

A TTV/Yola Programme and the Audience  
(A Case-study of Yola North Local Government).

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Thesis Project submitted to the Mass Communication  
Department, Adamawa State Polytechnic, Yola in partial  
fulfilment of requirement for the award of Diploma  
in Mass Communication

DECEMBER, 2011

HAS BEEN USE



TITLE PAGE

**A.T.V YOLA PROGRAMME AND THE AUDIENCE  
(A CASE OF STUDY OF YOLA NORTH LOCAL  
GOVERNMENT)**

**BY**

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**BEING A PROJECT SUBMITTED TO THE MASS  
COMMUNICATION DEPARTMENT, ADAMAWA  
STATE POLYTECHNIC, YOLA IN PARTIAL  
FULFILLMENT OF REQUIREMENT FOR THE AWARD  
OF DIPLOMA IN MASS COMMUNICATION.**

**DECEMBER, 2011**

## APPROVAL PAGE

This research work has been read and approved by the examiner and having met the standard requirement specified by the Department of Mass Communication Adamawa State polytechnic for the award of national diploma in mass communication.

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## DECLARATION OF ORIGINALITY

I, Abubakar J. Ahmed hereby declare that, this research work was carried out by me and all materials borrowed and used was adequately given reference and acknowledgement.

-----  
Abubakar J. Ahmed

-----  
Date



## DEDICATION

It is my pleasure to dedicate this research work to Almighty Allah and to my parents, brothers and sisters who make my academic successfully.

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## ABSTRACT

The study examined ATV Yola programming and its effect on its audience.

The study investigated the effect of ATV Yola programming on the audience, its effectiveness, benefits and factors hindering smooth transformation of ATV Yola programming to its audience. Two methods were used, the questionnaire and interview were used to collect and interpret data based on the findings of the study, the researchers drew conclusion and made recommendations on how to improve the quality programmes of the ATV for the purpose of informing, educating and entertaining the audience.

## CHAPTER ONE

### 1.0 INTRODUCTION:

Most countries in Africa had been under colonial bondage and therefore, were susceptible to the whims and caprices of their colonial masters. The colonial government, had been aware of what programme could do in terms of enhancing awareness and also promoting the culture of people in terms of its information dissemination. Onabagio (2000) "no expenses were paid to transmit programmes directly from their own culture in Nigeria".

### 1.1 BACKGROUND OF THE STUDY

Prior to the advent of decree 38 of 1992, the broadcast media were the body of both Federal and state governments. The programme policy thrust had always been the propagation of government activities.

The scenario had been dull movements for the audience of broadcasting since they had no choice than to listen/view what government thought was best for them. The Adamawa Television Authority (A.T.V) and Federal Radio Corporation of Nigeria (F.R.C.N) was particularly guilty of the government syndrome.

The long era of military rule in the country has been a major contributing factor that has affect news coverage and dissemination, government at this

point has been insensitive intimidating people and this has affected the quality of public affairs programming in the country's media.

Private broadcasting has brought some improvement in terms of offering alternative to the audience according to Onabajo (2000:39), "in the developed world, broadcast programming is used in many ways to reflect the goals and aspiration of these countries".

The broadcast media are known for their roles in mass education. In some countries have used the broadcast media for political, mobilization and indoctrination while others have used them for cultural awareness and development project in order to enhance the level of awareness among its citizenry.

In Nigeria, programming is a problem in the broadcast media, according to Olatunde (1997) "little attention is paid to producing cultural relevant programme that could contribute meaningfully to the development of the society "to him reruns of programmes aimed decades ago in television station in Europe and America are re-broadcasted, for instance, before a television station allocates money for local production to a producer it takes producer days to get the amount needed for the production, sometimes he/she may not even get the money and that the idea may be dropped.

According to Onabajo Olufemi (2000:39), station will pay huge amount of

money on 20 years old station comedy that has no any impact on the audience forms and values this huge amount of money that spent on foreign programmes if local utilized, a producer can produce meaningful programmes that will have direct bearing on the lives of the audience, but because our television stations give more priority to foreign programmes they prefer to spend much money on them paying attention on local programmes that will enhance our socio economic, political and cultural development.

There is no doubt that the influx of foreign programming through the airwaves from one country to the other has sometimes been a cause for concern, because it has been discovered that, the broadcast media have over-bearing on the audience.

According to Onabjo (2000), the Nigeria broadcast audience is not an educational driven audience; it is an audience that is mainly interested in entertainment and this show the level of its low education attainment.

Nigeria the "giant" of Africa is aware that seventy percent of its population live in rural areas, programming schedules of our stations do not suit the teeming audience of this country due to lack of programming plans by the authority concerned.

Our next point will be what programming is all about.

According to Onabajo (2001) definition, 'programming is a broadcast material created to meet certain specific needs or attain some set objectives and transmitted

some predetermined target audience programming is making programmers and determining where to broadcast such materials programming means determining kind of programmes and choosing the belt in which to bring them out,

The drawing up of a quarterly or yearly programmer schedule preparing the weekly line-up of the proposed synopsis of each weeks production and many more named activities that guarantee what eventually reach the audience at home, to make up what is programming.

#### **STATEMENT OF THE PROBLEM**

The Nigeria broadcast media still disseminate so much foreign programmers which do not seem to meet the needs and goals of the Nigeria audience, what factor are responsible for the transmission of these foreign programmers? Can local human and material resources be harnessed in order to produce suitable programme?

#### **AIMS AND OBJECTIVE OF THE STUDY**

The project is set to examine the issue of programmer perception from our media houses with reference to ATV Yola and such objectives of the research are:-

1. To investigate the feelings- views and options of the audience about programmers broadcast by the ATV.
2. To identify the cause responsible for the broadcast of programmers those



are not in line with the audience.

To suggest ways of producing programmes that will satisfy the needs, aspirations and desires of the audience.

## RESEARCH QUESTIONS

In order to understand the issue of programming and its effect in the television production assuming there are any, the research will try to provide answer to the following question:-

Are there problems faces in programmed production by our media house?

Which makes them opt for foreign programs?

To what extend do these problems affect programming in A.T.Vyo la?

Are there solution to the problems identified in order to enhance effective?

Programming which will meet audience needs any goals?

## SCOPE AND LIMITATION

Problems of logistics, funds, and the time allocated for submission of the research are some of the constraints to be faced in the course of this study. This explains why the study is limited to A.T.V Yola programming and its audience because such problems can be adoptable to other media houses programming.

This research examines the perception of ATV. Yola programmers by the audience.

## 6. SIGNIFICANCE OF THE STUDY

It is our hope that this research work will serve as a useful guide to programme planners in broadcast stations and also be of assistance to students who may wish to undertake research on a similar topic in the future

## 7. DEFINITION OF TERMS

### PROGRAMMING

According to Eastman 1967 programming can be regarded as the strategies involved in first searching out and second acquiring programme materials then into concrete service.

### AUDIENCE

A group of people who have gathered to listen or watch something (a play, somebody speaking)

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.0 INTRODUCTION

This chapter reviews related literature on the concept of programming as well as that of audience

#### 2.1 PROGRAMMING IN VIEW

Programming according to East-man (1967: 106) can be regarded as "the strategies involved in first searching out and second acquiring programmed materials and then fitting them into concrete service"

Every programmer is hinged upon a generalized and a specified function which the broadcast media conveys across to its audience. Therefore the aim of a programmer maybe to sensitize, mobilize, inform, educate, motivate ,deconstruct open up a debate or discuss, integrate the people. Broadcast media in Nigeria has the following task of fashioning out programmer that would promote national unity in diversity and help foster the spirit of togetherness in the nation.

According to Onabajo, (2000) programmer is the base word of programming. Programmer is a broadcast material created to meet certain specific needs or attain some set of objectives, and transmitted to some

predetermined target audience. Programming means determine the kind of programs make the belt or slot in which to bring them out to the target audience.

## 2.2 WHAT IS THE FUNCTION OF THE BROADCAST MEDIA TO ITS TARGETED AUDIENCE?

Our broadcast media more especially A. T. V Yola, is to educate informing, entertain its targeted audience. With these basic function. A.T.V Yola is expected to create a programmer that will educate, entertain and inform its audience, more especially, programmer that will have direct bearing on the life's of its audience e.g. like programs on agriculture, economic, health education and such programs suppose to be produce in our local languages for easy understanding of the audience if possible, such programs should be produced in different languages of the ethnic groups in the state for effective viewer ship. Such programmer will help in broadcasting our socio-economic and political development of our great state and the nation in general.

Good program's presentations that have direct impact or bearing on the lives of audience get attention and also retain such interest of the audience because the programmer is of interest to them.

There is need for Nigeria broadcast media especially AT. V Yola localized here programmer in order to suit the life style of their teaming audience both in rural and urban societies. There should be proffered on how to truly indigenes local programming to geniality serve interest of Nigerian audiences as in other countries like India and Canada for the benefit of their audience or people as stated by Onabajo Olufemi, (2000, 59) in his book international and foreign broadcasting argues that to motivate and retain the interest of audience, programmers of interest to the audience must be produced and presented to them.

Typical examples of such programmes are NETWORK PROGRAMMES "POINT LANK" INSIDE THE SENATE, HOUSE TICKET, AFRICAN DIHES, through out all people or audience and or stand the contents but it has a serious positive impact on the audience. Also back home here in Yola, ABC, Yola has prominent programmes in house, tabakida, tabakaratu through is much of jokes but it has an impact on the audience. Also some countries as mentioned above, India and Canada has use more than 34 local direct of their audience to produce programmes that will enhance and develop their socio-economic of such countries. Today India is attained more than 90% self reliance all aspects of television ranging from programming to equipment production. Nigeria broadcast media need to adopt such techniques in order to enhance their programming for the benefit of their audience. However Harold Lasswell acknowledge political scientist classified the



functions of mass media into three which he summarized as followed:-

Surveillance of the environment

Correlation of the parts of society in responding to the environment

Transmission of the social heritage from one generation to the next.

First function to the news dissemination aspects of the media. This can now said to include the monitoring of other radio and television stations and news agencies for getting the reports of other societies in order to keep your environment informed about the happening elsewhere.

The second function is simply talking about the interpretation of these happenings with aim of properly explaining them to the guidance form proper understanding and making suggestions to them as regards what to do in response to what is required of them.

In the third functions you find things like transmission of information regarding the transfer of culture social values and other social norms from one generation to the other. This is turn is to make sure that those values and cultures found useful by the older generation are not discarded by the upcoming ones.

### 3 AIMS AND OBJECTIVE OF BROADCAST MEDIA IN NIGERIA'S CONTEXT

The main aims and objectives of broadcast media in Nigeria are to educate, entertain and inform its people or audience about the happenings around them and elsewhere for them to be aware of such. Example of such information may be on disasters, diseases or an outbreak of epidemics.

A renowned scholar Harold Lasswell (1948) further made these objectives of media clearer by giving them simple titles they are :-

1. Surveillance of the environment
2. Correlation of parts of the society
3. Transmission of culture
4. Entertainment.

These aims are what provide opportunities for the broadcasters to play these roles of molding or shaping the society's opinions especially on topical issues by watching the on goings in the society with a view to making appropriate common to ensure that the right things are done and rejecting injustice.

## 2.4 THEORETICAL FRAMEWORK

Seeing people as active media consumers led to the uses and gratification research. The uses and gratification models suggest that the user can actively choose media programme for consumption for many different purpose (Severcin and Tankard, 2001).

In many cases programme presentation has a very important role to play in motivating audience towards it. Also the content or package of the programme also contributes in motivating audience in media choice.

People choose the media entertainment that might best repair and improve their emotional condition (Zillman 2000) Anderson et al. 1996) founding a survey that stressed women watched more games and variety shows as well as more television in general than unstressed women and stressed men watched more action and violent programming the unstressed men.

comprised of structured and unstructured questions, which were raised based on the objectives of the research. Even though this method of data collection has advantages it also has disadvantages.

In the administration of questionnaire and the face to face interview method will be used, the questionnaire were distributed and reviewed by the researcher. A total of 100 questionnaires were distributed to respondents.

#### **3.4 METHOD OF DATA COLLECTION**

The methods used for data collection are the questionnaire, oral interview and direct observation techniques. All categories of ATV Yola audience within Yola North metropolis constitutes the primary source of information, while information from books, internet are used as the secondary source.

#### **3.5 METHOD OF DATA ANALYSIS**

Secondary source of information used in this research were gotten from the internet and text books were also used.

## CHAPTER FOUR

### DATA PRESENTATION AND ANALYSIS

#### 1.1 INTRODUCTION

In the collection of data, primary methods of data collection were used which include questionnaire and administration interviews. The questionnaire administered was about ATV Yola Programming and the audience.

A total number of one hundred (100) questionnaires were administered through random sampling on male and female, married and unmarried, young and old civil servants, politicians, farmer, drivers etc. ninety three (93) questionnaires were retrieved from people.

#### 1.1 DATA PRESENTATION AND ANALYSIS

TABLE (1) ONE

CHARACTERISTICS OF RESPONDENTS ACCORDING TO AGE

AGE RANGE	NUMBER OF RESPONDENTS	PERCENTAGE
15 - 20	14	15%
21 - 30	31	33%
31-40	31	33.0%
41- 50	8	8.6%
51- 60	5	5.4%
60 & above	4	4%
Total	93	100%



The above table shows that 31 representing 33.3% of the respondents are between the ages of 21 - 30 years old. Similarly 31 which equals to 33.3% of the respondents fall within the age range of 31 - 40 years old It can therefore be deduced that 62 representing about 67% of the respondents are aged between 21 - 40 years. The modal age range of the 93 respondents therefore is 21 - 40 years.

TABLE (2) TWO

CHARACTERISTICS OF RESPONDENTS ACCORDING TO MARITAL STATUS

MARITAL STATUS	RESPONDENTS	PERCENTAGE
Married	45	48.38
Single	25	26.88
Divorce	10	10.75
Widow / Widower	8	7.44
Total	93	100%

Table two shows the distribution of respondents by marital status. It can be seen that 45 representing about 48% of the respondents are married while 25 representing 27% of the respondents say they are single. Eight (8) representing 7.4% of the respondents report that they have lost their partners to death while 10

representing 10.75% of the respondents said that they are divorce.

TABLE (3) THREE  
DISTRIBUTION OF RESPONDENTS BASED ON OCCUPATION.

OCCUPATION	RESPONDENTS	PERCENTAGE
Training	10	10.75
Apprentice	12	12.90
Civil Servants	22	13.66
Students	24	15.66
Business People	7	7.53
Others	18	19.35
Total	93	100%

The table above shows that the students form the highest number of respondents they are 24 in number which equal to 25.80% the business people have the lowest number of respondents of which equal to 7.53%.

TABLE (4) FOUR  
CHARACTERISTICS OF RESPONDENTS ACCORDING TO SEX

SEX	RESPONDENTS	PERCENTAGE
Male	40	43.00/0
Female	53	56.99 0/0
Total	93	100%

Table above shows that 53 respondents representing 57% of the total number respondents are female while 40 representing 43% are male.

TABLE (5) FIVE

CHARACTERISTICS OF RESPONDENTS BASED ON LEVEL OF EDUCATION

LEVEL OF EDUCATION	RESPONDENTS	PERCENTAGE
Primary	7	7.53
Secondary	21	22.58
N/D/Degree	22	24
Postgraduate	11	12
Total	93	100%

Table five shows that 21 representing 23% of the respondents are secondary school leavers while 32 representing 34% of the respondents are either OND or HND graduates. First degree and HND certificate holders constitute 22 representing 24% of the respondents while 11 which equals to 12% of them have higher education.

TABLE (6) SIX

Which of the following A. T. V Yola programme do you attend to?

ITEMS	RESPONDENTS	PERCENTAGE
Nonna tushin Arziki	16	17.21%
Drama	10	10.75
News	35	37
Documentary	18	19.55
Discussion	10	10.75
Sport	14	15
Total	93	100%

The table above shows that 35 respondents which is equal to 37% keep time with A.T.V Yola when it is News time while 18 presenting 19.55% of the respondents. Attend to documentary on A.T.V Yola. Also 14 respondents which is equal to 15% say the give sport programme their time drama and discussion have same respondents of 10 each and Nonna Tushin Arziki go with 16 respondents which is equal to 17.21 %.

TABLE (7) SEVEN

Do you think that A.T.V Yola programmes suit the needs of the audience?

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE
Yes	46	49.46
No	40	43.01
Total	93	100%

The table above shows that A.T.V Yola is doing well in terms of its programming such as educating, entertaining and informing the populace as 46 representing 49.46% of the respondent share the view that A.T.V is doing well, while representing 7.53% of the respondents disagree with that and said A.T.V Yola needs to inform on its programmes 40 representing 43% keep silent on the issue.

TABLE (8) EIGHT

How do A. T. V Yola programmes influence your behavior?

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE
Great	27	29.03
To some extent	20	21.15
Slightly	15	16.13
I don't know	13	13.93
Not at all	18	19.35
Total	93	1000/0



The tables above indicate that 27 representing 29.03-4 of the respondents are of the view that A.T.V Yola programmes do not influence their behaviour while 18 representing 13.97% of the respondents say that A.T.V Yola programmes do not in any way influence their behavior, another 18, and representing 16.13 keep quiet on the questions provided.

TABLE (9) NINE

Have the audience benefited from A. T. V Yola Programmes?

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE
Yes	60	64.52
No	22	23.66
No option	11	11.83
Total	93	100%

The table above shows clearly that the audience benefited from A. T. V programmes, 60 representing 64.52% of the respondents agree that they benefit greatly from A.T. V Yola programmes. While 22 representing 23.66% say nothing about that all 11 representing 11.83% of the respondents have it in mind that they do not benefit from any of A.T.V Yola programmes.

## CHAPTER FIVE

### SUMMARY, CONCLUSION, RECOMMENDATIONS

#### 1 INTRODUCTION

The aim of this research is to examine the issue of programming with the views determine the extent to which programmes affect the target audience who are the consumers of such programmes. Similarly, to evaluate A. T. V Yola programming and establish factors which are responsive for the seeming unsatisfactory performance of the station in endearing itself to the audience.

#### 2 SUMMARY

The first chapter contains the introductory part of the research the second chapter contains the scholars on programming and programme production and its effect on the audience.

The third chapter deals with research design and methodology of the study.

Chapter four is about data presentation analysis and result while chapter five present the summary findings, conclusion and recommendation.

The problems associated with A.T.V Yola programming among others include the following.

1. Some members of audience say that A.T.V Yola programming suit

- their needs and other audience are of the view that programmes produced by A.T.V Yola do not suit their needs in any way because of the language used in most production are not understood by them
2. Some audience suggests view that A. T.V Yola needs of improve in order to maintain its viewer ship.

## 5.2 CONCLUSION

In conclusion the need for A.T.V Yola to improve on its programme for the brief comments of its audience. Also, A.T.V Yola should wake up from its slope for effective programme production especially locally produced programmes then given emphasis on foreign programmes that has little or no effect on our value or culture rather introducing adulteration norms and value into our culture which change the behavior of our young once nowadays.

## 5.3 RECOMMENDATIONS

From the research carried out some of A.T.V Yola audience are of the view that A.T.V Yola programmes needs improvement in order to satisfy the need of its audience.

There is also need for the management of A.T.V Yola to finance local programmes in order to maintain its viewer ship and also. Enhance awareness

among the citizen of the state.

- Programmes produce locally will help in maintain to viewer ship of the audience since the programme is produce locally to their understanding- this makes audience to contribute their quarter through participation in the programme.
- Some audience suggests that A.T. V Yola needs to improve in order to maintain its viewership.

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## APPENDICES/ QUESTIONNAIRE

Department of mass communication

Adamawa State Polytechnic, Yola

P.M.B 2146

Yola.

Dear respondents,

I am a student of the Mass Communication Department Adamawa State Polytechnic, undertaking research on the topic "ATV Yola programming and the science, a case study of Yola north local government." you have been selected to cooperate in data collection of information, any information given will be treated confidentially. Tick in the appropriate box below:

Yours faithfully

Abubakar J. Ahmed.

# QUESTIONNAIRE

SEX

Male ( )

Female ( )

15 - 20 ( )

21 - 30 ( )

31 - 40 ( )

41 - 50 ( )

51 - 60 ( )

60 and above ( )

MARITAL STATUS

Married ( )

Single ( )

Divorced ( )

Widow / Widower ( )

OCCUPATION

Working ( )

Self-employed ( )

Unemployed ( )

Retired ( )

Other ( )

others ( )

1. Which of the following A. T. V Yola programmes do you attend to?

Nona tushin arziki ( )

Ikana ( )

News ( )

Entertainment ( )

Discussion ( )

Do you think that AITV Yola programmes influence your behaviour?

YES ( ) b. NO ( )

Do you feel that A. T. V Yola programmes are doing enough to inform educate and train audience?

A. YES ( ) B. NO ( )

Did A. T. V Yola programmes influence your behaviour?

greatly ( )

to some extent ( )

slightly ( )

I don't know ( )

not at all ( )

Has the audience benefit from A. T. V Yola programming?

Yes ( )

No ( )



e. no option ( )

d. I don't know ( )

9. What impact those A. T. V Yola programme have on its audiences?

a. Positive ( )

b. Negative ( )

10. What factors do you think hinder the smooth transformations of A. T. V Yola programming to the audience?

11. to what extent has the above (no. 7) affects ATV Yola audience?

12. State three points about ATV Yola programmes?

1. ....

.....

2. ....

.....

3. ....

.....

