ROLE OF NIGERIAN TELEVISION AUTHORITY IN THE MOBILIZATION OF THE ELECTORATE FOR POLITICAL ELECTIONS

(A STUDY OF 2011 ELECTION IN MAKURDI LOCAL GOVERNMENT AREA, BENUE STATE)

BY

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MC/2009/385

DEPARTMENT OF MASS COMMUNICATION

FACULTY OF MANAGEMENT AND SOCIAL SCIENCES

CARITAS UNIVERSITY

AMORJI – NIKE, ENUGU

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RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS COMMUNICATION FACULTY OF MANAGEMENT AND SOCIAL SCIENCES CARITAS UNIVERSITY, AMORJI – NIKE, ENUGU.

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF BACHELOR OF SCIENCE (B.Sc) DEGREE IN MASS COMMUNICATION

AUGUST, 2013

Declaration

I, ASEMA, DOOSE DORCAS hereby declare that this research work was written by me and has not been submitted or received anywhere for the purpose of acquiring a degree in Mass Communication.

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ASEMA, DOOSE DORCAS   DATE

Certification Page

This project has been read and approved as meeting the requirements of the Faculty of Management and Social Sciences for the award of Bachelor of Science, B.Sc. (Hons) Mass Communication.

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External Examiner   **Date**

DEDICATION

This research was dedicated to God Almighty for His love, mercy, and protection throughout my stay in Caritas University and for successful completion of this research work. Thank you Lord!

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Abstract

The aim of this study was to determine The role of Nigerian Television Authority in the mobilization of the electorates for political elections (A study of 2011 general elections in Makurdi Local Government Area). The study adopted the survey design using the questionnaire as the research instrument. The study addressed three research questions. The findings revealed among others that television has a major role in mobilizing citizens for political elections. The study recommended that the masses should be much more involved in electoral processes to enhance good governance and a better democracy through network participation that is, through election call centers for complains.

CHAPTER ONE

INTRODUCTION

1.1 Background of study

Election as a Mass Mobilization and participatory activity usually start when an electoral system is put in place and serves as a mechanism for shaping political competition, power sharing and resource allocation by definition, election is the act of choosing or selecting one or more persons from a greater number of person to serve as representatives in the taking of decisions that affect public interest and the allocation of national power and resources in acceptable manner (israel2009, p.113).

Robert and John (1974) in Ntete-Nna (2004,p.289) report that the essential role of election is to act as a mechanism whereby leaders are circumscribed and made aware that there is a contingent one at least where there is real possibility that they may be outside from office.

Television plays different roles in the lives of its audience, to many; it could be an educative, informative as well as an entertainment medium. Although the use of television alone may not create total awareness to individuals as a result of its restraining factor such as expensiveness, irregular power supply and so on. It is believed that the television will create more sensitized atmosphere for information on issues affecting the society at large, this is where Nigerian Television Authority (N.T.A) Makurdi comes in as a mobiliser of the electorate for political elections.

BRIEF HISTORY OF NIGERIAN TELEVISION AUTHORITY (N.T.A)

In 1976, more states were created and the number of the states increased from 12 to 19 states, this witnessed the emergence of state owned television stations and prompted the federal government to take over the television stations in 1977 establishing the Nigerian television authority (N.T.A). One of the roles of Nigerian Television Authority (N.T.A) is to inform the citizens about the importance of elections and why they should vote. N.T.A should also educate the masses on the codes of conduct as stated by the Nigerian electoral act and brief them about candidates of the competing parties as well as their party manifestoes.

1.2 STATEMENT OF THE PROBLEM

The incessant problem of electoral malpractices associated with godfatherism, for instance snatching of ballot boxes, political thuggery, rigging and so on was often caused by little or no enlightenment on the choices we make as electorates. Poor political education of the procedures involved in the election such as the process of registering, obtaining a voters card, accreditation, the right pattern of voting have constituted serious problems in our voting activities. The Mass Media as the voice of the people play important roles in the entire political activities.it is part of the duty of the Media to sufficiently mobilize the electorate for the electoral activities the question this research seeks to answer is: how has the N.T.A Makurdi effectively mobilized the electorate for successful electoral activities during elections in Makurdi local Government Area of Benue state.

1.3 OBJECTIVES OF THE STUDY

The objectives of the study were as follows:

1. To find out whether N.T.A Makurdi was a choice of medium for the people of Makurdi local Government Area.

2. To find out if N.T.A Makurdi political messages satisfied the people's political desires.

3. To determine the extent N.T.A Makurdi effectively mobilized the people's participation in the electoral process of 2011 election.

1.4 RESEARCH QUESTIONS

1. To what extent was N.T.A Makurdi a choice medium for the people of Makurdi Local Government Area?

2. How did N.T.A Makurdi political messages satisfy the people's political desires?

3. To what extent did N.T.A Makurdi effectively mobilize the people's participation in the electoral process of 2011?

1.5 SCOPE OF THE STUDY

The study focused on Makurdi local Government Area and the electorate of local Government. Although the study is limited to the electorate in Makurdi Local Government Area, it is assumed that in Nigeria generally, the electorate has similar characteristics. Based on this assumption, the result of the findings could be generalized.

1.6 SIGNIFICANCE OF THE STUDY

The findings of the study would be significant in several ways.

1. It would serve as a reference material both for students and other researchers, who may have need for information and documentations on this area of academic study.

2. The findings would also be helpful to other media organizations in their planning and execution of electoral programs

3. The findings would also offer the electorate the opportunity to air their views on the way and manner media organizations handle election programs.

1.7 OPERATIONAL DEFINATIONOF SIGNIFICAL TERMS

Broadcast: this involves sending out programs, information, ideas to the public through the mass media for instance; television, radio, internet etc.

Conflict: it is a situation of disagreement occurring between entities, people, group or organization.

Elections: this is a system of choosing a person or group of people for positions in the society by a legal way of voting.

Enfranchise: this is the right given to an individual to participate in elections.

Electorate: these are the people in a given area or country who have the right to vote.

Malpractise: a system of ill behavior that does not foster positive responsiveness.

Media: It is the vehicle through which messages, information, ideas, demands and so on are passed across to the masses.

Mobilization: an act of organizing a group of people to partake in a task or incident in other to achieve a desired goal or objective.

Politics: these are activities connected with the state government or general affairs. It usually involves competition between different parties on leadership positions based on election.

Region: a large area of land usually without exact boarders that a country is usually divided into comprising of its own customs and government. For example in Nigeria we have the northern region.

Stigmatization: a feeling of unimportance, un-acceptance usually caused by the treatment that people give to you.

Television: it is an essential part of mass media which transmit pictures and sound signals over long distance through electromagnetic radiation. It is a medium of communication that enhances believability through its sight and sound appeal.

Democracy: a political system in which the people of the country rule through any form of government they choose to establish.

CHAPTER TWO

LITERATURE REVIEW

2.1   INTRODUTION:

This chapter is a review of related studies on the topic; "Role of Nigeria Television Authority (NTA) Makurdi in the Mobilization of the Electorate for Political Elections in Makurdi Local Government. The chapter is organized under the following headings:

1. Review of concepts
2. Review of related studies
3. Theoretical frame work
4. Summary

2.2 Review of concepts

The following concepts were reviewed;

Election

Electorate

Political Mobilization

Political Participation

Television as a tool for Mass Communication

2.2.1 Concept of Election

Election is a system of choosing a person or group of people for positions in the society by a legal way of voting.

In a healthy democratic society, election represents the starting point of good governance (Cross Roads Magazines 2011, p.3). Elections in their various forms and sizes whether in secular world, religious organizations or in families serve as a participatory tool for individuals or groups in the decisions that must affect their lives.Robert and

John (1974) in Ntete-Nna (2004, p.289) report that "the essential role of election is to act as a mechanism whereby leaders are circumscribed and made aware that their position is a contingent one, at least where there is real possibility that they may be outside from office".They further state that:

> Election is an essential element in a democratic myth which the masses or the led use to choose their leaders and give the chosen the right to rule them with the approval and that this approval can also be withdrawn and when this approval is withdrawn, the rulers or leaders are likely to face defeat in election and accept it in a good faith. In effect and a sense, elections are more than asimple ritual or solidarity, allow the translation of at least the majority interest into public policy.

By definition, election is the act of choosing or selecting one or more persons from a greater number of peopleto serve as representatives in the taking of decisions that affect public interest and the allocation of national power and resources in acceptable manner (Israel 2009, p.113). Alapiki (2008, p.38) has asserted that:

> Free and spontaneous separation of one person from a specific class to discharge certain duties in a state, corporation or society among other person's public positions or to execute policies and decisions of a particular nature. There is a good consensus among scholars and institutions that elections self the following purposes.

➤ Elections provide an opportunity for the aggrieved masses or the led to put forward conditions of their own hopefully to become governors themselves.

➤ Elections provide opportunity for the aggrieved or the led to bring their grievances to those seeking office, who are likely to be especially sensitive at such a time.

➤ The elected government in anticipation of the first two possibilities may be disposed to cut their policies to just their constitution.

➢ Elections help to produce the electorates among the people and provide the electorates the opportunity to make choice among alternatives presented to them.

Election as a Mass Mobilization and participatory tool usually starts where an electoral system is put in place and serves as a mechanism for shaping political competition. Power sharing and resource allocation variousother tools and media are used for mass mobilization and political participation in electioneering matters, these include the television, radio, internet, telecommunications, technology, bill boards, posters etc.

2.2.2 Concept of Electorate

Electorates also known as the voters are the people in a given area or country that have the right to vote.

Voting

Voting is a method for a group such as a meeting or an electorate to make a decision or express an opinion—often following discussions, debates, or election campaigns. Democracies elect holders of high office by voting. On June 13, 2012, ICANN announced amongst others that Valuetainment Corp. was the only applicant for the operation as registry of the internet top-level- domain (TLD) ".voting".

Voting in politics

In a democracy, a government is chosen by voting in an election: a way for an electorate to elect, i.e. choose, among several candidates for rule. In a representative democracyvoting is the method by which the electorate appoints its representatives in its government. A vote is a formal expression of an individual's choice in voting, for or against some motion (for example, a proposed resolution), for a certain candidate, a selection of candidates, or a political party. A secret ballot has come to be the practice

to prevent voters from being intimidated and to protect their political privacy. Voting usually takes place at a polling station; it is voluntary in some countries, compulsory in others, such as Argentina, Australia, Belgium and Brazil.

Electoral systems

Different voting systems use different types of votes. A "Plurality voting system" does not require the winner to achieve a vote majority, or more than fifty percent of the total votes cast. In a voting system that uses a single vote per race, when more than two candidates run, the winner may commonly have less than fifty percent of the vote.

A side effect of a single vote per race is vote splitting, which tends to elect candidates that do not support centrism, and tends to produce a two-party system. An alternative to a single-vote system is approval voting.

To understand why a single vote per race tends to favor less centric candidates, consider a simple lab experiment where students in a class vote for their favorite marble. If five marbles are assigned names and are placed "up for election," and if three of them are green, one is red, and one is blue, then a green marble will rarely win the election. The reason is that the three green marbles will split the votes of those who prefer green. In fact, in this analogy, the only way that a green marble is likely to win is if more than sixty percent of the voters prefer green. If the same percentage of people prefer green as those who prefer red and blue, that is to say if 33 percent of the voters prefer green, 33 percent prefer blue, and 33 percent preferred, then each green marble will only get eleven percent of the vote, while the red and blue marbles will each get 33 percent, putting the green marbles at a serious disadvantage. If the experiment is repeated with other colors, the color that is in the majority will still rarely win. In other words, from a purely mathematical perspective, a single-vote system tends to favor a winner that is different than the majority. If the experiment is repeated using approval voting, where

voters are encouraged to vote for as many candidates as they approve of, then the winner is much more likely to be any one of the five marbles, because people who prefer green will be able to vote for every one of the green marbles.

A development on the 'single vote' system is to have two-round elections, or repeat first-past-the-post. The winner must receive a majority, more than half. If subsequent votes must be used, often a candidate, the one with the fewest votes or anyone who wants to move their support to another candidate, is removed from the ballot.

An alternative to the Two-round voting system is the single round instant-runoff voting system (Also referred to as alternative vote or Preferential voting) as used in some elections in Australia, Ireland and the USA. Voters rank each candidate in order of preference (1,2,3 etc.). Votes are distributed to each candidate according to the preferences allocated. If no single candidate has 50% or more votes than the candidate with the least votes is excluded and their votes redistributed according to the voters' nominated order of preference. The process repeating itself until a candidate has 50% or more votes. The system is designed to produce the same result as an exhaustive ballot but using only a single round of voting.

In a voting system that uses a *multiple vote*, the voter can vote for any subset of the alternatives. So, a voter might vote for Alice, Bob, and Charlie, rejecting Daniel and Emily. Approval voting uses such multiple votes.

In a voting system that uses a *ranked vote*, the voter has to rank the alternatives in order of preference. For example, they might vote for Bob in first place, then Emily, then Alice, then Daniel, and finally Charlie. Ranked voting systems, such as those famously used in Australia, use a ranked vote.

In a voting system that uses a *scored vote* (or *range vote*), the voter gives each alternative a number between one and ten (the upper and lower bounds may vary). See cardinal voting systems.

Some "multiple-winner" systems may have a single vote or one vote per elector per available position. In such a case the elector could vote for Bob and Charlie on a ballot with two votes. These types of systems can use ranked or unranked voting, and are often used for at-large positions such as on some city councils.

Fair voting

Results may lead at best to confusion, at worst to violence and even civil war, in the case of political rivals. Many alternatives may fall in the latitude of indifference—they are neither accepted nor rejected. Avoiding the choice that the most people strongly reject may sometimes be at least as important as choosing the one that they most favor. There are social choice theory definitions of seemingly reasonable criteria that are a measure of the fairness of certain aspects of voting, including non-dictatorship, unrestricted domain, non-imposition, Pareto efficiency, and independence of irrelevant alternatives but Arrow's impossibility theorem states that no voting system can meet all these standards. Yet in 2011, there has been a suggestion for a better and fairer voting system, which was actually suggested to developed countries, e.g. UK, US, etc.

Voting and information

Modern political science has questioned whether average citizens have sufficient political information to cast meaningful votes. A series of studies coming out of the University of Michigan in the 1950s and 1960s argued that voters lack a basic understanding of current issues, the liberal–conservativeideological dimension, and the relative ideological dilemma. Studies from other institutions have suggested that the physical

Appearance of candidates is a criterion upon which voters base their decision.

Meetings and gatherings

Whenever several people who do not all agree need to make some decision, voting is a very common way of reaching a decision peacefully. The right to vote is usually restricted to certain people. Members of a society or club, or shareholders of a company, but not outsiders, may elect its officers, or adopt or change its rules, in a similar way to the election of people to official positions. A panel of judges, either formal judicial authorities or, say, judges of a competition, may make decisions by voting. A group of friends or members of a family may decide which film to see by voting. The method of voting can range from formal submission of written votes, through show of hands and voice voting, to informal noting which outcome seems to be preferred by more people.

2.2.3 Concept of Political Mobilization

Political mobilization is the technical aspect of reporting that call for professionals and ethical reporting.

This implies that political mobilization involves information, education, enlightening the public as well as setting agendas for the government for public reactions. In the process of mobilizing, political mobilization also proposed that modern reporting equipment and internet publishing of news be practiced in Nigeria so that both Nigerians at home and abroad can be politically mobilized. This can call for adequate finding of the point and broadcast industries in Nigeria. (Amako 2005)

Factors that Influence Political Mobilization

There are various factors that influence Political Mobilization in Nigeria. Some of it includes:

1. Religion: Religion issues often affect the role at which individual are mobilized to vole for political aspirants. Most often, a Muslim will want to vote for his Muslim brotherwhile a Christian will want to vote for his Christian brother. These barriers have caused a lot of restrains in the political world where a religious sector sees itself as more

superior and qualified to hold a leadership position and thus campaigns high in order to secure this position.

2 Money: In Nigeria, a major factor that influences the mobilization of the masses in election is how open your pocket is. There is a common believe in share the money" and any party that does not share money will not carry the masses along. It has been observed that people sell their rights for peanuts and at the end most of our youths are used as political things instead of being gainfully employed by the political leaders.

Party appeal has also been identified as a common factor that influences voting pattern and the mobilization of masses. As a result of the promise, a particular party will makeon the account ofits candidate if voted into power, people's attention arecaptivated and they are motivated to be on the party's side. The prestige that is affiliated to a political party also plays a significant role in mobilizing citizens for political elections. For instance, in Nigeria, the People's Democratic Party (PDP) is the most renowned party in the country while others include the Action Congress of Nigeria (C A N), All Progressive Grand Alliance (APGA) etc.

The content of a campaign message can as still play vital role in election mobilization. This vain promises and propaganda are used as a tool to win the votes of individuals in most cases.

4.Ethnicity: In a country like Nigeria with Hausa/Fulani, Igbo and Yoruba as its large ethnic group, ethnicity plays a major role in the mobilization of electorates. As a result of the ethnic differences, people often vote in favor of their ethnic group rather than what a candidate has to offer. In the 2011 general political election, this factor took candidate was to rule and not the Niger-Delta who is of a smaller ethnic group. However, the results of the election determined who was to take over power.

5Candidate's State: The orientation that the masses have about a candidate can also help to mobilize citizens to either vote for the candidates or not. A candidate status can reinforce the massesto vote in favor of him. For instance the orientation that the masses

had about a former military leader of the country Gen. Ibrahim Babangida played a crucial role in disqualifying him from contesting in the 2011 general political election. People's criticisms were considered while following the northern consensus held and the agreement that was reachedpresenting Gen. AtikuAbubakar as the Northern candidate for the 2011 PDP's primaries. Before the Gen.Babangida'sambition from different parts of the country following the bad reputation he had on a regular schedule.

2.2.4Concept of political participation

The term "political participation ", simply means the voluntary participation of people in the selection of their leaders.Political participation is also a way by which people get involved in political activities of one's own country or state.Therefore, by involvement in political affairs, the people now have the opportunity to select those who will represent them in government.

Ways of political participation

The ways by which people can participate in politics include:

- One can participate in politics through voting during elections.
- Through referendum, an individual participates in politics.
- By attending political parties and as well, canvassing for leadership.
- Through registration during the voters registration exercise.

2.2.5 Concept of Television as a Tool for Mass Communication

The term Mass Communication is a broad one that cannot be understood without discussing the key term "Communication".Communication is very crucial in the existence of man as without communication, life would be miserable.

Communication is the act of transmitting and receiving information between entities (Otuturu2000, p.30).Communication has been used to describe any regularized or systematic interactionthat brings about the transferof meaning(Ndimele, Innocent 2006 p.15). There are various classification of communication which includes Mass

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Communication, group communication, personalcommunication etc. All these come in either verbal or non-verbal means. The study will however be restricted to mass communication.

Baran (2004, p.19) defines Mass Communication as "the process of creating shared meaning between the Mass Media and their audience. This definition stresses on the point that in communication, meaning is shared.Mass communication is the sharing of information with many people in many places with the help of machines which could be books, magazines, radio, television, films.(Davio2000 p.4).

However, this work is centered ontelevision as a tool of mass communication. This is because television as we know is one of the most utilized medium of Mass Communication consisting of large audience especially with its audio and visual impact. Through broadcast, messages from the television are transmitted through pictures are sound signals overlong distances through electromagnetic radiation. Television is a medium that everyone loves because of its features of believability.

Television as a Catalyst for Democratic Development

In any general election all over the world, television plays important roles in securing the people's mandate. In this regard, television has a duty not only to defend democracy but to also deepen the democratic experiences of a people (Akpbio2011). It is a generally accepted concept that the power of Televisions as a medium of mass communication which combines the experience of sight and sound brings about change in educational values, entertainment and information. In the last election the Nigeria Television Authority (NTA) made us proud by its coverage and reportage of the exercise nationally, and in making it transparent. The role of television in securing the people's mandate is more complex than it was some years ago. But the overriding thing is to ensure transparency and openness in the democratic system; through incisive are posting and coverage of the electoral exercise in real time. This is because a fearless and effective watch dog is necessary in every democracy. Television portrayal of an orderly conduct of an electoral exercise will cause the people to have faith in the system and in

democracy whereas, if these are hiccups in the system, television portrayals of same will cause justice to be done and sanitize the system. As far as securing the mandate of the people is concerned the TV should operate on the principle "let justice be done, even if the Heavens fall". Television should also ensure that the people have all the necessary information about those who aspire to take leadership positions in other to make the right choices when voting. In Nigeria, the media especially the television should put the life of every person who seeks political office through microscope of integrity so as to stop men of disrepute aspiring public office from killing and destroying through egocentric ambition.

THE ROLE OF TELEVISION IN POLITICAL EDUCATION

In the case of election, the television is used to inform the citizens about the importance of elections and why they should vote. It is also used to educate the Masses on the codes of conduct as stated by the Nigerian Electoral Act, competing parties and their candidates and the programsthey intend to execute if voted into leadership position. The enlightment goes a long way to form the opinion of the electorates in the choice of their candidates.

All these are powered by the Mass Media which brings out govt. policy to the knowledge of the public by their agenda setting role in order to direct our attention to certain roles and shape of behavior. For successive and awareness creation in the society, the Mass Media is a powerful tool used especially in the cases of election. To this effect, the Director General (DG) of the National Broadcasting commission (NBC) Engineer YomiBolarinwa directed that every political party must be given a fair and equal means of reaching to its public, stating that no one should be denied access by the Media, thus, Equitable airtime shall be provided to all political parties with particular regard to the amount of time during electioneering campaign periods. (www.google.com).

The press officer of River State Independent Electoral Commission (RSIEC) Sam Woka, out of the lot stated that the media was used to mobilize the masses for

elections, as election public educations. On voter's registration, election procedures, election codes of conduct and the dates scheduled for different levels of election were issued out by the commission and channeled through the mass media especially the television and other medium to the Masses. The television also played a major role in the dissemination of campaign messages and also in monitoring the conduct of the elections and reporting the election result back to the public.

Limitation of the Television

The television set is a very experience gadget at such not everybody can afford to have one unlike the radio and other medium which are relatively cheap.

The television causes radiation that damages cells in the body for instance to the eye. This is caused by the heat and sharp light released from the television is for the in sighted only as a blind man cannot view the television.

It is not a portable set thus it is mostly found inside houses, offices etc. Its size does not allow it to be carried about unlike the radio.

The television is limited on distance as it operates on the Ultra High Frequency (UHF) and Very High Frequency (VHF) thus its signals are restricted in certain areas.

ADVANTAGES OF TELEVISION

Television has a commanding appeal that draws more audience of its sound and visual combination. Thus it provides audience the face to face contacts that creates intimacy with the audience and promotes believability.

Television is an entertainment medium that provides meaningful entertainment for the public such as soccer.

The television medium is a glamorous medium that attracts the audience with its graphic and colorful images.

It has a Mass coverage of reaching out to a large audience simultaneously and repeats its programs on schedule.

2.3 REVIEW OF RELATED STUDIES

2.3.1 Norris (2000) *A Virtuous Circle: PoliticalCommunications in PostIndustrial Societies*. NewYork: Cambridge University Press.

In this study,the researcher listed variousmedia tools available to electorates. The researcher also noted the rise in the popularity of television channels as at 2000. They research report that about 50 percent of people who watch N.T.A could operate a television set, compared 10 percent 2 years before.

The researcher also explored Role of Nigerian Television Authority on the workforce of mobilizing electorate that it makes their work more efficient in a number of exciting ways, giving an example of how an investigative reporter, with the aid of N.T.A, is able to carry out her work by capturing contents shared on television to enrich his stories and sometimes even make use of visual audience to help them find out about issues.

The researcher gathers preliminary information using two main strategies; by staying up-to-date on current events and political news and following conversations and communications by politicians on N.T.A. Also the researcher engage in "election forum" on N.T.A to see into politicians mind, hear or rather watch what they talk about in relation to political industry and perhaps even engage in conversation with said politicians.

In addition, the researcher found numerousarticles and related excerpts in communication related books, journals, magazines website, and blogs. Combining information from articles and secondary survey gave the researcher quantitative and qualitative data that was used to discuss the research purpose, which is to identify how Nigeria Television Authority has mobilized electorates and news organization.

According to the result obtained by the researcher, newspapers have a legacy for breaking news and uncovering stories of historic proportion, yet they are losing ground to a generation of consumers embracing digital and mobile alternatives. The researcher also found out that television remains the dominant news source, with 71 percent of respondents saying they favor television. The researcher also observed that the younger

generation lack patience and require speedy news and information which television becomes useful.

Consequently, the research found that about 60 percent of news organizations were politically biased and were not to be completely trusted from the respondent's perspective while just 20 percent said news organization were "independent of powerful people or are willing to admit their mistakes".

This research and the current study are related in the sense that both studies are focused on Role of Nigerian Television Authority in the mobilization of electorate for political elections. However it is worthy to note that the reviewed study also studied Role of Nigeria Television Authority on media organization too. The reviewed study failed to specify its scope of study and was not based on any communication theory while the current study defined its scope to be makurdi local government area and the electorates and it's based on selective influence theory as its theoretical framework

2.4 THEORITICAL FRAMEWORK

This study is based on the Agenda setting theory Propounded by Mc Combs and Shaw in 1972.The assumptions of theory are as follows:

1. The Mass Media such as the press do not reflect social reality because news is filtered, chosen and shaped by newsroom staff or broadcasters.
2. People get their news from limited sources because people do not pay attention to all outlets; thus they rest on the mass media.
3. Few media agenda which were chosen by professional gate keepers lead people to perceive given issues as important.

Report that give room for points and counter points. (Anaetoetal2008, p.89).

Ndimele, Innocent (2006, p.284) citing Daramola, (2003, p.61) states that the Mass Media have the ability to mentally order or organize the world for people. Proponents of the agenda setting theory are of the view that the media often present to the audience contain basic socio-political and economic issues that dominate popular discussion and debate even at interpersonal level at some period in their history. The mass media can make an issue a matter of everybody discourse by the members of the audience when they focus extra ordinary attention on the matter. The Mass Media achieved this during the 2011 general political elections issues. During the 2011 elections period, the media gave coverage on election campaigns by political parties and emphasis to certain issues and topics affecting the nation. Because people depend on the media for day to day information about happening in the society, and the world at large, whatever the mass media give coverage is considered as important. Following this dependence, therefore, the media set agenda for its audience thoughts, perception and behavior, thereby playing a role in moldingand influencing public opinion. The TV is a powerful tool for persuasive communication and awareness creation than other media because of its sound and visual combination.Notwithstanding, the audience responds to selective exposure.

Treneman and McQuail (1961) concluded by saying that there is evidence that people think about what they are told, but at no level do they think what they are told.

2.5   Summary

This chapter reviewed the concepts of Election, Electorate, political mobilization, Political participation, and Television as a tool for Mass Communication. It also had a review of related studies. Agenda setting theory formed the theoretical base of the study. Its relevance to the study was clearly stated.

CHAPTER THREE

METHODOLOGY

3.1   INTRODUCTION

This chapter discussed the various methods used in the study. It contained and explained the following: Research design, population of the study, sampling technique/sample size, description of research instrument, validity of research instrument, method of data collection and method of data analysis.

3.2   Research Design

Research design is the plan or blue which specifies how data relating to a given problem should be collected and analysed or the procedural outline for the conduct of any given investigation. (Nworgu, 1991).Nichmas and Nichmas (1981) in their work on research methods in the social sciences defined research design as:

> The program that guides the investigation in the process of collecting, analyzing, and interpreting observation. It is a logical model of proof that allows the researcher to draw inferences concerning causal relations among the variables under investigation. It defines the domain of generalization to a large population or to different location.

> Simply put, the researchdesign is the hub on which a research is hinged upon. It is the general arrangement or the plan of the research intention. (Madueme,2010).

> The study adopted the survey research design in the collection of data. This is because the people'sopinions were sought through questionnaire.

3.3   Population of the Study

Population means, all cases or individuals that fits a certain specification. (Kerlinger 1981) defines population as "all members of any well-defined class of people, events or

objects which can be living or non-living things". Based on the data obtained from the office of the chairman of the local government, the population of the entire wards of Makurdi local government for 2010/2011 election is 12,000.

The population of the study comprises of electorate from the following wards in Makurdi Local Government, Benue state;

North bank 1 and 2-- 1,200

Market clerk--- 500

Walomayo-- 750

Central south mission------------------------------------- 2000

Fide--- 200

Logo 1--- 500

Logo 2--- 500

Modern market--- 1500

Ankpa-ward-- 3000

Apir ward--- 1050

Agan-- 800

Therefore, the total number of population in Makurdi local Government Area wards is 12,000.

3.4   Sampling Technique/Sample Size

Sample is a portion of population selected for the study and sample size in the method of selecting the samples from the population. (Koleoso 1999. P.11). Using the simple random sampling technique two wards were selected. They were; North bank 1

and 2 and Apir ward. Using the purposive sampling technique, the researcher purposively selected the sample size of 100 respondents from two wards. North bank 1 and 2 contributed a sample size of 70 respondents, while Apir ward contributed a size of 30 respondents. Therefore, the sample size for the study is 100 respondents.

3.5 Description of Research Instrument

The questionnaire was the instrument used for data collection.it was divided into 2 parts. Part A was made up of items that dealt with the demography of the respondents; part B answered questions on the research questions formulated for the study.

Items 1-5 answered questions on the demographic trends of the respondents.

Items 6-11 answered research question one

Items 12-16 answered research question two

Items 17-21 answered research question three

3.6 VALIDITY OF DATA GATHERING INSTRUMENT

The questionnaire used for this study was thoroughly scrutinized by the supervisor for clarity, precision and comprehension.

3.7 METHODS OF DATA COLLECTION

Data was collected using the questionnaire which the researcher administered face to face to the respondents. Out of 100 copies of questionnaire distributed to the respondents, 70 copies were retrieved. This presented a response rate of 100%.

3.8 METHOD OF DATA ANALYSIS

Simple tables, frequencies, and percentages were adopted in th presentation and analysis of the data generated for the study.

These statistical tools were used because they were suitable means of breaking down and analyzing the generated data.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 INTRODUCTION

The purpose of this study was to determine the role of Nigerian television authority (NTA) Makurdi in the mobilization of the electorate for political election, a study of Makurdi Local Government Area- Benue State. This chapter is concerned with the presentation and analysis of data generated through the administration of Questionnaire one hundred (100) copies of questionnaire were administered to the various respondents, out of which 70 copies were retrieved. This presented a response rate of 100%. The study answered the following research questions:

1. To what extent was N.T.A Makurdi a choice of medium for the people of Makurdi Local Government Area?

2. How did N.T.A Makurdi political messages satisfy the people's political desires?

3. To what extent did N.T.A Makurdi effectively mobilize the people's participation in the electoral process of 2011?

   Analysis of Demographic data

Item 1-5 in the questionnaire answered questions on the demography of the respondents.

Question 1: What is your sex?

Table 1: response to question 1

Response	Frequency	Percentage
Male	40	57.1
Female	30	42.9
Total	70	100

On the table above, 40 respondents (57.1%) were males, while 30 respondents (42.9%) were females.

Question 2: what age bracket do you belong?

Table 2: response to question 2

Response	Frequency	Percentage
18 – 27	20	28.6
28 – 37	19	27.1
38 – 47	14	20
48 – 57	10	14.2
58 and above	7	10
Total	70	100

On the table above, 20 respondents (28.6%) fell under the age bracket of 18 – 27, 19 respondents (27.1%) fell under the age bracket of 28 – 37, 14 respondents (20%) fell under the age bracket of 38 – 47, 10 respondents (14.2%) fell under the age bracket of 48 – 57, while 7 respondents (10%) fell under the age bracket of 58 and above.

Question 3: what is your educational qualification?

Table 3: response to question 3

Response	Frequency	Percentage
OND/ND/HND	25	35.8
B.sc/M.sc	30	42.9
PH.D	15	21.4
Total	70	100

From the above table 25 respondents (35.8%) were OND/ND/HND holders, 30 respondents (42.9%) were B.sc, M.sc holders while 15 respondents (21.4%) were PHD holders.

Question 4: what is your marital status?

Table 4: response to question 4

Response	Frequency	Percentage
Married	50	71.4
Single	20	28.6
Total	70	100

On the table above 50 respondents (71.4%) were married while 20 respondents (28.6%) were single.

Question 5: what type of reporter are you?

Table 5: response to question 5

Response	Frequency	Percentage
General assignment	35	50
Specialized	15	21.4
Freelancer	14	20
Beat	6	8.6
Other	5	7.1
Total	70	100

The above table showed that 35 respondents (50%) were general assignment reporters 15 respondents (21.4%) were specialized reporters 14 respondents (20%) were freelancers, 6 respondents (8.6%) were beat reporters while 5 respondents (7.1%) were other kind of reporters.

Analysis of Data from Survey (Field)

4.2   research question one: To what extent was N.T.A Makurdi a choice of medium for the people of Makurdi Local Government Area?

Item 6 – 10 answered this research questions.

Question 6: Do you own a television?

Table 6: response to question 6

Response	Frequency	Percentage
Yes	68	97.1
No	2	0.2
Total	70	100

From the above table 68 respondents (97.1%) owned a television set while 2 respondents (0.2%) did not own a television.

Question 7: Do you watch television broadcast?

Table 7: response to question 7

Response	Frequency	Percentage
Yes	65	92.9
No	5	71.1
Total	70	100

In response to the question above, 65 respondents (92.9%) agreed that they watch television broadcasts while 5 respondents (71.1%) said that they did not watch television broadcasts.

Question 8: How constant is your power supply?

Table 8: response to question 8

Response	Frequency	Percentage
Response	55	78.6
Reliable	15	21.4
Total	70	100

 The table above showed 65 respondents (92.9%) had constant power supply while 5 respondents (21.4%) did not have constant power supply.

Question 9: Are you aware of the various News channel?

Table 9: response to question 9

Response	Frequency	Percentage
Yes	40	57.1
No	30	42.9
Total	70	100

From the above table, 40 respondents (57.1%) said they were aware of various News channels while 30 respondents (42.9%) said they were not aware of any News channel.

Question 10: Do you think their News is comprehensive?

Table 10: response to question 10

Response	Frequency	Percentage
Yes	66	94.2
No	4	6.7
Total	70	100

The table above showed that 66 respondents (64.2%) said that their news was comprehensive while 4 respondents (6.7%) did not agree.

Research question 2: How did N.T.A Makurdi Political messages satisfy the people's political desires?

Items 11 to 15 answered this research question.

Question 11: Which of the News channels gives more comprehensive News?

Table 11: Response to question 11

Response	Frequency	Percentage
N.T.A	43	61.4
Channels	15	21.4
A.I.T	10	14.2
Others	2	2.9
Total	70	100

The table above showed that 43 respondents (94.4%) watched NTA, 15 respondents (21.4%) watched Channels T.V, 10 respondents (14.2%) watched AIT while, 2 respondents (2.9%) watched others.

Question 12: Why do you prefer it?

Table 12: Response to question 12

Response	frequency	percentage
It makes use of visual and sound	40	57.1
It has wider coverage	20	28.6
It helps inform the electorate	5	7.1
It gives news source	3	4.2
None	2	2.9
Total	70	100

Question 13: If you do not prefer any, what is your reason?

Table 13: Response to question 13

Response	Frequency	Percentage
It is a distraction	21	30
It lacks credibility	20	28.6
Sources are not reliable	19	27.1
I just don't like it	10	14.2
Total	70	100

The table above showed that 21 respondents (30%) did not prefer N.T.A because it was a distraction to them,20 respondents (28.6%) said they lacked credibility,19

respondents(27.1%) said their source were not reliable,while 10 respondents (14.2%) said they didn't like any of the channels on television.

Question14: How has television viewership enhanced electorate turnout during elections?

Table 14: response to question 14

Response	frequency	percentage
Positively	45	64.3
Negatively	20	28.6
Not sure	5	7.1
Total	70	100

In response to the question above, 45 respondents (64.3%) said that television viewership enhanced electorate turnout during elections, 20 respondents (28.6%) said it mobilized them negatively, while 5 respondents (7.1%) made no response.

Question 15: Have you ever voted for a candidate because you heard him or her participate in election on television?

Table 15: Response to question 15

Response	Frequency	Percentage
Yes	55	78.6
No	15	21.4
Total	70	100

The table above showed that, 55 respondents (78.6%) answered yes while 15 respondents (21.4%) answered no.

Question 16: Does religious status influence your political activities with regards to whom to vote for?

Table 16: Response to question 16

Response	Frequency	Percentage
Yes	58	82.9
No	22	31.4
Total	70	100

On the above table, 58 respondents (82.9%) answered yes while 22 respondents (31.4%) answered No.

Research question 3: To what extent did N.T.A Makurdi effectively mobilize the people's participation in the electoral process of 2011?

Item 17 – 21 answered this research question

Question 17: Do you see television as a means of Mobilization?

Table 17: Response to question 17

Response	Frequency	Percentage
Yes	45	64.3
No	25	35.8
Total	70	100

On the table above, 45 respondents (64.3%) said television is the best means of mobilization while, 25 respondents (35.8%) did not agree.

Question 18: Do you vote based on campaign promises?

Table 18: Response to question 18

Response	Frequency	Percentage
Yes	51	72.9
No	19	27.1
Total	70	100

The table above shows that, 51 respondents (72.9%) said they voted based on campaign promises, while 19 respondents (27.1%) said they did not vote based on campaign promises.

Question 19: How do you see the election that was conducted previously?

Table 19: response to question 19

Response	Frequency	Percentage
Organized	52	74.2
Well organized	16	22.9
Disorganized	2	2.9
Total	70	100

On the table above, 52 respondents (74.2%) said elections before now were organized, 16 respondents (22.9%) said they were well organized while 2 respondents (2.9%) said they were not well organized.

Question 20: What do you recommend for television as a tool for mobilization of electorate for political elections?

Table 20: response to question 20

Response	Frequency	Percentage
Be continued	32	45.7
Be scraped	21	30
Be continued with some modifications	7	10
Total	70	100

The table above showed that 32 respondents (45.7%) said that television be used a tool in mobilization of electoral for political election, 21 respondents (30%) said television should be scrapped while 7 respondents said it should be continued with some modification.

Question 21: Based on your knowledge of N.T.A, Do you agree that they are in the best position to keep track of progress of political information?

Table 21: response to question 21

Response	Frequency	Percentage
Strongly agree	20	2.9
Agree	18	25.7
Strongly disagree	15	21.4
Disagree	12	17.1
Undecided	5	7.1
Total	70	100

The above table showed that, 20 respondents (2.9%) strongly agree N.T.A is in the best position to keep track of progress of political information, 18 respondents (25.7%) agreed that N.T.A is in the best position to keep track of progress of political information, 15 respondents (21.4%) strongly disagreed to that, 12 respondents (17.1%) disagree to the same question while 5 respondents (7.1%) were undecided.

4.3 DISCUSSION OF FINDINGS

In this section, the data collected from survey on "role of Nigerian Television Authority in the Mobilization of the Electorate for Political Elections, a study of political elections in Makurdi Local Government Area Benue State". Would be discussed. The data was contained in 70 fully completed questionnaire retrieved from the respondents. Responds on the research question would be discussed.

Research question 1: To what extent was N.T.A Makurdi a choice of medium for the people of Makurdi Local Government Area?

The aim of this question was to determine the extent of N.T.A Makurdi as a choice of medium for the people of Makurdi Local Government Area.

The data on table 6, 7, 8, 9, 10 and 11 were used to answer the research question. The data on table 6 showed that 68 respondents (97.1%) owned television while 2 respondents (0.2%) did not. The data on table 7 indicated that 65 respondents (92.9%) watch television broadcast while 5 respondents (71.1%) did not watch television broadcast. Table 8 showed that 65 respondents (92.9%) had constant power supply while 5 respondents (71.1%) had unreliable power supply. Table 9 indicated that 40 respondents (57.1%) are aware of the various channels while 30 respondents (42.9%) were not aware of the various channels. Data on table 10 showed that 66 respondents (94.2%) think their news is comprehensive while 4 respondents (6.7%) did not think so. Table 11 provided that 43 respondents (61.4%) chose N.T.A news channel, 15 respondents (21.4%) chose channels as its news channel 10 respondents (14.2%) chose AIT while 2 respondents (2.9%) chose other channels.

The finding above revealed that N.T.A Makurdi was the people's choice during elections.

Research question 2: How did N.T.A Makurdi political messages satisfy the people's political desires?

The aim of this research question was to find out how N.T.A Makurdi political messages satisfy the people's political desires.

The data contained on table 12, 13, 14, 15 and 16 answered this research question. Table 12 indicated that 40 respondents (57.1%) preferred N.T.A because it makes use of visual and sound, 20 respondents (28.6%) preferred it because it has wider coverage, 5 respondents (7.1%) said it help to inform electorates, 3 respondents (4.2%) said it gave them more News source while 2 respondents (2.9%) said it did not help them in any way. Data on table 13 shows that 35 respondents (57.5%) did not prefer any of the television channels because it distracted them, 25 respondents (28.6%) did not prefer any because of credibility, 8 respondents (11.4%) still did not prefer of lack of credibility while, 2 respondents (2.9%) had no response. . Data on table 14 showed that 55 respondents (78.6%) embraced candidate because He or She participate in election on television while 15 respondents (21.4%) embraced candidate who participate in election on television. Data on table 15 showed that 58 respondent (82.9%) agree that religious status influence political activities as regards to whom to vote. While 22 respondents (31.4%) disagreed to that. Table 16 showed that 45 respondents (64.3%) were positive that television viewership enhance electorate turnout during elections, 20 respondents (28.6%) reacted negatively while 5 respondents were not sure.

From the findings above, it was revealed that N.T.A Makurdi was preferred by the audience because of the credibility and reliability of its electoral messages.

Research question 3: To what extent did N.T.A Makurdi effectively mobilize the people's participation in the electoral process of 2011?

Table 17, 18, 19, 20 and 21 answered the research question Data on table 17 showed that 48 respondents (64.3%) agreed that electorates and other electoral stakeholders see television as a best means of mobilization while 25 respondents (35.8%) disagreed. Table 18 show that 51 respondents (72.9%) vote based on campaign promises. While 18

respondents (27.1%) did not vote base on campaign promises. Table 19 show that 52 respondents (74.2%) said that election that is being conducted before was organized, 16 respondents (22.9%) said that it was well organized while 2 respondents (2.9%) said it was disorganized. Table 20 showed that 32 respondents (45.7%) recommended television as a tool in mobilization of electorate for political election, 21 respondents (30%) said that it should be scrapped while 7 respondents (10%) said it should be continued with some modification. Table 21 showed that 20 respondents (2.9%) strongly agreed N.T.A keeps track of progress of political information, 18 respondents (25.7%) agreed that N.T.A is in the best position to keep track of progress of political information, 15 respondents (21.4%) strongly disagreed to that, 12 respondents (17.1%) disagreed while 5 respondents (7.1%) were undecided.

The findings above revealed that, Majority of the respondents agreed that N.T.A Makurdi kept track of the progress of political information. This findings agreed with the Agenda Setting theory which performed the foundation of this study and which stipulates media's ability to tell us what issues are important and what persons are important in the society.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION.

5.1 Introduction

The aim of this study was to examine Role of television in mobilizing for political elections. A study of the 2011 political elections in Makurdi Local Government Area, Benue State Survey research design was adopted using questionnaire for data gathering. Conclusive statements and recommendations are made which will help in enhancing the role of television in future electioneering processes.

5.2 Summary of findings

The findings among others showed that;

i.   A great number of people choose N.T.A Makurdi as their choice of medium in Makurdi Local Government Area.
ii.   N.T.A Makurdi was the audiences preferred medium for electoral mobilization because their electoral messages were credible and reliable.
iii.   N.T.A Makurdi was an ideal medium for political mobilization.

5.3 Conclusion

The study concludes that N.T.A Makurdi is indeed the choice of the people of Makurdi Local Government Area as it has been found to be credible, reliable and truthful in its political messages during elections.

5.4 Recommendations

Based on the summary of the findings and conclusions the study recommends that:

i.   Regulatory practices as it concerns airings of political activities on television should be strengthened and controlled in order not to give undue advantage to any party.
ii.   Continuous political educational programs should be aired through television on the need for Nigerian to see television as a tool to enhance election credibility.
iii.   The masses should be much more involved in electoral processes to enhance good governance and a better democracy through network participation that is, through election call centers for complains.

5.5 Suggestions for further studies

Further studies should be carried out on the role of Nigerian television authority in sustaining democracy. Studies should also be carried out on influence of Nigerian television authority (N.T.A) on the mobilization of electorates.

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APPENDIX A

Department of Mass Communication,

Caritas University,

 P. M. B 01784,

Amorji-Nike,

Enugu,

 Enugu State.

Dear Respondents,

I am a final year student of the Department of Mass Communication, CARITAS UNIVERSITY, Amorji-Nike, Enugu. I am conducting a research on "THE ROLE of TELEVISION IN THE MOBILIZATION OF THE ELECTORATE FOR POLITICAL ELECTIONS. (A Study of Electorates in Makurdi Local Government Area).

Therefore, I need your assistance in responding to the questions sincerely. Whatever information we give will be treated with utmost confidence and purely for academic purposes. Thanks

Yours faithfully,

Asema Doose.D.
Researcher

APPENDIX B

QUESTIONNAIRE

SECTION A

INSTRUCTION: Please tick [ ] against the question (s) that correctly express your opinion.

1. What is your sex?
    Male   [   ]
    Female   [   ]
2. What is your age?
    18 – 27   [   ]
    28 – 37   [   ]
    38 – 47   [   ]
    48 – 57   [   ]
    58 and above   [   ]
3. What is your educational qualification?
    OND/ND/HND   [   ]
    B.sc/M.sc   [   ]
    PHD   [   ]
4. What is your marital status?
    Married   [   ]
    Single   [   ]
5. What is your area of specialization?
    General assignment   [   ]
    Specialized   [   ]
    Freelancer   [   ]
    Beat   [   ]
    Others   [   ]
6. Do you own a television?
    Yes   [   ]
    No   [   ]

7. Do you watch news broadcast?
    Yes   [   ]
    No   [   ]

8. Do you have constant power supply?

    Yes   [ ]

    No   [ ]

9. Are you aware of news channels?

    Yes   [ ]

    No   [ ]

10. Do you think news is comprehensive?

    Yes   [ ]

    No   [ ]

11. Which of the news channel gives more comprehensive news?

    N.T.A   [ ]

    Channels   [ ]

    AIT   [ ]

    Others   [ ]

12. Why do you prefer it?

    Because it makes use of visual and sound   [ ]

    Because it has wider coverage   [ ]

    It helps to inform electorate   [ ]

    It gives them more news source   [ ]

    None   [ ]

13. Why don't you prefer any, what is your reason?

    It distracted them   [ ]

    It lacks credibility   [ ]

    The sources are not reliable   [ ]

    I just don't like it   [ ]

14. Have you ever voted for a candidate because you saw him/her participate in television election?

    Yes   [ ]

    No   [ ]

15. Does religious status influence your political abilities as regard to whom you will vote for?

    Yes   [ ]

    No   [ ]

16. How has television viewership enhance electorate turnout during election?

    Positively   [ ]

    Negatively   [ ]

    Not sure   [ ]

17. Do electorate and other electoral stakeholders see television as a best means of mobilization?

Yes   [   ]

No   [   ]

18. Do you vote based on campaign promises?

Yes   [   ]

No   [   ]

19. How do you see the elections being conducted before?

Organized   [   ]

Well organized   [   ]

Disorganized   [   ]

20. What do you recommend for television as a tool in mobilization of electorate for political election?

Be continued   [   ]

Be scrapped   [   ]

Be continued with some modifications   [   ]

21. Based on your knowledge of N.T.A, do you agree that they are in best position to keep track of progress?

Strongly agree   [   ]

Agreed   [   ]

Strongly disagree   [   ]

Disagree   [   ]

Undecided   [   ]