Thereupon, the Military Administrator assented to it and consequently, Ebonyi Broadcasting Service (EBBS) Abakaliki received its legal instrument (backing by Edict No.10 (1999).

1.2 Statement of the Problem

In democratic societies, the mass media are the watchdog of the people. They usually mobilize and inform the people to create awareness on political culture and other happenings in the society. It was however observed that the level of mobilization by the media (radio) to be precise falls short of expectation. Some people even show apathy to the electoral process preferring to remain mere spectators due to either lack of adequate information about the political process or because the media have not been alive to their

responsibility of being objective in their reportage. By political culture we mean the system of politics where the traditional orientation of the citizens of a nation towards politics, affects their perceptions of political legitimacy. The incipient crises which have so far beset the process of nation building and political development in Nigeria has been noted by Ofoeze (1918) as being located in the crises of political participation.

Perhaps, it could be argued that the political crises that pervade our recent past is due to the fact that most people are apathetic about electoral situation in the country. The sectional interest shown by some politicians and their readiness to pursue their interest is also a threat to the survival of democracy in the state and the country at large. Apart from ethnic influence and bias among some media practitioners which negate professional ethics and money influence to serve the interest of others, the profession has also become an all comer's affair thereby threatening its credibility.

This study is set out to answer the question; what is the impact of the Salt FM Radio on the Political Mobilization of the people of Ezza North Local Government of Ebonyi State?

1.3   Objectives of the Study

The purpose of this study is in line with the nations continuous and steady march towards inculcating democratic culture in its citizens. In effect the objectives are:

1. To find out the reach of Salt FM in Ebonyi State.

2. To determine whether Ezza North L.G.A. indigenes have access to Salt FM Political Programmes.

3. To determine the extent the Salt FM can mobilize the people of Ebonyi State politically.

4. To determine whether the people of Ezza North have other sources of information in their political mobilization quest.

1.4   Research Questions

To guide this study, the following research questions have been formulated.

1. To what extent does the salt FM cover Ebonyi State?

2. How far are the people of Ezza North likely to access political information from Salt FM?

3. To what extent does Salt FM mobilize the people of Ebonyi State politically?

4. Are the people of Ezza North likely to get political mobilization information through any other source apart from the State radio?

1.5 Scope of the Study

The study has chosen ''political mobilization'' by Salt FM Radio Abakaliki and residents of Ezza North L.G.A. as the scope of study. Also in focus are the issues of ethnic domination, mutual suspicions, apathy in the electoral process by a section of the population and illiteracy which provides a breeding ground for power seeking politicians. The role of the media in eliminating mutual distrust, providing effective political education, strength, unity and encouraging participation in the electoral process will also be covered by this study.

1.6   Significance of the Study

This study will be of immense importance to the residents of Ezza North L.G.A. and Ebonyi State at large because it will reveal the need for mass media (radio) precisely in political mobilization in Ezza North Local Government Area.

1.7 Operational Definition of Terms

Media: Device for moving messages across distance or time to accomplish mass communication.

Politics: The pursuit and exercise of the political process necessary to make binding policy decision for the community and to distribute patronage and government benefits.

Mobilization: To organize or prepare group of people for action or purpose.

Political mobilization: Organizing or preparing group of people to take part in political activities, especially the electorate of their rights and the need for full participation in the electoral process.

Electoral process: Participating in the laid down process or rules by the electorate, culminating in successful elections.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

INTRODUCTION

This chapter is a review of related literature on the topic "Impact of Salt FM Radio on Political Mobilization." The chapter is organized under the following headings:

A. Review of Concepts

B. Review of Related Studies

C. Theoretical frame work

D. Summary

2.1 Review of Concepts

The following concepts will be reviewed.

A. Concept of Radio

B. Concept of Political Mobilization

Concept of Radio

We can say that radio serves as a medium which provides information, it is very essential for overall mobilization of those in urban and rural areas. Radio is seen as the most effective medium of reaching people in the society. Okunna (1999) explained radio as "having the capacity to cut through the barriers of illiteracy and infrastructural facilities which are major limitations to the print media." According to Akpan (1987, p. 22) media information has a tremendous energy for change. Change in this context refers to learning which manifests mostly where a good number of people are wallowing in ignorance. The media are needed for information to improve all aspects of life. For instance, in the

political sphere, they need media information to participate fully because through the media, they will fully participate and learn their political rights and obligations.

Akpan (1987, p. 125) also sees radio as a very powerful audio aid in the teaching or learning process. According to him, with radio, the learner can have demonstration at close quarter. For instance, political aspirants carry out their campaign on radio; candidates are also heard on radio advertising themselves. With this, people can then decide on whom to vote for. Radio therefore, has the capacity to pass on knowledge thus making for learning. In this case, it is trying to tell us that radio could be a good medium of mobilizing and educating the mass on political issues as it makes them to hear for themselves in the various languages they understand rather than being told. The role of radio in politics was highlighted by Eze (1988) while presenting his article "Mass Media and Socio Political Transformation". He noted that the politics of any nation depends very much on the mass media as a platform of articulating, marketing of ideas and issues on national problems to the people. This assertion is corroborated by the fact that whether we like it or not, radio has become a vehicle of politics on which any political system generally depends. Eleazu (1977) in a quantitative analysis on the role of the radio in nation-building opine that as far as socialization goes, the potential utility of the mass media is measured by the extent to which they enhance the integration of the social unit. This can be achieved to the extent that content of the radio is packaged and delivered in standardized form.

Again General Olusegun Obasanjo (1992) on the elements of democracy stated that the mass media exists in building an environment conducive to democracy in any country capable to promote a free choice of leadership, especially through the ballot box, respect for the rule of law by the rulers and the ruled, social justice as well as respect for human right. In carrying out the role, mass media must not merely mirror the society by reporting events; they must act as the watchdog of the citizenry and instigator of a positive change.

According to Adamu (2007), in many parts of the world, especially developing countries, radio is demonstrating the capacity to enhance economic development, contribute to technological growth, improve health and education, strengthen national security, combat crime and corruption, give expression to cultural pluralism and promote democratic processes. Radio matters in Nigeria because it is pervasive and cuts across the country's many cultures. Radio broadcasting started in Nigeria in 1932, when the country was running empire services for the British Broadcasting Services (BBC). In 1957, the Nigeria Broadcasting Corporation (NBC) was established to take over from the Nigerian Broadcasting Service which was seen as a puppet of the colonial masters. Radio provides a kind of general educational background or social status. While formal education deals with instructions, which follow specific subjects and curriculum, informal education on the other hand, deals with any topic that enriches knowledge without going into details of the topic. Instances where radio has positively touched the lives of the people is in health, education and religion etc. Radio has gone a long way towards improving education and information on political matters among the people.

Evolution of Radio

Nwogbunyama (2000, p. 125) noted that in 1860 Maxwell predicted the existence of radio waves. In 1895 Marconi transmitted radio signals for a short distance and at the turn of the century conducted trans-Atlantic tests. The new communication medium was first known as wireless. The first station was W.B 2 Springfield. Broadcasting started in Nigeria with what was referred to as the Radio Diffusion System (RDS) or Rediffusion System, introduced by the colonial government in 1932. In this system, Nigerian subscribers received the broadcasts (news and other programmes) through cables connected to their gramophones. The major reason for establishing RDS was to strengthen the economic, political and cultural ties with the colonies.1952 marked a turning point in the annals of

broadcasting in Nigeria with the introduction of an ordinance establishing the Nigerian 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. later NBC was set up by the government of the federation and had four major stations at Lagos (National Station), Enugu (Eastern Station), Ibadan (Western Station) and Kaduna (Northern Station). However, on June 1, 1978, the Federal Government of Nigeria announced the change of the name from N.B.C. to Federal Radio Corporation of Nigeria with other stations across the states of the federation.

Concept of Political Mobilization

Mobilization in a lay man's understanding means to organize a group of people for action. Mobilization is defined as the development of social relationship between two types of actors, the individuals and the parties. According to him, the analytical concept of mobilization activities consists of three processes: the process of interest formation (cognitive dimension), the process of community building (affective dimension), and the process of employing means of action (instrumental dimension).Political mobilization is defined as the actor's attempt to influence the existing distribution of power. A directional variable is introduced in order to define more precisely the type of relationship which develops between individuals and parties.

Three different models of practical mobilization are then presented: two examples of models of downward mobilization, historical mobilization and the Leninist concept of the vanguard party; grass-root or populist mobilization and the ideal-democratic model of mobilization.

A fourth model, horizontal mobilization incorporates the stability of internal process of mobilization taking place within the two types of actors. These models help to analyse the present political situation as characterized by the coexistence of vertical and horizontal process of mobilization, with an increasing predominance of the later. It remains as a future task of mobilization research to investigate the assertion made here that the institutionalized hierarchical relationship between individuals and parties is weakening as a result of both actor's increasing orientation to themselves when becoming aware of and articulating interest developing affective loyalties and using means of mobilization.

Political Mobilization

Since the media deal with the provision of diverse information, politics form major issues that arouse public interest. This is because politics provides a rallying point for people to know and participate in the emergence of the person that governs them. At global level, Market (1967) described politics as: A notable quest for good order and justice and at its worst, a selfish grab of power, glory and riches. In another definition Umechukwu P. (1978) describes politics as: Conjuring the images of power domination and struggle to grab state apparatus. From the above definitions, politics can be seen as a tool for bringing about justice, change, unity and progress in the society. On the other hand, politics can be seen as a struggle for power, by a few political elites to achieve self-actualization at the expense of the larger poorer society. In order to understand the importance of politics to the society, before we can appreciate the role of the media in mobilizing the populace to participate in the political process, we can quote Harold Lasswell's expression of politics as "who gets what, and how." This implies the sharing of available resources, by those in position of authority. As a result, people scramble to achieve political power.

In defending power, Joseph (1968) says ''it is the ability to get one's wishes carried out, despite opposition, the ability to influence the actions of others in accordance with one's own end''.

Also contributing to the definition of power, Niccolo. (1469-1527), sees power as ''a complex strategic situation in a given society social setting''.

According to Osuji (2001) politics is the pursuit and exercise of the political process necessary to make policy decisions for the community and to distribute patronage and government benefits. Politics is invariably the activities or a set of process which includes a community, a set of laws and constitution. The object of this is to promote general good of the people. Political process on the other hand is the activities of politicians, administration, elected officials and even those aspiring to lead. Political process includes the formation of political parties and their organization, conduct of elections, assigning responsibilities to those holding political offices either elected or appointed, drafting of rules and regulations, bye- laws, constitution, amendments and the overall existence of a corporate entity.

For a virile political process and the growth and sustenance of democracy, the citizenry must be effectively informed, sensitized and adequately mobilized through mass media channels. There are other important media channels such as intra- personal, inter-personal, group communication, public speaking and oral media/ folk media but our focus in this piece is radio and its role in politics.

2.2 Review of Related Literature

In order to place this study within the context of earlier researches conducted by scholars.I will be reviewing the work of Dede E. J. Konkwo.

2.2.1 A Review of Dede, E. J. Konkwo (1997), Role of the Mass Media in Mobilizing the Nigeria Masses for Peaceful Election. In Nwosu, I. E. (ed.) *Media and politics in Nigeria* (Pp. 86-91). 2, Chime Avenue: Prime Target.

This study examines the crises of political participation and depoliticization which according to the researcher have impeded the blossoming of democracy in the country. He also sheds light on the reason behind the chequered and arduous democratic process as being characterized by all manner of vicissitudes and pains and how Nigerians have always clamoured for the democratization and peaceful organization of the political system as the preferable option. The researcher went further to suggest ways in which the Nigerian masses can be mobilized for peaceful elections through the mass media and communication practitioners.

Citing Ofoeze (1998), the researcher gave an overview of political participation saying that the crisis of political participation specifically refers to the development disproportion between the demands of the individuals and groups to participate in politics- is the rights and demands of the individuals and groups to participate in politics- is the rights and demands to share political powers or influence the process of political events or benefits from the allocation of resources by some individuals or groups on the one hand and the inability of the political institutions and structures to channel, process and satisfy such demands on the other hand.As a way of justifying his study, the researcher took a step further to discuss three dimensions on political participation as enumerated by Ofoeze.

1. **First Dimension:** the first dimension stems from the unwillingness of the political elite of the north to share political power with the political elites of other ethnic groups in order to enable the latter to effectively participate in the process of governance. The researcher noted that in the First Republic, the ruling elites largely monopolized political power by

13

excluding through several tactics the political elites from the East and West from effective participating in governance. According to Palomara (1974), once the Northern elites came to power, they not only used the federal governmental power to perpetuate themselves in power but they also employed the national power to allocate society's resources in favour of their region to the disadvantage of the other regions, as well as use national power to administer policies aimed at destroying the elites of other ethnic groups, such as the imprisonment of Awolowo and his close associate.

2. **Second Dimension of Political Participation:** according to the researcher, political participation crisis in Nigeria has been identified in the deliberate exclusion of the Nigerian masses from sharing the power of governance with governing elites or the bourgeoisie. Although as Ofoeze remarks, this second dimension has been highly over-shadowed through the tactical, deceptive and demagogic use of the sentiments of religion, statism and ethnicism by the governing elites to confuse the masses; it remains pertinent and recurrent whenever issues of mass mobilization, political participation and peace or violence during elections are discussed.

3. **Third Dimension:** Citing Huntington (1968), the third dimension stems from the discrepancy between mobilization of the citizens into politics and the lack of institutionalization of political processes. Thus as he states, whereas Nigerian citizens could be mobilized into politics, there do not exist enough political institutional structures and openings for their effective participation in the political process. Furthermore, citing a study conducted by Sobowale, Dare and Fadeyibi in 1984, it was found that although the mass media exerted a significant role in the political process, especially the electoral or voting process, thereby positively influencing people's political awareness, they also found that long period of depoliticisation resulting from military dictatorships in this country have led to frustrations and apathy among the electorate.Citing Wong (1973, 97), the researcher identified how journalists have contributed towards the political crisis in the

country, he notes that ''newspaper editors are often tribalistic and narrow-minded while the press itself is not innocent of the evils of corruption, nepotism and tribalism which continue to plague all aspect of the Nigerian society''. More so, Nwosu (1986) notes the tendentious and predictable learning of the electronic media during the Second Republics. According to him, ''it is on record that the Federal radio and television houses tend to be pro-NPN (the party at the centre power during the second Republic) while most of the state radio and television stations tended to support any party to which any of the state government belonged. Also, Coomson (1982) has identified that the Nigerian mass media were polarized along party lines and in accordance with the partisan orientations of their owners; thus contributing towards Nigeria's political crises during the Second Republic.

The researcher went further to advance the strategic options for effective mass mobilization for political participation and peaceful election. These strategies are briefly discussed below as presented by the researcher.

1. **Liberate the Masses through Political Education:**

   Masses enlightenment of the electorate by media practitioners to enable them to appreciate their political rights and obligations should be given priority in Nigeria. When the electorates are enlightened, ignorance and its attendant dangers will be reduced to the barest minimum. This can ensure the existence and survival of democracy at all times. In this regard, syllabi and curricula at the various level of education should be structured or expanded to include constitutional citizenship education to be taught by experts in the subject. A significant objective of such a programme is to imbue the citizen with the spirit and value of political consciousness and patriotism needed to function properly in the democratic process. The media should be employed in this regard to play their traditional role.

2. Conscientize the Electorate Against Further Military Incursions in to Politics:

Every Nigeria Citizen should not only be sensitized to understand and appreciate the supremacy of the Nigerian constitution but should also be conscientized to resist any further attempt by the military to seize political power by force, no matter the reason adduced. The Nigerian citizen or soldier should be oriented towards appreciating the constitutional obligations of the military which are to defend the country against external aggression and to maintain the territorial integrity of the nation and not venture into politics it is only the people that have the right to remove bad government constitutionally.

3. End the Depoliticization of the Masses:

Earlier on in this study, the research has identified that the incipient and perennial depoliticization of the majority of Nigerian citizens has been as a result of prolonged military dictatorship that have truncated the vital latitudes of freedom and flexibility which are integral to the flourishing of any meaningful political consciousness and participation of the citizenry. Therefore, there should be a movement to end depoliticization of the masses in Nigeria which is vigorously and conscientiously pursued through the mass media to cultivate the enabling environment for the growth and development of democracy as well as for the promotion of peaceful election in the country.

4. Reduce Political Violence and Thuggery by Resorting to the MassMedia:

With the mass media and new communication technologies now increasingly taking the centre stage in human, national and international affairs, political violence and thuggerycan be reduced if politicians if politicians understood the efficiency of the mass media in political engineering and mass mobilization.The various media (newspapers,

radio, television and film) have great potentialities for political mobilization and should be used extensively and intensively by practitioners to pursue the gladiatorial objectives of the contending political forces.

5. Empower the Masses to Make use of the Mass Media:

Functional democracies in different parts of the world realize that the mass media especially broadcasting, are a system of free, competitive enterprise governed and managed within government regulations. In 1992 through the promulgation of Decree 38, broadcast media ownership was liberalized in Nigeria. Subsequently the National Broadcasting Commission (NBC) was created as a governmental agency charged with the responsibility of regulating broadcasting in the country. However, up till now, only a handful of persons in Nigerian can fulfil the rather suffocating requirement to be met before a broadcast media outfit can be established. Nigerians were required to pay 500,000 to obtain a broadcast license in 1992 and shortly thereafter but today; more than 200% of this amount is required. Certainly, not many people can afford to meet this requirement. We hereby call on the relevant Nigerian authorities to review these requirements to ensure that as many Nigerians as are able or willing to broadcast in the public interest are granted licenses to operate. This will boost the chances of our toddling democracy to grow adulthood. Apart from creating the enabling environment for adequate private sector participation in broadcasting in the country, Nigerian masses should be further enabled to have access to the broadcast media by a policy of the Federal Government to remove or reduce the cost of radio and television sets by removing or reducing the tariffs on them.

6. Let Nigerian Mass Media Practitioners Practice the Fairness Doctrine and theEqual Opportunities Rule:

According tothe researcher, one of the most effective ways of ensuring peace during elections is when Nigerian mass media practitioners can practice the fairness doctrine and the equal opportunities rule. Originally American in concept these doctrines have gained worldwide acceptance in recent times. The fairness doctrine requires every broadcast station to provide balanced and fair coverage of coverage of controversial issues of public interest. According to the equal opportunities rule, political candidates should be given equal treatment on the air. If an individual's is attacked over the wireless or where a situation exhibits tendencies that endorse or oppose a candidate for public office that by law within one week after the attack to transmit to the group or person attacked:

1.   Notification of the broadcast

2.   A script or tape of the broadcast

3.   An opportunity to respond over the license's facilities, should an individual or group be denied such opportunities, they can seek redress through the regulating body as has been constitutionally provided.

7. De- Materialize Politics:

The mass media should be used to orientate politicians to begin to see politics as primarily a call to serve the republic; not as an invitation or license to ride on the back of the masses to steal what belongs to them. The ''do-or-die'' syndrome prevalent today in Nigerian politics, led to all forms of unethical and political aspirants, such as spending billions of naira to '''win'' elections. If politicians saw politics as a call of serve, why should they often want to engage in bribery and corruption of the electorate in order to succeed? The researcher concluded that

using the Mass Media, the electorates should be informed and educated to vote for candidates not on the basis of how much they (the electorate) have been given, but on their assessment of the acceptability of the political candidates to them.

This study is related to my study in that; it talks about the role of the media in political mobilization which is the same subject with my own topic of research. Besides the above study basically focused on those strategic options for effective mass mobilization for political participation and peaceful election. This is line with the objectives of this study which is to strongly find means through which the masses can be liberated through political education by the media.

The different between this study and my own is that while this study talked about the media in general, both print and electronic, my own study focused on radio and this makes my own study more specific than the work reviewed.

2.3   Theoretical Framework

This research work is anchored on the theory agenda-Setting theory.

The Agenda- Setting Theory

The proponents of this theory including McCombs and Shaw in 1972/1973 made reference to agenda setting function of the media. In their study on the 1968 presidential election in America, they were able to determine the degree to which the media determine public opinion. The theory asserts that media set agenda for political participation. It describes the "ability of the news media to influence the salience of topics on public agenda.

According to this theory, people\ mass media audiences judge as important what media judge as important. By implication, media help people to determine what is important in the public discourse. The theory describes the very powerful influence of the media, the

media's ability to tell us what issues are important, andwhat persons are important in the society. Those issues and individualswhich the media choose to publicize become the issues and individuals we think and talk about.

The theory is in consonance with my study in that the residents of Ezza North Local Government Area are motivated in participating in electoral process through the frequent hammering on the need for political participation by the media which is in line with the central thesis of this theory.

2.4   Summary

As a way of fostering adequate understanding of this study, this chapter has reviewed the major concepts contained in this topic which include 'radio and political mobilization'. It went further to review one related study in order to place this study in the context of researches conducted by scholars in this field.

In the view of this, the study of Dede E. J. Konkwo titled '' Role of the mass media in mobilizing the Nigerian Masses for peaceful election'' has been reviewed.

Also, "agenda-setting theory'' by McCombs and Shaw has been reviewed in order to give this study in a theoretical basis and paradigmatic perspective.However, from the review of related studies, it was clear that even though scholars studied the role of the mass media should play in mobilizing the masses for free and fair election, this study has being concerned with the impact of Salt FM Radio on political mobilization of the people of Ezza North L.G.A.

While the study basically explored the issue of political participation and peaceful election, it shaded light specifically on what should be the function of the mass media in the process of political mobilization.

CHAPTER THREE

RESEARCH METHODOLOGY

INTRODUCTION

This study is intended to examine the impact of the radio in the political mobilization of the people of Ezza North L.G.A. in Ebonyi State. Democracy being a participatory system of government requires the involvement of the citizenry in the electoral process, and the radio provides the channel through which the people can be sensitized and mobilized to be actively involved.

3.2 Research Design

The survey method was used. The approach involved drawing up a set of questions on various aspects of the subject in a questionnairewhich was administered to the sample.

3.3 Population of the Study

Best and Kahn (1986, p.111) described population as '' any group of individuals that have one or more characteristics in common that are of interest to the researcher. The population may be all the individuals of a particular type or a more restricted part of that group.'' According to 2006 Nigeria Census, Ezza North Local Government Area has an estimated population of 145,619 spread in ten communities.

Therefore, the population of this study is 145,619. This breaks down to:

Nkomoro Community with the Population of 5,000

Ekka Community with the Population of 15,000

Inyere Community with the Population of 60,000

Ogboji Community with Population of 4,000

Umezeoka Community with Population of 21,000

Oriuzor Community with the Population 3619

Umuohara Community with Population of 10,000

Amuda Community with the Population 10,500

Amawula Community with the Population 9,500

Umuezeokaoha Community with the Population of 7,000

Source: 2006 census

3.4 Sample Technique/ Sample Size

According to Ujo (2003, p.141) '' sampling technique is specifying how elements will be drawn from population''

Using the simple random sampling technique, five communities were selected. They are, Nkomoro, Ekka, Inyere, Ogboji, and Amuda Communities.

Furthermore, the purposive sampling technique was used to select. From each of the five communities, 20 respondents were selected, giving a sample of 100.

Therefore, the sample size for this study is 100.

3.5   Description of Research Instrument.

The researcher used the questionnaire instrument. The questionnaire for this study was in two parts. Part one answered research questions 1-6 on the demography of the respondents such as sex, age, occupation, gender, educational level and occupational status. Part two was made up of 12 items (7-18). The part two of the questionnaire was designed in such a way that items 7,8,9,10, and 11 were tailored towards answering research question 1, items 12 and 13 answered research question 2, items 14 and 15 answered research question 3 while items 16, 17 and 18 answered research question 4.

3.6   Method of Data Collection

Data was collected here using questionnaire which the researcher herself distributed to the respondents herself. Out of the 100 copies of questionnaire distributed, 94 copies were returned representing a return rate of 94 percent.

3.7   Validity and Reliability of Data

The instrument used for data collection was well structured and approved by the project supervisor as being valid for eliciting information.

The instrument used is valid because it constantly measured what it is meant to measure. Also the instrument has been used in several studies and repeatedly it yielded the same result, the instrument cannot fail you. Therefore, the instrument is reliable.

3.8   Method of Data Analysis

The data was analysed using frequency tables and simple percentages.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

INTRODUCTION

The purpose of this study was to determine the impact of Salt FM Radio on political mobilization of the people of Ezza North L.G.A. in Ebonyi State. This chapter deals with the presentation of analysis of data collected through the use of questionnaire, which was handed over to 100 respondents. The presentation of data is directed towards answering the following research questions.

1.   To what extent does the Salt FM cover Ebonyi State?

2.   Are the people of Ezza North likely to access political information from Salt FM?

3.   To what extent does Salt FM mobilize the people of Ebonyi State politically?

4.   Are the people of Ezza North likely to get political mobilization information through any other source apart from the state radio?

4.2   DATA PRESENTATION AND ANALYSIS

The data presented in this study were generated from the returned 94 copies of the questionnaire out of the 100 copies distributed, representing a 94 percent return rate.

DEMOGRAPHIC DATA

Table1: Respondents' Classification According to Gender

Characteristics	No of Respondents	Percentage
Male	61	64.9%
Female	33	35.1%
Total	94	100

Table one above showed that out of the respondents that filled the questionnaire, 61 respondents (64.9%) were male and 33 respondents' (35.1%) were female. This means that majority of the respondents were Male with 64.9% and Females with 35.1%.

Table 2: Respondents' Classification According to Age

Characteristics	No of Respondents	Percentage
18-25	22	23.4%
26-40	48	51.15%
40 and above	24	25.5%
Total	94	100

The data in table 2 above showed that 22respondents (23.4%) were within the ages of 18-25, 48 respondents (51.1%) were within the ages of 26-40, while 24 respondent (25.5%) were within the ages of 40 and above.

Table 3: Respondents' Classification According to Marital Status

Characteristic	No of Respondents	Percentage
Single	38	40.4%
Married	56	59.6%
Total	94	100

The data in table 3 above depicted that 38 respondents (40.4%) were single and 56 respondents (59.6%) were married.

Table 4: Respondents' Classification According to Educational Status

Qualification	No of Respondents	Percentage
Primary	16	17%
Secondary	23	24.5%
Tertiary	50	53.1%
Any other .	5	5.3%
Total	94	100

The data in table 4 above showed that the majority of the respondents (50 respondents, 53%) passed through tertiary institutions, followed by those who had secondary education,23 respondents, (24.5%) and 16 respondents (17%) respondents with primary school certificate while 5 respondents (5.3%) were those who have other qualifications.

Table 5: Respondents' Classification According to Occupational Status

Occupation	No of Respondents	Percentage
Trader	22	23.4%
Farmer	11	11.7%
Civil servant	36	38.3%
Student	15	15.10%
Any other	10	10.6%
Total	94	100

The data in table 5 depicted that 22 respondents (23.4%) were trader, 11 respondents (11.7%) were farmers, 36 respondents (38.3%) were civil servants, 15 respondents (15.10%) were students and 10 respondents (10.6%) were people with other occupations.

Table 6: Respondents' Classification According to Location

Location	No of Respondents	Percentage
Nkomoro	30	31.9%
Ekka	11	11.7%
Inyere	24	25.5%
Ogboji	17	18.1%
Amuda	12	22.3%
Total	94	100

The data in table 6 showed that 30 respondents (31.9%) were residents of Nkomoro, 11 respondents (11.7%) were residents of Ekka, 24 respondents (25.5%) were residents of Inyere, 17 respondents (18.1%) were residents of Ogboji, while 12 respondents (22.3%) were residents of Amuda Community.

DATA THAT ANSWERED THE RESEARCH QUESTIONS.
TABLE 7: Owning a Radio Set

Responses	Frequency	Percentage
Yes	88	93.6%
No	6	6.4%
Total	94	100

The data presented in table 7 above showed that 88 responses (93.6%) were positive and 6 responses (6.4%) were negative. This shows that most of the respondents own a radio set.

Table 8: Often Listen to Radio

Responses	Frequency	Percentage
Regularly	71	75.5%
Occasionally	14	14.9%
Not at all	9	9.6%
Total	94	100

The table 8 above showed that (75.5%) listen to radio regularly. 14 respondents (14.9%) listen to radio occasionally and 9 (9.6%) do not listen to radio at all. This showed that majority of the respondents listen to radio regularly.

Table 9: Awareness of Salt FM Radio in Ebonyi State

Responses	Frequency	Percentage
Yes	94	100%
No	-	-
Total	94	100

Data presented in table 9 above showed 94 respondents (100%) were aware of Salt FM Radio in Ebonyi State.

Table 10: The Reach of Salt FM in Ebonyi State

Response	Frequency	Percentage
The whole state	76	80.9%
Some parts	11	11.7%
Note at all	7	7.4%
Total	94	100

Data presented in table 10 above illustrated that 76 respondents (80.9%) are of the view that Salt FM covers the whole Ebonyi State, 11 respondents (11.7%) said that the radio covers only some parts of the state and 17 respondents (7.4%) are of the opinion that it does not cover the state at all.

Table 11: Whether Ezza North is one of the Areas Covered by Salt FM

Response	Frequency	Percentages
Yes	87	92.6%
No	7	7.4%
Total	94	100

The data presented above in table 11 depicted that 87 respondents (92.6%) felt the Ezza North is one of the areas covered by the Salt FM while 7 respondents (7.4%) felt that Salt FM Radio does not cover Ezza North. This implied majority of the respondents are of the view that Ezza North is one of the areas covered by the Salt FM in the State.

Table 12: Access of Political Information from Salt FM Radio

Responses	Frequency	Percentage
Yes	76	80.9%
No	18	19.1%
Total	94	100

Data presented in table 12 above illustrated that 76 respondents (80.9%) accessed political information from Salt FM radio while 18 respondents (19.1%) did not.

Table 13: Often Listening to the Political Programme

Response	Frequency	Percentage
Regularly	32	34%
Rarely	42	44.7%
Not at all	20	21.3%
Total	94	100

Data presented in table 13 above depicted that 32 respondents (34%) listen to political programmes regularly, 42 respondents (44.7%) listen to political programmes rarely and 20 respondents (21.3%) do not listen to political programmes at all. This implied that majority of the respondent's rarely listened to political programmes.

Table14: Extent of Political Mobilization among Ebonyi People

Response	Frequency	Percentage
Very high	17	18.1%
High	38	40.4%
Low	23	24.5%
Not at all	16	17%
Total	94	100

The data presented in table 14 above showed that 17 respondent (18.1%) felt that the extent of political mobilization in Ebonyi State is very high, 38 respondents (40.5%) felt it was high, 23

respondents (24.5%) felt it was low while 16 respondents (17%) felt that there is no political mobilization in Ebonyi State at all.

Table 15: Enjoyment of the Programme

Responses	Frequency	Percentage
Yes	20	21.3%
No	74	78.7%
Total	94	100

Data presented in table 15 above illustrated that 20 respondents (21.3) were of the view that they get political information from other sources apart from Salt FM radio while 74 respondents (78.7%) are of the view that they do not get political information from any other source apart from that state radio.

Table 16: Getting Political Information from other Sources

Response	Frequency	Percentage
Yes	20	21.3%
No	74	78.7%
Total	94	100

Data presented in table 16 above illustrated that20 respondents (21.3%) were of the view that they got political information from other sources apart from Salt FM radio while 74 respondents (78.7%) are of the view that they did not get political information from any other source apart from the State Radio.

Table 17: Other Source of Political Information

Response	Frequency	Percentage
Political Aspirants	18	19.1%
Salt FM	76	80.9%
Total	94	100

Data presented in table 17 above depicted that 18 respondents (19.1%) received political information from aspirants, while 76 respondents (80.9%) received political information from the Salt FM Radio. This implied that majority of the respondents received political information from Salt FM.

Table 18: Influence of the Programme on Political Participation among Ezza North Residents

Responses	Frequency	Percentage
Yes	76	80.9%
No	18	19.1%
Total	94	100

Data presented in table 18 above illustrated that 76 respondents (80.9%) were influenced by the programme on making choice of political participation while 18 respondents (19.1%) were not. This clearly depicted that majority of the respondents were influenced by the programme on their choice of political participation.

4.3   Discussion of Findings

This section of the study discusses the findings in relation to the research questions.

Research Question1:

To what extent does the Salt FM cover Ebonyi state?

The answer to this question is provided in tables 7, 8,9,10 and 11. The data in table 7 shows that majority of the respondents had radio sets, 93.6%. Data in table 8 shows that 75.5% of the respondents listen to radio regularly. This finding supports the fact that radio can be effectively used to mobilize the masses for political participation since people regularly listen to the radio.

The data in table 9 shows that 100% of the respondents were aware that Salt FM radio covers the whole state and 92.6% of the respondents are of the view that Ezza North L.G.A. is one of the areas covered. This indicated that majority of the respondents felt that Salt FM covers all nooks and crannies of Ebonyi State including Ezza North L.G.A.

These findings identified that there is high rate of coverage in the state by Salt FM Radio.

Research Question 2:

How far are people of Ezza North likely to access political information from Salt FM? The answer to this question is provided in tables 12 and 13, the data in table 12 shows that majority of the respondents accessed political information from Salt FM radio 80.9% and 44.7% of the respondents rarely listened to the programme. These findings show that there is high level of access of political information from the Salt FM radio and that majority of the people listen to the programme.

Research Question3:

To what extent does Salt FM mobilize the people of Ebonyi State politically?

The answer to this question is provided in tables 14 and 15. Findings presented in table 14 show that majority of the respondents felt that the extent of political mobilization among Ebonyi people was high with 40.4%. However, 24.5% felt that the extent of political mobilization was low, 18.1% felt the extent of political mobilization was very high while the least percentage, 17% felt there was no political mobilization at all. Findings in table 15 depicted that 59 (62.8%) of the respondents felt that they enjoyed the programmes while 35 (37.2%) of the respondents did not.

Research Question 4:

Are the people of Ezza North likely to get political mobilization information through any other source apart from the State radio?

Findings in tables 16, 17 and 18 proffered answer to this question. Findings presented in table 16 showed that majority of the respondents felt that they did not get political information from other sources with 74 (78.7%) while 20(21.3%) of the respondents felt that they got political information from other sources.

Findings in table 17 showed that 76(80.9%) of the respondents felt that they got political information from Salt FM radio only while 18 (19.1%) of the respondent felt that they got political information from political aspirants.

Findings in table 18 showed that 76(80.9%) of the respondents felt that the political mobilization programmes has influenced their choice of political participation while 18(19.1%) felt that the programme did not influence their choice of political participation.

These findings point out that majority of the respondents received political information from the Salt FM radio and that the programme has influenced the people's choice of political participation.

CHAPTER FIVE

INTRODUCTION

The main objective of this study was to determine the impact of Salt FM in Ezza North Local Government Area. The survey research design was used for data collection with questionnaire. Following the analysis of data and discussion of findings, this chapter presents the summary of findings, the conclusion and recommendation.

5.2   Summary of Findings

The findings among others showed that:

That the programme "political mobilization" has positively influenced most Ezza North residents on their choice of political participation.

That there is high level of political mobilization information on Salt FM Radio.

That the programme "political mobilization" is effective in mobilizing the masses for political participation and peaceful election.

That there is high rate of coverage in the state by the Salt FM Radio.

These findings received the central thesis of the agenda - setting theory which states that the media have the power to determine what is important in the public discourse.

5.3   Conclusion.

This study has demonstrated that radio mobilizational programmes are important tools that can be used in promoting political participation and peaceful election. Mobilizational programmes can influence positively and help enlighten the masses on their choice of political participation. This was ascertained through the responses of the respondents in this study.

5.4   Recommendations

Arising from the findings and conclusion of this study are the following recommendations:

1. Government should increase allocation of funds to the communication information ministries so as to enable radio stations carry out more effective programmes on political mobilization.

2. The media should pick up the task to produce radio mobilization programmes that will help to enhance political participation.

3. Non- governmental organizations (NGO) should also pick up the task to produce radio mobilizational programmes that will help promote political participation and peaceful election.

4. These mobilization programmes should be repackage with the involvement of local languages so as to reach the rural areas.

5.5   Suggestion for Further Studies

Sequel to the findings of this research work, the researcher is suggesting that further research should be carried out on the impact of radio on political mobilization of the masses.

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APPENDIX

Department of Mass Communication,

Faculty of Management & Social Science,

Caritas University,

Amorji - Nike,

Enugu State,

Nigeria.

Dear Respondent,

I am a final year student of Department of Mass Communication, Caritas University Amorji-Nike, Enugu State. I am undertaking a research on the topic, "Impact of Salt FM Radio on the Political Mobilization of the People of Ezza North L.G.A. of Ebonyi State".

I humbly request for your honest responses to the questions below to assist me realize the objective of the study. The research is part of the requirement of B.Sc. degree in Mass Communication. Therefore, I promise to treat all responses in confidence as they are for academic purpose only.

Thanks for your cooperation.

Yours Faithfully,

Nworie, Blessing Nwigwe

MC/2009/370.

QUESTIONAIRE

SECTION A: DEMOGRAPHIC INFORMATION.

Please, tick the appropriate answer.

1. Sex:

   Male [ ]

   Female [   ]

2. Age:

   18-25 [   ]

   26-40 [   ]

   40and above [   ]

3. Marital status:

   Single[ ]

   Married [   ]

4. Educational Qualification:

   Primary [   ]

   Secondary [   ]

   Tertiary Institution []

   Any other   [   ]

5. Occupational Status:

   Farmer [ ]

Trader   [   ]

Civil Servant [ ]

Student [   ]

Any other   [   ]

6. Residence:

Nkomoro[   ]

Ogboji[   ]

Inyere[   ]

Ekka[   ]

SECTION B:

7. Do you have a radio set?

Yes [   ]

No [   ]

8. How often do you listen to radio?

Regularly [   ]

Occasionally [   ]

Not at all [   ]

9. Are you aware of Salt FM Radio in Ebonyi State?

Yes [   ]

No [   ]

10. What extent does the Salt FM cover Ebonyi State.

The whole state [   ]

Some parts [   ]

Not at all   [   ]

11. If your answer to the above question is the whole State or some parts of the State, is Ezza North L.G.A. among the areas it covers?

Yes [   ]
No [   ]

12. Do you access political information from Salt FM Radio?

Yes [   ]

No [   ]

13. If you do, how often do you listen to the programme

Regularly [   ]

Rarely [   ]

Not at all [   ]
14. What extent does Salt FM mobilize you politically?

Very high

High

Low

Not at all

15. Do you enjoy the programme?

Yes[   ]

No [   ]
16. Do you get political information through any other source apart from the State Radio?

Yes [ ]

No [   ]

17. If yes to the above question, which other source do you get political information?

Political aspirants [   ]

Salt FM [   ]

18. Has the political mobilization activities influenced your choice of political participation in any way?

Yes [   ]

No [   ]