

**ASSESSMENT OF BROADCAST MEDIA IN THE SOCIALIZATION AND
MOBILIZATION OF NIGERIANS TOWARDS NATIONAL DEVELOPMENT**

**ENABULELE CONFIDENCE
ICT/2132050332**

**DEPARTMENT OF MASS COMMUNICATION,
AUCHI POLYTECHNIC, AUCHI**

NOVEMBER, 2022

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**A PROJECT SUBMITTED TO THE DEPARTMENT OF MASS COMMUNICATION,
SCHOOL OF INFORMATION AND COMMUNICATION TECHNOLOGY, AUCHI
POLYTECHNIC, AUCHI, EDO STATE.**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF
HIGHER NATIONAL DIPLOMA (HND) IN MASS COMMUNICATION**

NOVEMBER, 2022

Declaration

I hereby declare that this project entitled “**Assessment of Broadcast Media in the Socialization and Mobilization of Nigerians towards National Development**”.” was written by me and that it is the record of my own research. To the best of my knowledge it has not been presented in any previous application for an academic award. All sources of information have been acknowledged using references.

Enabulele Confidence

Date

Approval

This project is approved based on the student's declaration and its compliance with the requirements of the Department of Mass Communication, Auchi Polytechnic, Auchi, in partial fulfillment of the requirements for the award of the Higher National Diploma (HND) in Mass Communication.

Mr. Momoh Usman
(Project Supervisor)

Date

Mr. Ikerodah Omoh Joseph
(Ag. Head of Department)

Date

Dedication

This research work is dedicated to my parents, Mr. & Mrs. Aifuwa Enabulele. Daddy, mummy, you now have a graduate!

Acknowledgments

As Frank Clark said, “If a fellow isn’t thankful for what he’s got, he isn’t likely to be thankful for what he’s going to get.”

My sincere gratitude goes to God Almighty for the grace and strength to carry out this academic research work.

My appreciation also goes to my parents, Mr. & Mrs. Aifuwa Enabulele for their support and prayers through my schooling.

I would not fail to thank my project supervisor, Mr. Momoh Usman for his immense love, guidance and support, not only in this project but through my academic programme.

My gratitude also goes to Mr Idris ElegionuJibril for all the support you have shown towards the successful completion of my HND programme.

Finally, to my darling wife, MrsJoan KpomaEnabulele, thank you for standing by me through it all and for being my support system. God bless you.

Abstract

The study was carried out to assess broadcast media in the socialization and mobilization of Nigerians towards national development. The survey research method was used in carrying out this project. And the question was the instrument used to collect data. The findings of this study show that the broadcast media (radio and television) plays a very big role which help to enhance national development. The findings also indicate that the newspaper (print media) started creating political awareness even before independence although the newspaper practice then was not as organized or modernized as we have today. The findings also show that the broadcast media especially the radio serves as a medium through which the citizens present their contributions and grievances pertaining to the affairs of the government even those from rural areas. The study recommends that media must report the truth without undue misrepresentation of facts, sensationalism, propaganda and bias.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The media, with specific reference to the collective entity of newspapers, radio, television and the International Network (Internet), play a very important role in national development. National development involves changes or advancement in a nation aimed at improving the political, economic and social lives of the people. The real influence of the media in national development will depend on the media themselves, the societies in which they operate, and the audience they reach. None of these factors are the same everywhere, at all times, or under all conditions. The media in dictatorships, for example, are not likely to exercise the same influence as those in democratic societies. Even among similar types of government, other factors, such as technology, the target audience and the message, may influence the extent of media impact in the society.

Whatever the circumstances or the nature of the society in which the media operate, certain factors are basic in the way they influence national development. Every medium has a message; it has a target audience; it aims at influencing a change; it influences attitudes, perceptions and decision making; and it generally influences behaviour.

The relationship between media and national development has been tested in this study, and found to be positive. This has been achieved through an in-depth comparative analysis of media's role in various societies. Research conducted in these societies at different times indicates this positive relationship. Available data enabled statistical analysis based upon which conclusions were drawn. That the media play a crucial role in national development is therefore not in doubt. They represent the tool for shaping public opinion;

promoting democracy and good governance, influencing behaviour; facilitating nation-building; and promoting policies that guarantee high quality of life. The media, as vanguard for political, economic and social development, represent a functional organism that carries out a specific role in society.

While it is true that the media are crucial in national development, their role can only be optimized or enhanced under certain conditions. Firstly, for the media to play any meaningful role in national development, they must be free and independent. Media freedom is a core ingredient both in theoretical conceptions of democracy and in the empirical measurement of it. Free press is one of the built-in mechanisms in democracy, designed to oppose destructive and divisive attitudes.

Secondly, to succeed in their role, the media must be professional and objective. Factors, such as media bias, sensationalism, propaganda and distortions, negatively affect the contribution of the media in national development. Freedom of the media must therefore go along with responsibility. Thirdly, control of the media by a few individuals, corporations or governments is inimical to the media's ability to effectively carry out their role. Fourthly, for the media to succeed in their role, complementary institutions, such as the judiciary and media councils, must reinforce their activities.

The media's crucial role in national development is not in doubt. The role covers the political, economic and social spheres. The media set the public agenda and act as the gatekeeper of public issues. They perform the watchdog role especially in political transparency and fight against corruption. As the fourth estate, the media provide the checks and balances in relation to the three branches of government, as created by the Constitution.

Media are particularly important in facilitating nation-building, especially of post-colonial societies and those experiencing ethnic and religious diversities.

The media must however play their role in national development in an environment that is free and independent, with fair ownership spread. Biases, sensationalism, propaganda, and media vices are inimical to media role in national development.

Communication, the process of creating shared meaning through sending and receiving information, is vital for understanding and providing knowledge to people (Baran, 2010). It enables people to understand and appreciate their environment, and facilitate relationships between and among individuals and societies. Communication can be oral or written; formal or informal; verbal or non-verbal; traditional or modern. Whatever form it takes, communication is meant to convey information from one party to another. The source, message, medium, receiver and effects are the main ingredients of communication (McQuail and Windahl, 2013). Communication between a mass medium and its audience is mass communication. There are multiple ways by which communication is made, and these are collectively known as the “media”.

The word “media” comes from the plural of the Latin word medium, and it is used as a collective noun to refer to television, radio, newspapers, magazines, films, the International Network (Internet), etc (Suriyasarn, 2008). The media can be examined either in terms of broadcast media, or print media. Further, a medium is described as hot, meaning a high definition channel of communication, such as print or radio, which focuses on a single sensory receptor. It is cool, meaning a low definition channel of communication, such as television, which stimulates several different senses and requires high sensory involvement.

In certain instances, the word “press” is used to refer to the print media, while in other instances the word “journalism” is used to describe the business or practice of writing and producing news. The phrase “mass media” is sometimes used to describe the collective entity of the media. In this study, the word media is used to refer to both the print and broadcast media as indicated above.

The extent to which the media is a factor for national development has been a subject of discourse in communication literature. However, before delving into the discourse, it is necessary to define the phrase “national development”, so as to understand and appreciate the issues involved in the relationship between media and national development. According to the Oxford Dictionary, development means “a new stage in a changing situation” (Fowler and Fowler, 2011). To develop is to become more advanced. In the context of a nation, Fowler and fowler (2011) projected that three major factors must be considered in any discussion on development – economic growth, self reliance, and social justice.⁸ National development involves political, economic and social factors. Development is a qualitative change, which entails changes in the structure of the economy, social environment, and political disposition. The targets of national development are the people, because it is focused on human population. The overall object of national development is human development, the purpose of which is to enlarge people’s choices for: “...greater access to knowledge; better nutrition and health services; more secure livelihoods; security against crime and physical violence; political and cultural freedoms; and a sense of participation in community activities...” (UNDP, 2012).

The media have been variously described as the fourth estate, agenda setter, watchdog, force multiplier, and gate-keeper, all in an effort to demonstrate their influence on

society. Conversely, the media have been viewed as avenue for sensationalism, propaganda, and bias, factors inimical to national development. Given these perceptions about the media, to what extent do they contribute to national development?

1.2 Statement of the Problem

The relationship between broadcast media and national development has been tested in this study, and found to be positive. This has been achieved through an in-depth comparative analysis of media's role in various societies. Researches conducted in these societies at different times indicate this positive relationship. Available data enabled statistical analysis based upon which conclusions were drawn. That the broadcast media play a crucial role in national development is therefore not in doubt. They represent the tool for shaping public opinion; promoting democracy and good governance, influencing behaviour; facilitating nation-building; and promoting policies that guarantee high quality of life. The media, as vanguard for political, economic and social development, represent a functional organism that carries out a specific role in society.

While it is true that the broadcast media are crucial in national development, their role can only be optimized or enhanced under certain conditions. Firstly, for the media to play any meaningful role in national development, they must be free and independent. Media freedom is a core ingredient both in theoretical conceptions of democracy and in the empirical measurement of it.

It is against this backdrop that this project is to unravel how the broadcast media have being promoting issue of national development.

1.3 Objectives of the Study

The specific objectives are to:

1. Examine the role of broadcast media in the society.
2. Determine the extent of broadcast media role in national development.
3. Evaluate how the broadcast media influence events in society.
4. Analyze the role of broadcast media in strengthening democracy, economic growth, peace and security, and nation-building.

1.4 Research Questions

1. What are the roles of broadcast media in our society?
2. What is the extent of broadcast media role in national development?
3. How do the broadcast media influence events in society?
4. What are the role of broadcast media in strengthening democracy, economic growth, peace and security, and nation-building?

1.5 Scope of the study

The study is limited to only four areas of the media: newspapers, radio, television and the Internet. It involves comparative analysis of media contents; methods or styles of presentation; and the environment in which the media operate. Further, it examines the role of media in the political, economic and social development in a nation, and the impact on these spheres of development. Both primary and secondary data are used for the study.

The data are reviewed for relevant theories, key concepts, thoughts, opinions and other facts bearing on the subject. The data are both qualitative and quantitative, based on content analysis. The study is supported by empirical examples and statistics of studies conducted in different societies and at different times.

1.6 Significance of the Study

This study is a good reference work to political administrators and policy makers in carrying out their activities. It is of good help to them to know the roles broadcast media can play for them in creating awareness in their political party ideologies and also educate them on the power the press has over them during the period of election and during governance.

It is also of help to policy makers and opinion leaders as it shows them that the press is their link with the international community for foreign policy and news which help them in their policy making.

Students of Mass Communication and media consumers will also find this work useful as it touches their line of education. It will help them know that press is an inevitable tool in political activities and coverage of political activities in Nigeria, it will help them see how the government actors used the press as a great weapon in fighting for the independence.

1.7 Operational Definition of Terms

Broadcast Media: These are forms of disseminating information to the masses such as television, radio internet.

Development: This refers to the process of moving human beings in all the strata of the social system forward, in order to enhance the capacity of each of them to realize his inherent potentials and to effectively cope with the changing circumstances of life.

Socialization: The process by which somebody learn to behave in a way that is acceptance in their society.

Mobilization: To work together in order to achieve a particular aim; to organize a group of people to do this.

CHAPTER TWO

LITERATURE REVIEW

2.1 Review of Relevant Literature

The Role of Broadcast Media in Society

The role of media in society is central to this study. There is no doubt that the media have an important role to play in society, but how the role is pursued and carried out is a matter of critical importance. Where the media pursue the role in the face of professionalism, truth, fairness and justice, then the society immensely benefits, but where the media become selfish in pursuance of mainly profits and personal gains, then the society is at a disadvantage.

According to Davis (2014, p.380) the operation of a modern industrial democracy requires that those who purvey information provide information that is, in fact, not a judgmental distortion of reality and fact, but as accurate as humanly possible – or else a society can quickly, with the permissiveness of modern media, be thrown off balance.

For the media to successfully contribute to national development there are certain roles expected of them. These roles include providing checks and balances in democracy (Fourth Estate), setting public agenda, gate-keeping, watchdog, and force multiplying. These roles will be examined in some detail.

Media as the Fourth Estate: The Fourth Estate is a phrase which refers to the profession of Journalism. The phrase was attributed to Burke when he said that: "...there were Three Estates in Parliament; but, in the Reporters' Gallery yonder, there sat a Fourth Estate more important than they all..."

It was therefore derived from the old English idea of three Estates: the Lords Spiritual, the Lords Temporal and the House of Commons. The notion that the media is the Fourth

Estate rests on the idea that the media's function is to act as a guardian of public interest, and as a watchdog on the activities of government. The media are therefore important components of the checks and balances that form part of modern democracy. According to Nash (2004, p.402) "There are all kinds of power centre in any democracy: the judiciary, the government mandarins, the elected representatives, the establishment, the business community, the unions. But...what binds it all together is the media. Only through the media can the governing communicate with the governed in any mass sense.

In their role of the Fourth Estate, the media guarantee the accountability of government officials and defend public interests. In modern interpretation of the Fourth Estate, the media are seen as the fourth "power" which checks and counterbalances the "powers" of executive, legislature and judiciary.

Media as Agenda Setter: Agenda setting is one of the most important roles of the media. It is defined as the process whereby the media determine what we think and worry about (Wilson and Wilson, 2001). Lippmann, who first observed this function in the 1920s, pointed out that the public reacts not to actual events, but to the pictures in our head. The effect of agenda-setting is epitomized in the famous Cohen's quote that the press "may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about".

Rogers and Dearing (2007) identified two levels of agenda setting. The first level enacts the common subjects that are most important, while the second decides what parts of the subject are important. According to them, "the media agenda affects public agenda, and the public agenda affects the policy agenda. There is abundant evidence that editors and

broadcasters play an important role as they go through their tasks in deciding and publicizing news.

The concept of agenda setting is for the press to selectively choose what we see or hear in the media. According to Ghorpade (2006, p.23), “agenda setting is a relational concept that specifies a transfer of salience from agenda primers (media) to agenda adopters (consumers).” The power of the news media to set a nation’s agenda, to focus public attention on few key public issues, is an immense and well-documented influence. To summarize the extent of agenda-setting influence, researchers calculate the correlation between the ranking of issues on the media agenda and the ranking accorded the same issues on the public agenda.

To reflect substantial degree of influence of the media as agenda setter, comparisons between how the issues are ranked on the media agenda and how the public ranks their importance should yield correlations of +.50 or better.

Media as Gatekeeper: Gate keeping has been defined as the controlling of a strategic portion of a channel, so as to have the power of decision over whether whatever is flowing through that channel will enter the group or not.²⁶ In other words, it involves a series of checkpoints that the news has to pass through before it gets to the public. Through this process many people have to decide whether or not the news is to be seen or heard.

Gatekeepers of the media are message filters, and they include reporters, writers, editors, producers and even government officials. The concept involves every aspect of message selection, handling and control (Shoemaker, 1991).

Media as Watchdog: Closely linked to the gate-keeping role of the media is their watchdog role. The media are traditionally the watchdog of democracy, which is also linked to their status as the fourth estate. The key assumption of the media as watchdog is that they

speak for the people, represent the interests of the people, and serve as checks on the government.

Analyzing the role of media, Schuepp (2010) identifies the responsibilities of a watchdog, thus:

- a. A watchdog has to protect his owner, give him security and react to possible outside interference with the rights of his owner.
- b. The watchdog has to know his loyalties therefore the media have to be loyal to the society, because they are the watchdog of society and not of government.
- c. Anybody who threatens democracy, freedom of speech, the basic rights of the people, should be attacked by the watchdog.

According to Kovach (2008), watchdog journalism at its best helps alert a community to changing circumstances affecting their lives. He further notes that the watchdog role goes beyond a simple journalism of witness: "...embedded in each watchdog story are the elements of disclosure and judgment, which often point to victims and wrongdoers. By probing below and beyond surface information, by challenging assumptions and assertions, the reporting invites a civic judgment"

How effective and consistent is the watchdog role of the media? To answer this question, some survey statistics will be examined accordingly. The findings of a Bangkok based media and research specialist, *MediaHubAsia* (2002), reveal that the majority of newspaper readers in Thailand believe that freedom of expression in the media is essential, but fewer than half of the 227 residents interviewed in the survey believe that Thai media take on a strong role as a public watchdog. On perceptions of the media as a public watchdog, 44%

considered the role to be very strong, but 46% found it “mediocre”, while the remaining 10% said a watchdog role was “non-existent”.

Media as Force Multiplier: The media have force multiplying effects, especially during war. It means a force that adds to the combat effectiveness of military commanders.³⁸ Since information is power, the media can be a potent force multiplier by their ability to mould national and international opinion. In wartime, the media serve a variety of roles, and according to Hali (2009) the media can:

- a. Convey a sense of the fighting to a public divorced from its actual horrors.
- b. Provide a sense of relief or escape to a public more directly involved such as a blockade or bombing campaign.
- c. Serve as agents of propaganda and disinformation.
- d. Contribute to making history.

Media coverage not only develops public awareness and the support of the military in operations, they also have the benefit of enhancing the morale of troops by informing their families and friends of their activities. If the media are used prudently therefore, they build public opinion as force multiplier. There is a popular belief in India, for example, that the media coverage on the Kargil war served as a force multiplier, according to Chakraborty (2010) “leading to a national upsurge of giant proportions and a feeling of oneness with ...courageous *jawans*.” Accordingly: The world and domestic media covered the Kargil...in an unprecedented manner...The extensive media coverage...was to a great extent responsible for the success of India’s diplomatic efforts to force a Pakistani pullback... (and) for bringing the war to the average Indian home.

One obvious function of the mass media is to entertain. Except for clearly identified news or educational programming, we often think the explicit purpose of the mass media is to occupy our leisure time—from newspaper comics and crossword puzzles to the latest music releases on the Internet. While that is true, the media have other important functions. They also socialize us, enforce social norms, confer status, and promote consumption. An important dysfunction of the mass media is that they may act as a narcotic, desensitizing us to distressing events (Lazarsfeld and Merton 1948) in (Wright, 2006, p.63).

The media increase social cohesion by presenting a common, more or less standardized view of culture through mass communication. Mass media play a significant role in providing a collective experience for members of society. Think about how the mass media bring together members of a community or even a nation by broadcasting important events and ceremonies (such as inaugurations, press conferences, parades, state funerals, and the Olympics) and by covering disasters.

Some are concerned about the media's socialization function, however. For instance, many people worry about the effect of using television as a babysitter and the impact of violent programming on viewer behavior. Some people adopt blame-the media mentality, holding the media accountable for anything that goes wrong, especially with young people.

The media often reaffirm proper behavior by showing what happens to people who act in a way that violates societal expectations. Yet the media also sometimes glorify disapproved behavior, whether it is physical violence, disrespect to a teacher, or drug use.

Do the mass media produce directly, immediate, and powerful influences on the individuals who make up their audience? A question of concern ever since the first penny papers appeared on the street of Nigeria. Their influences were widely debated during the

nineteenth century. Most intellectuals were soon convinced that the press was dangerous because of its great power to sway elections and shape public opinion.

After the new century began, when the movies came and then radio, and then television people began to fear that the media had other unwholesome and even dangerous effects. They worried that political demagogue would use the media to lead the masses into accepting totalitarian societies. But most of all they feared the effects of mass communication on their children.

Mass media and broadcast media in particular are very important socializing agents. They are impersonal sources and they reach large and heterogeneous audience. The broadcast media is a very educative and do not only transmit information and message but also provide pictures of government activities, to teach individuals public norms and values accepted by the society and also reinforce such norms and values.

Media can empower people, by giving them platform for diverse opinions, participating in government and engaging in collective work.

Broadcast Media and National Development

Media's role in national development can be analyzed from political, economic and social perspectives. In the political sphere, media's role can be found in the areas of democracy and good governance, political transparency, foreign policy, human rights, war on terrorism, and public relations. In the economic sphere, media can play their role in the areas of economic policy and growth, economic empowerment, advertisements and tourism, business and investment, etc. In the social sphere, media's role cover social issues, such as corruption, criminal violence, communal conflicts, prostitution, war on drugs, population control, education, food security, and public health (especially on Acquired Immune

Deficiency Syndrome (AIDS) and Severe Acute Respiration Syndrome (SARS)). Some of these areas will be examined accordingly.

Media and Political Development: The media can affect politics and culture, supporting institutional change and development. Communication is not only a tool for the expression of ideas and opinions, but very often acts as catalyst for development of the society. The exercise of free expression allows all sectors to debate and construct solutions for political problems. Some of the areas in which political solutions are sought through the role of the media are discussed below:

- a. **Democracy and Good Governance.** The mass media form an important and influential bridge, a crucial channel, between government and people. The right to democratic governance is a fundamental human right to be exercised by people through free and fair elections. Accountability of political leaders to the people; transparency in political, economic and social affairs; recognition of the views and opinions of the public in the formulation of policies; and providing citizens the opportunities to discuss, without fear of intimidation, policies and issues, constitute the measure of good governance . Free, fair and accurate media is essential to a healthy, functioning democracy. Media are required to enable the public make informed electoral choices; have effective input into public affairs; ensure that the rule of law is upheld; and that the mechanisms designed to check abuses of power can function properly. Overall, the media therefore act as “facilitators to check dictators, arrogant leaders and political elites that think they can get away with their actions” (Edwards, 2010).
- b. **Political Transparency.** Transparency refers to the political values of openness and democratic accountability. According to Balkin (2008), it encompasses three political

virtues; informational, participatory and accountability. The media can make the political system more transparent by helping people understand the operations of government, participate in political decisions, and hold government officials accountable. It is however worthy of note that the media can be manipulated by politicians by diverting audience attention, and “supplement politics with new realities that crowd out and eventually displace other political realities and political issues.

- c. **Foreign Policy.** “National policy,” observed Schlesinger, “is determined by the plight of the Kurds or starvation in Somalia, as it appears on the screen (Schlesinger, 2002). Dubbed the “CNN Effect,” it refers to the media’s ability to affect the conduct of US diplomacy and foreign policy. A commonly cited example is the Clinton administration’s response to the mortar attack on a Sarajevo market in Bosnia in 1994. Natsios however points to the shortcomings of the “CNN Effect” theory. According to him, if one examines the record of US policy involvement in overseas humanitarian crises, it may be concluded that “the so-called CNN Effect has taken on more than it deserves as an explanation for responses emanating from the policymaking process...” Rather, media attention follows official actions.
- d. **Human Rights.** Human rights are the rights which every human being is entitled to enjoy and to have protected. The media can defend these rights as enshrined in national constitutions and recognized by the Universal Declaration of Human Rights (UDHR). Such rights include the right to life, freedom of speech, freedom of association, and the right to a fair hearing. By giving voice and information to the people, the media automatically protects the freedom of speech. Media attention can prevent or deter the abuses of human rights by despotic regimes, as was the case of apartheid South Africa,

former Yugoslavia and Idi Amin's Uganda, not always by changing the character of such regimes, but more by focusing international condemnation of their actions.

Media and Economic Development: Media can boost economic development by promoting good governance and empowering citizens, so that economies can function better. The Georgia Economic Developers Association (GEDA) defines economic development as a sustainable process of creating economic opportunity for all citizens; stimulating business investment; diversifying the public revenue base; and enhancing quality of life. Economic development, according to the US Department of Commerce, is fundamentally about enhancing the factors of productive capacity of a national economy. It is about economic growth, increase in competitiveness, sustainable development, reduction of poverty and inequality, increasing wages and benefits, and industrial policy. The key areas associated with media contribution to economic development are:

- (a) **Business and Investment Environment.** For economy to grow, it requires the enabling environment for businesses and investments to flourish. The media can provide atmosphere for healthy trade; foster business climate of transparency and accountability; and ensure that accurate financial information is available to potential investors. Global and foreign media report on international economic issues, currency markets and international trade. The media can however make or mar the enabling environment. Publications on threats to the national security environment, such as wars, civil unrests, epidemics (AIDS, SARS, etc), violent crimes, corruption etc., are known to have scared away investors. The consequence could be capital flight, disinvestment, and decline in production and services. Freedom of expression as a fundamental right must go with corresponding media responsibility. It should be noted that the media, though committed

to getting the story right, are also in the business of reporting exciting news to sell. If not well balanced, by taking cognizance of national interest, such news can have a devastating effect on national economy.

- (b) **Economic Empowerment.** The poor and women are usually the economically disadvantaged groups in most societies. The media enhances the ability of poor and disenfranchised members of society to make their voices heard. They have the duty to expose the living conditions of the poor and the oppressed, so that the leadership would feel some pressure to act. The media can also help in sensitizing government programmes on poverty alleviation and economic empowerment, so that public services are made more responsive to the poor. On women, empirical studies show that women's access to the media is associated with better income and education, in addition to better health and fertility outcomes (Thomas, Strauss & Henriques, 2001, p.198-211).
- (c) **Economic Growth.** The use of media all over the world has not only reduced the gap of information, but has also contributed to the economic growth of nations. Communication, has contributed to the rapid economic development of countries like Taiwan and South Korea, while the "Satellite Instructional Television Experiment" in India contributed to the agricultural production and enrollment of children in schools (Hornick, 2008).

Media and Social Development: The World Bank defines social development as development that is equitable, socially inclusive and therefore sustainable. Social development promotes various institutions at all levels that are responsive, accountable and inclusive. It empowers the poor and vulnerable people to participate effectively in development processes. To play a role in social development, the media assist the society in

tackling problems of corruption, criminal violence, communal conflicts, public health and related issues.

a. Corruption. Corruption has been defined as the abuse of public power for personal gain or for the benefit of a group to which one owes allegiance. Corruption is said to distort economic and social development. It does so by “engendering wrong choices and by encouraging competition in bribery rather than in the quality and price of goods and services...” (Langseth & Stapenhurst, 1997). The media can expose corruption in both the government and corporate sector. According to them, media can act as a force against corruption in ways that are both tangible and intangible. For Ogosoo (2009), it is the media’s key role to educate society about corruption, and secondly, as watchdog, to expose the acts of corruption. Media reports can affect the reputation of key individuals. Since people care about their reputation, media attention can provide strong incentives for changing behaviour, therefore reputational penalties and rewards can be powerful in ensuring accountability toward constituents.

b. Communal Conflicts. Racial violence in urban America and Europe; widespread ethnic rivalry and religious intolerance in parts of Africa, Asia and the Middle East; and widespread prejudice and discrimination against national minorities, are all part of the global landscape of daily news reporting. The outbreak of conflict in the Balkans (2002), genocide in Rwanda 1994 and the simmering conflicts based on religious rivalry and ethnic differences in Liberia, Sierra Leone, Nigeria, India, Indonesia, and the Middle East, are recent examples. The most important question therefore is how should the media foster balance over bias, communication over confrontation, insight over ignorance, when reporting events on conflicts? This is an important challenge to the media. Free from bias

in reporting, the media can play the role of enhancing political stability and national integration, especially in multi-ethnic, multi-religious heterogeneous societies like India and Nigeria. The media must therefore “have their fingers on the pulse of the people,” because they have “a pious obligation not to jeopardize or harm the welfare of the society” (Reddy, 2002).

- c. **Disasters.** The electronic and print media provide extensive coverage of disasters, particularly those with strong visual impact. Radio and television could broadcast early warnings, evacuation information and increase public awareness about risks and responses.

As a medium, one of the most basic applications of the television lies in its ability to portray the devastation of disasters, both as they occur and in their aftermath. Fry identifies major categories of disasters: natural, such as earthquake, floods, hurricanes and drought; technological, such as plane crashes, oil spills and nuclear reactor failure, such as Chernobyl (2006).

When disasters occur, the media play multiple roles:

- i. Purvey information on incidents.
- ii. They can impact news of impending disaster, convey the effects of events that have taken place or are unfolding.
- iii. Natural disaster coverage can lead to political action.
- iv. Disaster stories may evoke sympathy, community solidarity, and national action.

Public Health Campaigns: Media are very important for public health campaign, especially against epidemics and other fast spreading diseases, such as AIDS, SARS, and Ebola. Media can improve public health efforts as demonstrated by successful AIDS

education campaigns in Thailand and Uganda. The recent media campaign on leprosy in Brazil which has the second highest number of cases in the world, for example, employed the nation's 13 major television stations and 2300 radio stations, resulting in a remarkable response of 600 telephone calls daily on the national helpline.

Likewise, an integrated media campaign was successful in India and Nepal, resulting in 200,000 people seeking treatment of leprosy as well as helping to dispel misconceptions about it. With an estimated four million cases in 2001, India has the second highest number of AIDS in the world after South Africa. Media campaign in India involves more than 1000 broadcasts aimed at more than half the BBC World Service Trust Population and more than 3500 video screenings of the programmes planned for villages. The programme involved drama (*Jasoos Vijay*), 'reality' youth show (*Haath se Haath Milaa*), radio phone-in on personal health (*Chat Chowk*), and advertising spots. According to Quraishi, the media campaign will "head off the threat of AIDS to our country's social and economic development." In 1978, the WHO, United Nations International Children Educational Fund (UNICEF), and United States Agency for International Development (USAID) embarked on a crusade, through media campaigns, to combat infant mortality in the developing world, which averaged 200 per 1000 live births, as a result of preventable diseases such as diarrhoeal dehydration, measles, small pox, and respiratory infections.

The Impact of Broadcast Media in Political Mobilization

The broadcast media is referred to as the watchdogs of the society because it watches over the society, warning of impending dangers and against aberration. Their fundamental function includes informing, educating, interpreting and entertaining. The broadcast media reports on government activities, politics and programme and informs government about the

people's aspirations and fears (Onuorah, 2005, p.45).

Broadcast media refers to the use of electrical impulse to transmit voice or visual messages to a large audience. The broadcast media has an enormous power to inform, enlighten and or educate a large audience at the same time.

The broadcast media are a very powerful instrument for mass mobilization. They are capable of making things, they can make or destroy, they can be used as instruments to instigate war under certain conditions or even foster peace initiatives; they can promote or hinder development. As one of the major components of mass communication, the Broadcast media have been very instrumental to the success or otherwise of democracy in Nigeria.

They are medium for mass mobilization and integration. As an aspect or adjunct of mass communication, the broadcast media have become a widely acceptable tool for advancing democracy both in the developed world and developing /third world countries, it is therefore not surprising that Alexander the very powerful Russian activist enthused that, the mass media which encompass the broadcast media, have become the greatest power within Western countries and more powerful than the legislative, the executive and judiciary put together.

The Broadcast media which encompass both television and radio are a medium which possess and combine visual and sound through a long space to accomplish mass communication. For instance, television has the potentials to deliver messages for both retention and impact on audience, like wise radio has a great potential to reach a large mass, and diverse audience. Together radio and television serve as, very powerful medium for information dissemination, enlightenment and education, and can be very useful if well channeled for enlightenment in democratic processes.

Quoting Oso (2003, p.8), Ocholi (2010, p.9) states that “it is now a cliché to say that democracy need a well informed citizenry,” and this can only be achieved through robust mass media to which the broadcast media is a sub- set.”

The broadcast media identify and give forum to the thinkers in the society, thereby bringing what is distant nearer to use and also make what is strange understandable. Through this means, the broadcast media elevates individuals and groups opinion to the market place of public discussion as pointed out by enemy. Among the opportunities enjoyed by communication none is more important than the opportunity to help shape public opinion.

The impact of broadcast media in shape Nigeria political structure requires total mobilization (that is, bringing the citizens together) of the people, the majority of who are illiterates. Mobilization is inherent in the under developed countries where government own most to the broadcast media and newspapers and strive through the organs to capture public opinion.

According to Aibeze “the most understanding role of the broadcast media in the under-developed countries today must be that of mobilization for development”.

Mobilization as stressed by Peter (2017, p.131) is indicated by broadcast media in stressing the general educative function of news, either about specific pieces of information or by arousal of general awareness of events and their implications.

No state is socially homogeneous, social cleavage produces conflicting interests everywhere. In each country, different issues act as the primary points of mobilization nationalism, classic region and ideology are all favoured rallying cries gathering individuals together enabling them to make their political demands to the state, and to society as a whole. Therefore ethnicity is a legitimate tool enabling groups to aggregate demands and mobilize

politically, ethnicity, after all is the most obvious social divide in Africa.

The broadcast media could be used to mobilize the people of a society when political parties or aspirants advertise their manifesto and propagandas to the society. Aside from praises, the broadcast media may serve to mobilize the people towards elections and voting and for special purposes or to meet arises.

The broadcast media play decisive roles in the lives of the citizens no matter where they are located and whatever their stage of development. The broadcast media are the most potent and sensitive sectors of the communication industry considering the reach and influence they have on their viewers and listeners.

This statement succinctly explains whose relevant the broadcast media is to all the components of the society a power it acquired from its inception and not only during political campaigns. It is this power that grants it the ability to mobilize people and make them participate in mass in political processes.

To further explain the power of the broadcast media in mobilizing the citizenry towards conforming to expected behavior and participation in electoral processes.

The media force attention to certain issues, they build up images of political figures, they are constantly presenting objects, suggesting what individuals should think about, known about, having feeling about. This means, the dominant thought that the people carry about, is influenced by the media's constant projection of what they should be thinking especially concerning the electoral process. This comment conforms to the agenda setting theory which provides explanation to what or how the media can sway the behavior of the people in the society. Given this power therefore, it will not be out of place to say that, the failure or success of any electoral process lies largely in the hands of the mass media, to which the

broadcast media is a strong component.

Innis (2003, p.298) in support of this state that; “While an unbiased and responsible system can contribute to the success of the electoral process, a bias and irresponsible media contributes to the failure of elections.”

Not only do the Nigerian broadcast media possess enormous powers, but its role as an instrument of mobilization dates back to as far as 1965. In other words, the media has been a very active instrument in democratic processes in Nigeria over a stretch of time, until the military dictatorship took the shine from it. However, with the re-entry of civilian rule in 1999, the media viz the broadcast media have resumed its active role of mobilizing the populace for elections. The media or broadcast media played very important roles in elections within 1999 and 2003, suffice therefore to point out that, the roles the media often plays is either responsible or otherwise and has made people pass judgment or often ascribed to failed outcome of elections to it.

National Image Projection: The Role of the Broadcast Media

The Nigerian broadcast media need carry such contents that display efforts to solve the country's problems, efforts to stabilize the polity, improve the economy, and enthrone meaningful freedom and social responsibility. The truth is that people really learn from the broadcast media (Radio and television) and such learning conditions the images they have and their attitude towards Nigeria. The broadcast media can play up any issue or event by the intensity of coverage as well as the slant given to it especially in view of related issues and event.

In this way, according to Ukonu (2006, pp.107-108) they influence the manner in which the audience adjudge issues or event. Ultimately, the people are influenced as to the

kinds of mental picture (images) they formed of the objects of media coverage.

It might be more difficult to change already formed images or even to form a new one. This is why the broadcast media are not powerful in making their audience form images too fast. However, the broadcast media ought to manage the spectacular event in the society with care, as well as make the most routine happenings by reporting them in a way to enhance the country's image.

2.2 Theoretical Framework

Theories are stories about how and why events occur. They are systematic and logical statements of how phenomena are related to one another.

Agenda- Setting Theory

The main thrust of agenda setting theory is that the mass media set agenda on the burning issue in the society for public discourse. Folarin (1998, p.68) observes that agenda setting implies that the mass media predetermine what issues are regarded as important at a given time in a given society. Agenda setting does not ascribe to the media the power to determine what we actually think; but it does ascribe to them the power to determine what we are thinking about. They set the agenda for political campaigns. Agenda-setting theory comes from a specific perspective because it predicts that if people are exposed to the same media, they will place importance on the same issues.

The media often set agenda for the public to follow by monitoring trends and events in the society and raise agenda based on what they have monitored. It is like the beating of the drum by the media and when the public listens to the beating, they begin to dance to the tune of the drum. This is so because whatever issue the media raises, becomes a matter of concern to the public.

Agenda setting theory of the mass media attempts to determine how the popular agenda of the media affects society and attempts to explain why mass media has gained so much power over the thoughts of people everywhere. This theory conceptualizes and explains the different forces that dictate how important issues in the media are perceived by people in the society. McCombs and Shaw regarded Watergate scandals in USA as a perfect example of this theory. The theory also takes a back-to-the basics approach to communication theory and research. The agenda setting theory was first discussed during the 1968 presidential election. The theory is a robust and widespread effect of mass communication, an effect that results from specific content in mass media (McCombs, 2004). The agenda setting theory with the prevailing selective exposure hypothesis, reaffirming the power of the press while maintaining individual freedom.

In their groundbreaking study, which was first discussed and measured during presidential campaign (McCombs and Shaw, 2004), they believed that the theory created a cause and effect relationship between the media and public agenda. They emphasized that the media influences the way the public think. The theory attempts to prove that the media is able of telling the public what current issues created by the mass media in a given society, that is, the theory was discovered to create public awareness of issues created by the mass media.

However, the critiques alluded to Agenda Setting Theory was that the theory was made in the 1970's before personal un-massed media devices were available to everyone. The power of agenda setting that McCombs and Shaw describe may be on wane, even though scholars argued that the changing media merely opens up the theory to new domains (Griffin, 2012). The issue is that the media may not have as much power to transfer the salience of issues or attributes now as a result of users' expanded content choices and control over

exposure. With un-massed media, the agenda setting theory may lose its relevance completely overtime.

Despite the aforementioned critiques, the theory looks more central to the study because it set a nation's agenda and focuses public attention on a few key public issues. Not only do people acquire information about public affairs from the media, readers and viewers also learn how much importance to attach to a topic on the basis of emphasis placed on it in the news.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

The survey research design was used in this research work. It was used for a number of reasons, for years now survey research method had been considered suitable research instrument employed in view of the people about why they behave in a particular manner and how will they behave in a certain condition.

Psychological variable variables are not interested in relations among social variables; they are more likely to be interested in what people think and do the relationship between sociology and psychology variables. The survey research method was also chosen because of information and reliable data.

Furthermore, the survey research method was used because when a population is too large to get information from, it is probably the best method available to social scientist interested in collecting original data for describing population that is large.

3.2 Population of the Study

The population of study of this research was people of Etsako West Local Government. According National Population Commission (2006), Etsako West Local Government has total population of 197,609. The people of Etsako West are largely Farmers, Traders, with a good number of them in the public and civil service.

3.3 Sample Size

Many a time, an entire population would not be easy to study due to time and resource constraints. The usual approach in this situation would therefore entail taking sample. Considering the fact that the population of the area would be too bogus, sample size of 400

respondents were selected for this research population. A sample of 400 was drawn from the population using the Taro Yamane Sample calculating formula. The formula is:

Where:

$$\frac{n = N}{+N (0.5)^2}$$

Where

n = Sample

N = Population

0.5 = allowable error

$$= \frac{197,609}{1 + 197,609 \times (0.5)^2}$$

$$n = \frac{197,609}{197,610 \times 0.0025}$$

$$n = \frac{197,609}{494.025}$$

$$n = \underline{400}$$

3.4 Sampling Techniques

The purposive sampling technique was employed to select the sample size of the study. According to Ikeagwu (1998, p.189), “the basic assumption behind purposive sampling method is that, with good judgment and appropriate strategy, one can hand– pick the cases to be included in the sample that is satisfactorily in relation to ones needs”

3.5 Validity of the Instrument

The questionnaire was the instrument used to collect data for this study. According to Obaze and Onosu (2009, p.35-36), instrument in research refers to any tool used to collect data or information from respondents.

3.6 Reliability of the Instrument

The reliability of the research instrument is the degree to which it can yield consistent finding when replicated. The reliability of the instrument was gotten from pilot test that was conducted by the researcher.

3.7 Method of Data Collection

As a primary method of collection, the questionnaire was adopted because it has the number advantage of being administered to a large number of people at the same time. It requires less skill to administer and respondents have greater confidence in their anonymity.

However, questionnaire with close ended questions were administered and residents of Edo state. The questionnaires were personally administered to the respondents.

A total of 400 copies of questionnaire were distributed to respondents while only 250 copies were returned valid.

3.8 Method of Data Analysis

The method used by the researcher in analyzing data which were collected from respondents was simple percentage. The data collected were tabulated and itemized according to the responses received.

It was done in this way:

$$\frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS PRESENTATION

This chapter will present and analyze the questions (questionnaire) that guide the study.

4.1 Data Presentation and Analysis

Data are analyzed with tables in this way:

Table 1: Gender

Gender	No. of Respondents	Percentage
Male	212	53%
Female	188	47%
Total	400	100%

Above table reveals that out of 400 respondents, 212 (53%) of the respondents are male while 188 (47%) respondents are female.

Table 2: Age Distribution of Respondents

Age Bracket	No. of Respondents	Percentage
18-25	100	30%
26-50	200	50%
51 above	100	20%
Total	400	100%

From the above table, it reveals that out of 400 respondents, 100 (25%) are 18-25 years, 200 (50%) are age from 26-50 while 10 (24%) are 51 years upwards.

Table 3: Occupation of Respondents

Occupation	No. of Respondents	Percentage
Student	80	20%
Employed	100	25%
Unemployed	62	15.5%
Retired	58	14.5%
Total	400	100%

The table above shows the occupational status of the respondents, where 80 (20%) are students, 100 or 25% are employed, 62 (15.5%) are unemployed, 58 (14.5%) are retired.

Table 4: Marital Status of Respondents

Marital Status	No. of Respondents	Percentage
Single	70	17.5%
Married	225	56.3%
Divorced	55	13.8%
Total	400	100%

This table shows that 70 (17.5%) of the respondents are single, 225 (56.3%) of them are married while 55 or 13.8% are divorced.

Table 5: Do the broadcast media mobilize people towards national development?

Options	No. of Respondents	Percentage
Strongly agree	140	35%
Agree	130	32.5%
Strongly disagree	60	15%
Disagree	70	17.6%
Total	400	100%

The above table shows that 140 (35%) of the respondents strongly agreed that the broadcast mobilize the people towards national development, 130 (32.5%) agree, 60 (15%) strongly disagreed, 70 (17.6%) disagreed.

Table 6: Respondents' opinion on broadcast performance.

Options	No. of Respondents	Percentage
Very good	50	12.5%
Good	180	45%
Fair	103	25.8%
Poor	67	16.8%
Total	400	100%

In the table above, 50 (25%) of the respondents say very good to the question raised, 180 (45%) of the respondents say good, 103 (25.8%) of the respondents say fair while 67 (16.8%) say poor.

Table 7: How often do broadcast media carry quality of coverage on burning issues on national development in Nigeria?

Options	No. of Respondents	Percentage
Very often	232	58%
Often	96	24%
Not at all	72	18%
Total	400	100%

This table shows that 232 (58%) of the respondents say very often, 96 (24%) say often, while 72 or 18% say not at all.

Table 8: How would you rate the broadcast media's role in highlighting issues of national development?

Options	No. of Respondents	Percentage
High	190	47.5%
Normal	132	33%
Poor	74	18.5%
No idea	4	1%
Total	400	100%

From the above table, 120 (60%) of the respondents say high, 62 (31%) say normal, 14 or 7% say poor while 4 or 2% say no idea.

Table 9: How would you rate broadcast media patronage on national matter by the people?

Options	No. of Respondents	Percentage
Very high	102	25.5%
High	130	32.5%
Normal	95	23.8%
Low	63	15.8%
Poor	60	15%
Total	400	100%

From the above table, 10 (25.5%) of the respondents rate radio very high, 130 (32%) of the respondents rate it high, 95 (23.8) of the respondents rate it normal, 63 (15.8%) of them rates it low, while 60 (15%) rated it poor.

Table 10: Do the broadcast media balance their reports on national development?

Options	No. of Respondents	Percentage
Yes	255	63.8%
No	145	36.3%
Total	400	100%

The table above shows that 255 (53.8%) respondents say yes that the broadcast media balance their report on national development while 145 (36.3%) of the respondents says no.

Table 11: How would you rate the quality of coverage of national development by the broadcast media?

Options	No of Respondents	Percentage
High	240	60%
Low	155	38.8%
Poor	5	1.3%
Total	400	100%

The quality of broadcast media coverage of national development was rated high in the above table by 240 (60%) of the respondents, 155 (38.8%) say low while 5 (1.3%) say poor.

4.2 Discussion of Findings

From the results in the tables, the researcher found out that the broadcast media (radio and television) play a great impact in the mobilization and socialization of the people in any issue of national importance. All the tables showed that the results are positive as regard the impact of the broadcast media (radio and television) in Nigerian political structure.

The tables shall be discussed and summarized one after the other. The first table shows that the broadcast media perform well in mobilizing the people towards political matters by the 3 numbers of people who answered from the first article on the questionnaire. We can also see from table that the number of people who rated the seventh, eighth, and tenth table outnumbered those who rated them low, so, generally the tables show good of the broadcast media coverage.

Table five really shows that the broadcast media play impact in political mobilization and this can be seen by the number of respondents who answered positively to the fifth and sixth articles in the questionnaire.

Table ten actually shows the quality of coverage of national importance by the broadcast media in the area under discussion.

Table nine shows that the broadcast media balance their reports to the people especially to the rural areas when judged by the number of respondents to the article on the questionnaire, the respondents answered positively on the questionnaire.

However, table eight, the rural dwellers patronized radio due to its wide range of coverage of national issue and because of the reach to the rural dwellers.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The findings of this study show that the broadcast media (radio and television) plays a very big role which help to enhance national development. The findings also indicate that the newspaper (print media) started creating political awareness even before independence although the newspaper practice then was not as organized or modernized as we have today.

The findings also show that the broadcast media especially the radio serves as a medium through which the citizens present their contributions and grievances pertaining to the affairs of the government even those from rural areas.

5.2 Conclusion

From the discussion so far, the following conclusion have been drawn from the relevant major findings of the study.

It has been found out that the political consciousness could not have been aroused without the presence of the broadcast media in general, which exposes the inadequacies and hidden political facts in our society.

That the government should also give the broadcast media some breathing space by reducing the laws or censorship restricting the media in general of certain rights so that they can report political and national issues qualitatively.

Also this study has some educational importance which includes helping students under the discipline of Mass Communication to be able to know how to serve the public with good information (news) features and editorial when they become media practitioners.

It will also help those who are to be or who are already in the profession to know that

the rural dwellers are also among the populace who need to know and participate in the political activities of the country, so they should not be neglected.

5.3 Recommendations

The researcher also recommends that:

1. Media freedom is fundamental in democracy therefore it should be non-negotiable.
2. Media must report the truth without undue misrepresentation of facts, sensationalism, propaganda and bias.
3. In reporting, the media must take cognizance of national security and the welfare of the people.
4. Media practitioners must not be influenced by the interests of ownership, both government and corporate.
5. Ownership of the media should be spread to avoid the monopoly of a few, powerful individuals, corporations or governments.

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APPENDIX

Department of Mass Communication,
School of Information and Communication
Technology,
Auchi Polytechnic,
Auchi.

Dear respondent,

I am a final year student of mass communication department in federal polytechnic, Auchi. I am undertaking a research on **“Assessment of Broadcast Media in the Socialization and Mobilization of Nigerians towards National Development”** Your personal view is hereby considered very important in this study as they will contribute in not small scale.

You are assured that every information supplied by you shall be treated with strict confidence. Thanks in anticipation for your cooperation.

Yours faithfully,

Enabulele Confidence
Researcher

APPENDIX 2

QUESTIONNAIRE

INSTRUCTION: Please tick good (where appropriate).

1. What is your Sex? Male () Female ()
2. What is your age bracket? Youth (18 – 25) () Adult (25 – 50) () Old (51 – upward) ()
3. What is your occupation? Student () Unemployed () Employed () Retired ()
4. What is your marital status? Single () Married () Divorced ()
5. Do the broadcast media mobilize people towards national development? Agree ()
strongly agree () Disagree () Disagree()
6. How would you assess the role of broadcast media national development? Very good ()
Good () Poor () Fair()
7. How often do broadcast media carry quality of coverage on national development? Very
often () Often () Not at all ()
8. How would you rate the broadcast media's role in highlighting issues of national
development? High () Normal () Poor() No idea ()
9. How would you rate the broadcast's patronage of national development? Very high ()
High () Normal () Poor ()
10. Do the broadcast media balance their reports on national development? Yes () No ()