

**AUDIENCE PERCEPTION OF EFFECTIVENESS OF RADIO CAMPAIGN ON
POLITICAL TOLERANCE AMONG RESIDENTS OF ILORIN METROPOLIS**

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ABSTRACT

This study examined the audience perception of effectiveness of radiocampaign on political tolerance among residents of Ilorin metropolis. In conducting this study, four objectives, -to: determine attitudes of residents of Ilorin metropolis towards solid waste management, ascertain the perception of the residents on the roles of the radiocampaign on political tolerance among residents of Ilorin metropolis, measure the extent to which radiocampaign on political tolerance contributed towards enlightenment on politics in Ilorin metropolis, it determined the level of public awareness on the radio stations campaigns, the research and Questionnaires were administered to 100 (sample) respondents in the 12 political wards of Ilorin metropolis area, Kwara State, the sample was selected from 100 populations based on calculation table. Multi-stage sampling technique was used to distribute the sample. Cross-sectional survey method was adopted. The data collected were statistically presented and analyzed using descriptive analyses. The researchers discovered among others that: Radio has engendered behavioral change and the residents so far have been inspired to attitudinal change through enlightenment campaign on the radio, these radio stations have challenged government. It is evident that these stations engage the residents on clean and green environment through their programmes and non-programme messages. The study recommends that radios should further be used for development communication which would in turn further sensitize the public on other basic needs to sustain and maintain the political tolerance.

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CHAPTER ONE

INTRODUCTION

Background to the study

The mass media as a communication tool hand and are still exerting great influence on a wide range of political and social issues globally. On the one hand, media can be used as a political instrument for building a nation and promoting the legitimacy of a regime by shaping the nation's political culture and influencing its public opinion. On the other hand, media can function as a watchdog of government performance. Realizing that mass media can play very important roles in influencing politics, scholars in both political science and communication studies have conducted considerable research to explore the interaction between media and politics. Black's politics and news (1982), Horowitz's Power, politics and people and people (1963), Seymour-Urals the political Impact of mass media (1976), India's mass media and society (1972), Collins and Moron New media New politics (1996), Wheder's politics and the mass media (1997), Sprowle's propaganda and Democracy (1997) and May Patricia, and Scheufele Media effects on political and social trust (2000) are examples in this regard.

A part from the studies in these areas, theories have been created to explain the power the media has in the society, some of these theories, Lasswell's propaganda theory (1938), McClelland and Shaw's agenda setting theory (1972) and Tuchman's framing analysis theory (1978) are the most relevant ones in the study of media effects on politics, they all directly study the interaction between media and politics, and each study assumes that media can play a powerful role in influencing politics both within one nation and between nations.

The media is made up of both print and digital encompassing both broadcast media and social media, the media play a huge role as versatile means of communication in every society. Radio's usefulness for example is primarily journalistic education, cultural enlightenment, people mobilization, societal propaganda and entertainment.

Radio also promotes developments economically, increase political participation and the general awareness on national issues to inspire unity in the society.

Media cannot be eradicated in any political system especially in a democratic society. They make up the fourth estate of the media is not, it is independent, free of government influence and primarily responsible to the public, the media create awareness among the public by letting them know the problems and issues the state is faced with and their possible solutions or consequences if any media dictate the agenda of the day by possible solutions or consequences. If any media dictate the agenda of the day by putting ideas and thought before the people for them to think and talk about.

In Nigeria, the media has been instructed in political in political transforming the minds of the public according to Akpan (1987, p.22) Media information has a tremendous energy for change. Change in political context refers to the opportunity for improvement in the political sphere of the people and taking away ignorance in political, the electorate need media information to ensure full participation in elections knowing what is required of them. Furthermore, Ezeokoli (1988) in her article "mass media and social political transformation" noted that the politics of any nation depends heavily on the mass media as platforms of articulating and marketing of ideas and issues on national problems to the people.

This study will therefore examine the contributions of radio campaign on political tolerance among residents of Ilorin metropolis.

Statement of Research problem

In democracies globally, the media primarily function as the watch dog of the people. They mobilize and inform the people creating awareness on political culture of the time. The mass media has a role in educating the public on the system of politics especially where the orientation of the citizen of a nation is poor towards politics, which affects their perceptions of political legitimacy of a government.

In recent times, the media in Nigeria has evolved from its role as a channel for communication to a tool of continual enlightenment of the public improving public lifestyle and redacting ignorance. The role of radio, as an instrument of political mobilization cannot be overemphasized. Radio continued participation in political affairs has raised interest of political aspirants as they are ready to use radio to pursue their own personal interest. Radio due to its universality of context can reach the people on a wide scale affecting democratic growth of the nation.

The media can be considered windows, through which the political landscape of a country and external observers. In other words, the media can be used as explanatory factors for politics unlike many of the liberal-democratic societies, where great attention has given to the roles of mass media in affecting the nation's political life, the media's roles have been marginalized, if not ignored completely, in the study of Nigerian and society at large. Although there are a number of available studies on the media's roles in Nigeria politics, few of them provide systematic and updated analysis of how dynamic the media has been in reforming and the political participation rate of the Nigeria people.

Objective of the Study

The objective of the study is to see how well media outfits, using Ilorin metropolis, help in creating awareness on political issues in Ilorin area of Kwara state.

1. To find out if Ilorin metropolis played an important role in creating awareness during the political process.
2. To find out if Ilorin metropolis information on the political process was taken as a credible source of information.
3. To determine the extent to which the political programs are by residents of Ilorin metropolis

encourage political participation amongst it's listeners.

This research seeks to determine how well the media has carried out its function as an instrument of political mobilization and information dissemination.

Research Questions

The following research questions will aim to guide the study:

1. To what extent did residents of Ilorin metropolis create awareness on the effectiveness of political tolerance.
2. To what extent were campaign and electoral information on political tolerance perceived as credible by the residents of Ilorin metropolis
3. How well did the people of Ilorin metropolis enlighten and inform its listener during the political processes.

Significance of the study

The study will see to what extent the media (Radio) has an effect in mobilizing and increasing political participation amongst the people in Ilorin metropolis. It also will let us know if the media (Radio) has people of Ilorin metropolis towards political issues in light of information gathered and their role as an electorate in determining their leaders.

Scope of the Study

The study will look at Ilorin metropolis area of Kwara state and the people in Ilorin area of Kwara state as the primary reference of the study. Also it will focus on areas that concern radio station fulfilling its role as a social informant and also as the watch dog of the people in the electoral process.

It will also look at how political discussion on programs being aired improves the political orientation of the people.

Operational Definition Of Terms

1. Politics: in the study refers to the process necessary to make binding policy decision of the community and to increase patronage in government activities.
2. Media: refers to radio as a channel through which government, institutions, and political interest group communicate with the citizens of a nation.
3. Political Mobilization: refers to the process of becoming attentive and active towards the political demand of the nation ensuring they take part in political activities, as electorate in exercising their right to vote making awareness for the need to participate actively and fully in the electoral process.
4. Political participation: this refers to participation of people in selecting their leaders by participating in the election process of selection.
5. Radio programs: These are the on-air programs on politics during the electoral period of 2015.
6. Electoral process: Refers to the seasonal exercise of selecting and voting in leaders into government of democracy and political awareness.

CHAPTER TWO

LITERATURE REVIEW

Conceptual Framework

Radio is very powerful because it reaches a huge audience quickly and because it allows the people in that huge audience to interact with one another one more easily than television viewers or newspaper readers. The power of radio grew as news could be reported more quickly on radio than in newspaper or on television, because the technology is simpler accessibility in radio made its prominence increase as any owner of radio set can hence into radio programmers conveniently. Its inclusiveness won it over in the hearts of many as radio can reach most people, including the poor, the marginalized and those who cannot read or write.

Ochongor (2008) sees the media as a multiplier of sources of knowledge, raise levels of resources of knowledge and level of aspiration. It is this source of knowledge gotten from information rendered, that makes radio broadcasting a vital information source. Ohoh (2008) captured his thoughts on the role of the media. The mass media institutions provide information daily to aid the steady development of the citizen as well as other socio-economic and political organizations that operate within the country. Ohoh's points bring to the fore the connection between the level of socio-economic and political operation within the country.

Brief History of radio broadcasting in Nigeria

Radio broadcasting started in Nigeria in 1932, this was when the country was still under colonial rule. It aired programs from the British Broadcasting Corporation (BBC) which was created through a paramilitary act to take over from the Nigerian Broadcasting Service, which was seen by the people as a puppet under the guidance or the background and ownership of a radio was a social symbol.

Radio media serves as a medium of providing essential information. It plays an essential role in creating awareness for mobilization of people in both urban and rural areas of any country. Radio is said to be one of the most efficient and effective media in any country. Okunna (1999) explained radio effectiveness as "having the capacity to cut through the barriers of illiteracy and infrastructural facilities which are major limitations to print media",

This explains why there is no difference in the impression; the western world has of Nigeria and any other African Nation. This situation can be greatly improved if one *figure out of*

ables to more effectively explain it. When we examine things from a different perspective are more likely to achieve a better understanding of it.

Radio Broadcasting

McQuail (2010) establishes that radio notably refused to die in the face of television and it has prospered on the basis of several distinctive features. As a medium it is much cheaper and more flexible in production and also cheap and flexible in the use for its audience. There is no longer limitations on the place where radio can be listened to or the time of reception, since listening can be combined with other routine activities and has possibilities for interaction with its audience by the way of telephone and can accommodate many different genres.

Radio broadcasting also can be done via cable, local wire television networks, satellite radio and internet radio via streaming media on the internet. The types of signal can either be analog audio or digital audio.

Digital audio is broadcasting format that can be used to record, store, generate, manipulate and reproduce sounds using audio signals encoded in digital form. Analog audio is a technique where recording broadcast signals, music sound and other aspects of a broadcast is recorded then playing back for airing. In analog audio the signals are stored as continuous signals.

Types of Radio Broadcast

FM: Frequency Modulation – A method of impressing data onto an alternating current AC wave by varying the instantaneous frequency of the wave. The FM refers to frequency modulation and occurs on VHF frequency. This is short wave signals restricted to a particular area of coverage, not travelling great distance.

AM: Amplitude Modulation – where the amplitude of a carrier's wave is varied in accordance with some characteristics of the modulating signal. This is one of the earliest broadcasting stations to be developed.

New Technology in broadcasting

HD Radio - HD Radio technology transmits digital audio and data alongside existing AM and FM analog signals. According to the developer of this technology makes your HD radio sound like FM and FM sound like CDs. HD Radio offers FM multicasting. The ability to broadcast multiple program streams over a single FM frequency, static free, crystal clear reception and a variety of data services including text based information through radio.

Political Mobilization

Mobilization is the organization people social groups with the same interest together for a particular course. Mobilization is creating a relationship between two parties, the individuals and the cause or interest group involved. The concept of mobilization consists of three major steps: Interest formation amongst the intended parties and individual community building based on trust from the same interest created, and lastly the action process.

Political Mobilization can be defined as the attempt of mobilized actors to influence and change the political belief and situation already existing between the individual and political interest groups or parties.

According to Stefano Barlolini (2007) State the types of practical mobilization downwards mobilization looks at how to mobilize actors from the smaller group to form a larger enclave of ideas, there's also the historical mobilization which is based on past of the party history and progress while in power. The Leninist concept of mobilization via it from a political party view, grass-root or populist mobilization and the ideal. Democratic model of mobilization where mobilization is done by popular vote or ideals of the party.

Since the media deal with the provision relevant information, politics form a major topic that arouses public interest and debate. Merkl (1967) described politics as "A notable quest for good order and justice at its best and at its worst, as a selfish grab of power, glory and riches". Umechukwu P. (1997) also described politics as the "conjuring the image of power domination and struggle to grab state apparatus to make citizens life better or to enrich their pockets. In order to understand the importance of politics to the society, before we can appreciate the role of the media in mobilizing the populace to participate in the political process, we can quote Harold Lasswell (1936) expression of politics as "who gets what, when and how". This implies the sharing of available resources by those in position of authority.

Media and Elections

The media are essential to the conduct and process of elections especially a democratic election

Buttler (2006) says in election campaigns, the media is particularly important. In a free and fair election being able to cast a vote without intimidation is priority but not the only thing, the public ability to have the requisite information about various parties, their policies, the candidate's his or her manifesto and of mainly the process of voting. The twist in this is in order to ensure that media freedom, a degree of regulation is required. Media funded out of public money, should be required to give fair coverage and equitable access to opposition parties. Also the voters have the right accurate complete information, the same way parties and electoral candidates are entitled to use the media to get their messages across to the electorate. This analysis itself is important in safeguarding against interference and total corruption in of the elections.

The media is a powerful tool in the hands of politicians as they use its influence and reach to affect and influence the minds of voters come to the knowledge of politics through the media. The media during election season covers majorly news related to politics as its priority, either about politician or political parties. Voters may not have a direct link to politicians and their activities through the media (Five points lede, 2010)

Theoretical Framework

(2006) defines theory as a body of knowledge, which may or may not be associated with particular explanatory models, to theorize is to develop this body of knowledge. Griffin (1994) went on to define theory as an idea that explains an event or behavior. It is an organized, systemic body of knowledge that explains a

phenomenon. There are foundations upon which predictions are made. Earl Babbie (1989) defines a theory as a generalized comprehensive set of statements relating to different aspects of some phenomenon. Also, McQuail (1983) defines theory to consist of a set of ideas of varying status and origin. Which seeks to explain or interpret some phenomenon.

The Agenda-Setting theory

The proponents of this theory including Mc Combos and Shaw in 1972-1973 made reference to agenda setting function of the media. In their study on the 1968 presidential election in America, they were able to determine the degree to which the media determine public opinion.

The theory asserts that media set agenda for political participation. It describes the 'Ability of the news media to influence the salience of topics on public agenda'

According to this theory, mass media audience judge important what media judge as important. By implication, media help people to determine what is important in public discourse. The theory describes the very powerful influence of the media, the media's ability to tell us what issues are important, and what persons are important in the society. Those issues and individuals who the media choose to publicize become the issues and individual we think and talk about.

Radio audience attach a great level importance to the message gotten from radio, the issues discussed and the news items reported as the press has great success at telling people what to think about.

Cohen (1963) in Baran and Davis (2012 p346) explained further that "the press is significantly more than a purveyor of information and opinion. It may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its reader what to think about. Media audience learn not only

about a given issue but how much importance to attach to that issue from the amount of information a news story and its position”.

The theory provides a basic framework in understanding the relationship between radio and the perception of the audience to media messages. Its relevance to this study is its usefulness in explaining the reaction of individuals exposed to constant radio messages on the elections, and the electoral process and will be unconsciously thinking about it. This will be used for evaluating the role of radio in creating awareness. The amount of focus radio gives to politics in creating awareness. The amount of focus radio gives to politics determines the level of attention its audience will give to it.

Framing Theory

Framing theory of mass communication effect began as an offshoot of the agenda setting theory. The process of framing illustrates the process to which the media shapes public opinion on events and topical issues. According to Baren and Davis (2012), framing theory asserts that people use expectations of the social world to make sense of their world. The mass media audience makes use of the information it gets from the media to access their immediate and external environment.

Framing differs significantly from these accessibility based models, because it is based on the assumption of how an issue is characterized in news reports can have an influence on how it is understood by audience. According to Pan and Kosicki, (1993) framing is often traced back to roots in both psychology and sociology. The psychological origins of framing lie in experimental work by Kahneman and Tversky (1979, 1984), for which Kahneman received the 2002 Nobel prize in economics (Kahneman, 2003). They examined how different presentations of essentially identical decision making scenarios influence people's choices and their evaluation of the various options presented to them. The sociological foundations of framing were aided by Goffman (1974) and others who assumed that individuals cannot understand the world fully and constantly struggle to interpret their life experience, to make sense of the world around them. In order to efficiently process new information, Goffman (1974) argues, that individuals therefore interpretive schemas to classify information and interpret it meaningfully.

Relevance of the theory to this study

The relevance of framing theory to this work provides an understanding to how radio constructs its messages to suit its audience's needs. It is relevant also as it allows us to understand how information on politics and election are put in a way that the audience can understand and find useful.

The theory's foundation being psychological and sociological helps us interpret how the audience uses the reports and information on election and politics gotten from radio to access their immediate political environment.

Theory of voting behavior

Diener, E. (2000) said voting behavior is the degree to which voting decision is affected by internal processing system of political information and external influence, that alters the quality of making truly democratic decisions. To make inferences and predictions about behavior concerning a voting decision, certain factors such as gender, race, culture or religion must be considered. Moreover, key public influence includes the role of emotions, political socialization, tolerance of diversity of political views and the media. The effect of these influences on voting behavior is best understood through theories on the formation of attitude, beliefs, schema, knowledge structures and the practice of information processing. For example, surveys of different countries indicate that people are generally happier in individualistic cultures where they have rights such as the right to vote.

Relevance of the theory to the research

The theory aids the study in understanding the various things that may affect voters in voting participating in elections. It also analyses the social orientation influence that can create bias in accepting the information that radio disseminates on its program about politics and the election process.

2.2.3 Media Social Responsibility Theory

According to John C. Nerone (1995), the theory was propounded by the Hutchins Commission (whose official name was the Commission on Freedom of the Press) was formed during World War II. When Henry Luce (Publisher of Time and Life magazine) asked Robert Hutchins (President of the University of Chicago) to recruit a commission to inquire into the proper function of the media in a modern democracy.

After deliberating for four years of deliberation, the commission came to this conclusion in 1974. The press plays an important role in the development and stability of modern society and, as such, it is imperative that a commitment of social responsibility be imposed on mass media. According to this social responsibility theory, the press has a moral obligation to consider to overall needs of society when making journalistic decisions in order to produce the greatest goods. Though there had been journalism "Codes of Ethics" for decades, the commission report was considered landmark by some scholars they believed it was a pivoted reassertion of modern media's role in a democratic society (John C. Nerone 1995)

Social responsibility theory was born at a time when large and powerful publishers were unpopular with the public, and when the public had a high degree of suspicion about the motivations and objections of the press. The press had much roomed into an unwildly and powerful entity, and criticism of the fourth estate was widespread. Critics contended that the media had monopolistic tendencies that corporate owners were not concerned with the rights or interests of those unlike themselves, and that commercialization produced a debased culture as well as dangerously selfish politics.

Relevance of the theory to the study

The theory aids the study in explaining the responsibility of the media to the people. Not only as a watchdog of the government but with its power as a tool of informing the people with appropriate to govern them adequately.

Political information is now accepted as an important factor in the sustained development of any society because it reduce uncertainty, and enhances awareness of possible action to take problems lack of inform is argued to act as barrier to development because of importance of information provision in "capacity building" and "empowering communities" (Apatan and Ogunrewazolo) cited Wakelin and Sideline, (1995) and Dimorph, (1995).

General Olusegun Obasanjo (1992) said on the elements of that make a democracy that the mass media exists in building an environment conducive for democracy in any country capable of promoting free choice of leadership, especially through the ballot boxes, respect for the rule of law laid by the rule and the ruled, fights against social justice as well as respect for human right According

to Adamu(2007), in many parts of the world, especially developing countries, radio has demonstrated the capacity to enhance economic development, contribute to technological growth, improve health and education, strengthen national security, combat crime and corruption, give expression to cultural pluralism and promote democratic processes. Radio matters in Nigeria as a developing state because it is pervasive and cuts across the country's many cultures. Radio has positively affected the lives of the people in Nigeria over matters concerning health, education and religion and radio has gone the extra mile as to guiding and improving political education and information of the people over political matters.

EMPIRICAL REVIEW

Oyobode m. Olabamiji(2014), use and misuse of the new media for political communication in Nigeria 4th Republic. Accessed from www.iiste.org developing country studies ISSN 2224-607X (Paper) ISSN 2225-0565 (online).

The article spoke on the new media and how it is improving political communication in Nigeria especially during election season, during the post-election period the new media becomes scanty on political. However, the new media has improved and increased political participation among users but it is misused by these same users to cause tension and conflict. To stop this negative media effect, Internet industry professionals should engaged set up a proper communication strategy on political issues. Because the Internet is open to diverse it requires a high level of usage responsibility.

The print and broadcast media should not emphasize its reliance on the new media as a primary news source but rather, they must see them to be secondary gatekeepers while sourcing for stories through the Internet. The mass media must have the requisite skill and capacity to read in between the lines, verify and consult as many sources as possible from different credible Internet and even local sources.

Ewa Nowak(2013) The news effect: shifting salience between media and policy Agenda in Boguslaw DOBEK-OSTROWSKA, and Garlicki (EDS), political communication in the Era of new technologies, Peter Lang edition.

This seeks to explore empirically the field of contemporary political communication with the notion that policy agenda-setting by news agencies.

Transformation” she pointed out that the nation's politics depends a lot on the mass media platform in understanding, marketing of ideas and radio as a tool to get this message to the public through therefore, raising issues it will raise on the national problems facing them as citizens this assertion is corroborated by the fact that whether or not we like it, radio and media have become vehicles on which political system can thrive on Eleazu (1977) in a quantitative analysis on the role of radio in nation building explained that as far as socialization goes, the potential utility of the mass media is measured by the extent to which they enhance the integration of the social unit.

This explains why there is no difference in the impression the western world has of Nigeria and any other African nation. The situation can be greatly improved if one could figure out the variables to more effectively explain it. According to Alonge (2000) by probing the role of radio in Nigeria politics differs from other conventional studies on this great nation, which usually focus on the nation's culture, economy and philosophy.

Also, communication is the essence of a political campaign. Candidates in one way or another must communicate with the voters. Almost 90 percent of Nigerian household have set accompanied with a television set, making broadcasting the quickest means to reach the public.

It is no surprise that political campaigns are followed on radio and television by tens of millions of Nigerians. As information is what radio gives out during campaigns. The users of information aired on radio use it for different reasons. Goldfarb (2006) opined that information is valuable resources required in any society, thus acquiring and using information are critical and important activities.

CHAPTER THREE

RESEARCH METHODOLOGY

Research Design

The research design approached the study from an audience analytical perspective using the survey research design. Nworgu (1991, p.5) posits that "a survey research is one in which a group of people or items is studied by collecting or analyzing data from a few people or items is considered to be representative of the entire group". According to Okoro (2001, p.41) "survey research is the process of gathering data from a target population through the use of questionnaire or interviews and subjecting data to statistical analysis for the purpose of reaching conclusion of subject matter of study and providing solutions to identified research problems".

To further buttress this fact, Sobowale (1983) noted, this technique (survey) involves drawing up a set of questions on various subjects or on various aspects of a subject which a sample is requested to react to.

Therefore, the survey design used serves as a veritable tool for collecting empirical data, through questionnaire from a sample of the population under study.

Population of the study

The population of this research was literate adult citizens of Nigerians who were resident in Ilorin. Literate adult citizens were chosen because of their ability to decode advertising message both from the print and electronic advertisements. Thus, they stand at a better chance to grant this study the vital information/data so as to actualize the desired objective.

Sample Size and Sampling Technique

Many a times, an entire population would not be studied due to time and resource constraints. The usual approach in this situation would therefore entail taking a sample considering the fact that the population of the area would be too big. Sample size of 200 respondents were selected for the research work.

As a result of large population, the purposive sampling technique was employed to determine the sample size of the study. According to Ikeagwu (1998, p.18a) "the basic assumption behind perspective sampling method is that with good judgment and appropriate strategy, one can hand-pick the cases to be included in the sample and this developed sample that is satisfactory in relation to one's need". Those that met the requirement of this research in the chosen population sample are

adult male and female who have access to electronics and prints media to this end 150 respondent were purposively selected for the study.

Instrument for Data Collection

The questionnaire was used as the instrument of data collection. A questionnaire consists of a list of questions relating to the aims of the study and the research question to be verified (Nwanna 1990, p. 111). The questionnaire is a vital instrument of gathering information from people about their opinions, attitude, behavior and perspectives on given phenomena (Sobowale, 1983). The questionnaire for this study contains two sections, and psycho-graphic sections. The demographics section contains the personal data of the respondent while the psycho-graphics question examines the logical and carefully selected questions aimed at sourcing reasonable and accurate answers from respondent such that can help solve the research problem.

Also, it is made up of closed-ended and open-ended questions with the former forming a greater percentage since the research intends to elicit a higher degree of measureable data. The data generated by Whipple and Courtney (1985, p. 14) which were listed and discussed in chapter one of this study was used to develop a contextual modified matrix question that helped to elicit more information for use in the study.

Validity and Reliability Of Instrument

Okoro (Zool, p. 12) posits that "validity refers to the accuracy of an instrument i.e. how well it measures what it is supposed to measure". In order to establish the validity of the instruments the researcher used the expertise of some mass communication and marketing professionals who reviewed and made very useful input that helped to achieve high validity for the questionnaire.

Ogbazi and Okpala (1994, p. 25) posit that, "reliability of the instrument or test is the degree to which an instrument is consistent in measuring whatever it purports to measure". In establishing the reliability of the instrument, the researcher applied the test-retest technique, a process whereby the researcher administered the constructed questionnaire to the same sample group more than once with the view of discovering how consistent each element of the group is in the scoring of the instrument at such different times.

Method of Data Collection

Questionnaires being the data collection instrument were personally administered and retrieved by the researcher on face to face interaction, The questionnaire was self-completed because the respondents were literate. This was to ensure high response rate, However, the number of questionnaires that were distributed was 200 while 150 representing 75% were retrieved.

Techniques of Data Analysis and Presentation

Quantitative data generated in the study were analysed in frequencies and percentage in tables, charts, while the data or information (secondary data and published information) were analyzed and presented qualitatively or critically.

Meanwhile, in analyzing data of the study, two major steps were taken which include.

Step1: Description based on the characteristics of the study sample. Step2: Description based on the metric analysis.

Description Based On Characteristics of the Study Samples

The background information or bio-data of the sample under study is usually the first stage in data analysis such variables include, Sex, age, educational qualification marital status and occupation of the respondents.

The frequency distribution table and percentage were used in describing variables.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

This presentation and data analysis are gotten through distribution of the 100 copies of questionnaire with a critical analysis of data collected for the purpose of this research work. In this chapter, the data collected are analyzed and interpreted for valid conclusion purpose of this work.

4.1 Data Presentation

The research present data in both textual and tabular form for easy reading and understanding the presentation from the question are used.

Table 1: Distribution of Respondents by Sex

Sex	Frequency	Percentage %
Male	28	28%
Female	72	72%
Total	100	100%

Source: Researcher's Field Survey, 2024

From the table above, 28 respondents (28%) are male and 72 respondents (72%) are female. Generally, the number of male supersedes the males.

Table 2: Distribution of Respondents by Age

Age	Frequency	Percentage %
18-20years	55	55%
21-25years	35	35%
26-30years	8	8%
31 and above	2	2%
Total	100	100%

Source: Researcher's Field Survey, 2024

Table 2 shows that 55 respondents (55%) are between (18-20), 20 respondents (35%) are between 21-25years, 8 respondents (8%) are between the age bracket of 26-30years while 2 respondents (2%) are between the age bracket of 31 and above respectively.

Table 3: Distribution of Respondents by Marital Status

Marital Status	Frequency	Percentage %
Single	72	72%
Married	16	16%
Divorced	12	12%
Total	100	100%

Source: Researcher's Field Survey, 2024

Table 3 shows that majority of the respondents are 72 (72%) which they are single, 16 respondents (16%) are married while 12 respondent (12%) is divorced.

SECTION B

Table 4: Do you have a Radio Set?

Options	Frequency	Percentage %
Yes	72	72%
No	19	19%
Undecided	9	9%
Total	100	100%

Source: Researcher's Field Survey, 2024

Table 4 shows that 72 respondents (72%) have a radio set while 19 respondents (19%) says no that they don't have a radio set while 9 (9%) were undecided whether they have a radio set or not.

Table 5: Do you Receive Radio Signal in your Community?

Options	Frequency	Percentage %
Yes	72	72%
No	19	19%
Undecided	9	9%
Total	100	100%

Source: Researcher's Field Survey, 2024

In table 5, it shows that 72 respondents (72%) receive radio signal in their community, 19 respondents (19%) didn't receive a radio signal in their community while 9 respondents (9%) were undecided whether they receive a radio signal in their community or not.

Table 6: What Purpose Does Radio Serve You?

Options	Frequency	Percentage %
Educational	81	81%
Informational	14	14%
Entertainment	5	5%
Total	100	100%

Source: Researcher's Field Survey, 2024

Table 6 shows that 81% purpose of radio is educational, 14 % informational and 5% is entertainment.

Table 7: Does Radio Benefit Your Community?

Options	Frequency	Percentage %
Yes	85	85%
No	9	9%
Undecided	6	6%
Total	100	100%

Source: Researcher's Field Survey, 2024

Table 7 shows that 85 respondents (85%) consume radio benefit in their community, 9 respondents (9%) didn't benefit radio in their community while 6 respondents (6%) are undecided whether they are benefiting radio in their community or not.

Table 8: Does Radio messages Create awareness about the 2015 general elections?

Options	Frequency	Percentage %
Yes	76	76%
No	11	11%
Undecided	13	13%
Total	100	100%

Source: Researcher's Field Survey, 2024

Table 8 shows that 76 respondents (76%) agreed that radio messages create awareness about the 2015 general elections, 11 respondents (11%) opined that radio messages does not create awareness about the 2015 general election while 13 respondents (13%) are of the opinion

whether it radio messages create awareness about the 2015 general election or not.

Table 9: Do you agree that the extent which residents in Ilorin Metropolis create awareness on the effectiveness of political awareness is very high?

Options	Frequency	Percentage %
Yes	79	79%
No	12	12%
Undecided	9	9%
Total	100	100%

Source: Researcher's Field Survey, 2024

Table 9 shows that 79 respondents (79%) said yes to the said question that residents in Ilorin metropolis create awareness on the effectiveness of political awareness is very high, 12 respondents (12%) said no while 9 respondents (9%) are of the opinion whether residents in Ilorin metropolis create awareness on the effectiveness of political awareness is very high or not.

Table 10: Does the people of Ilorin metropolis enlighten and inform its listeners very well during the political processes?

Options	Frequency	Percentage %
Yes	79	79%
No	13	13%
Undecided	8	8%
Total	100	100%

Source: Researcher's Field Survey, 2024

Table 10 shows that 79 respondents (79%) opined that Ilorin metropolis enlighten and inform its listeners very well during the political processes, 13 respondents (13%) said no while 8 respondents (8%) are undecided whether the people of Ilorin metropolis enlighten and inform its listeners very well during the political processes.

SECTION C

Table 11: The program Face the Nation on Radio station increased political awareness about the 2019 general elections.

Options	Frequency	Percentage %
Strongly agree	38	38%
Agree	53	53%
Neutral	0	0%
Disagree	0	0%
Strongly disagree	9	9%
Total	100	100%

Source: Researcher's Field Survey, 2024

Table 11 shows that 38 respondents (38%) strongly agree that the programme face the nation on radio station increased political awareness about the 2019 general elections, 53 respondents (53%) agree, 0 respondents (0%) neutral, 0 respondents (0%) disagree while 9 respondents (9%) strongly disagree.

Table 12: The program Face the Nation on Radio programme ensured the credibility or radio messages about the 2019 general elections.

Options	Frequency	Percentage %
Strongly agree	28	28%
Agree	58	58%
Neutral	2	2%
Disagree	5	5%
Strongly disagree	5	5%
Total	100	100%

Source: Researcher's Field Survey, 2024

Table 12 shows that the programmes face the nation on radio programme ensured the credibility of radio messages about the 2019 general elections with the following response strongly agree 28%, agree 28%, neutral 58%, disagree 5% while 5% strongly disagree.

Table 13: The program Face the Nation on Radio programme made listeners more conscious about election activities by INEC and political aspirants during the 2019 general elections.

Options	Frequency	Percentage %
Strongly agree	40	40%
Agree	42	42%
Neutral	6	6%
Disagree	7	7%
Strongly disagree	5	5%
Total	100	100%

Source: Researcher's Field Survey, 2024

Table 13 shows that 40% strongly agree to the above question, 42% agree, 6% neutral, 7% disagree while 5% strongly agree

Table 14: The program Face the Nation on Radio programme changed listeners political participation decision during the 2019 general elections.

Options	Frequency	Percentage %
Strongly agree	24	24%
Agree	62	62%
Neutral	2	2%
Disagree	8	8%
Strongly disagree	4	4%
Total	100	100%

Source: Researcher's Field Survey, 2024

Table 14 explains that 24 respondents (24%) strongly agree, 62 respondents (62%) agree, 2 respondent (2%) neutral, 5 respondents (4%) disagree while 4 respondents (4%) strongly disagree.

Table 15: Listeners of Ilorin metropolis Face The Nation on radio programme will seek information about future elections from the program.

Options	Frequency	Percentage %
Strongly agree	30	30%
Agree	58	58%
Neutral	0	0
Disagree	2	2%
Strongly disagree	10	10%
Total	100	100%

Source: Researcher's Field Survey, 2024

Table 15 shows that 30 respondents (30%) strongly agree that listeners of Ilorin metropolis face the nation on radio programme will seek information about future elections from program, 58 respondents (0%) agree, 6 respondents (10%) disagree while 4 respondents (10%) strongly disagree.

Table 16: Governments as development partners can use community radio to reach out to the rural people for participation in developmental activities

Options	Frequency	Percentage %
Strongly agree	48	48%
Agree	35	35%
Neutral	6	6%
Disagree	9	9%
Strongly disagree	2	2%
Total	100	100%

Source: Researcher's Field Survey, 2024

Table 16 shows that 48 respondents (48%) strongly agree to the above question, 35 respondents (35%) agree, 6 respondents (6%) neutral, 9 respondents (9%) disagree while 2 respondents (2%) strongly disagree

Table 17: Community Radio will serve as a Veritable Tool for the Mobilization of the Rural People for Participation Activities

Options	Frequency	Percentage %
Strongly agree	42	42%
Agree	48	48%
Neutral	2	2%
Disagree	5	5%
Strongly disagree	3	3%
Total	100	100%

Source: Researcher's Field Survey, 2024

Table 17 shows that 42% strongly agree, 48% agree, 2% neutral, 5% disagree and 3% strongly disagree to the above question.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

Summary

The study sort to investigate and evaluate audience perception of effectiveness of radio campaign on political tolerance among residents of Ilorin metropolis. The study focus was based on the political announcements, messages and Face the Nation program aired on Ilorin metropolis during the 2019 general election. The study was able to highlight radio as a means of disseminating credible information on 2019 general election process and the election.

The first chapter of the study gave a background analysis to the study. stated the research problem, objectives, research question, scope of study and the significance of the study. It also operational definitions of terms were given in the same chapter.

The following chapter, reviews critical literature relevant to the study and gave theoretical framework to the study. The discussion evolved from theoretical backing such as agenda setting and voting behaviour theory to discussions on radio broadcasting, history of radio broadcasting in Nigeria. political mobilization and participation.

Reviewing relevant literature in the area of the study allowed for critical evaluation of previous discussion in the field of study.

The method of research adopted in the methodology is the survey method of research. The questionnaire is the tool for data collection in the study. The questionnaires were administered on a sample drawn from the total population of residents in Ilorin area of Kwara State of 100 questionnaires were properly filled.

Conclusion

The issue of whether radio with emphasis on Ilorin metropolis as a media tool can be used in increasing political participation of voters before and during elections through political programmes and messages is true as observed during the course of the study.

Also, the credibility of information gotten from other sources of information can be reduced with the use of the radio a means of dissemination political messages, which was the case during the 2019 general election.

From the study the finding on RQ I showed a majority of respondents acknowledged that Ilorin metropolis created necessary awareness is very high 79 respondents said yes (79% 12 respondents (12%) said No While 9 respondents of (9%) are of the opinion whether residents of Ilorin metropolis create awareness effectiveness of political awareness is very high or not.

From the study the finding on RQ 2 showed that majority of the respondent did not strongly agree that campaign and electoral information on political tolerance are perceived credible by the resident of Ilorin metropolis 30 respondents of (30%) strongly agree 58 respondents (58%) agree, 2 respondents (2%) disagree while 10 respondent (10%) strongly disagree. Rq 3 looked at how well the people of Ilorin metropolis enlighten and inform its listener during the political process (79%) opened that Ilorin metropolis enlighten and inform its listener very well during political process, 13

respondent (13%) said no that Ilorin metropolis did not enlighten and inform its listener very well during political process while 8 respondents (8%) were undecided whether the people of Ilorin metropolis enlighten and inform its listeners very well during the political process.

These finding indicate that majority of the respondent were influenced by the radio message forward the election fellow the election process in general and also participate in the 2015 general election as the majority could listen to credible information relating to the election from radio station. In view of the findings in the following recommendation are put forward support the findings and literature review.

5.3 Recommendations

In view of the finding in the study, the following recommendations are put forward to support the finding and literature review:

- 1) Government should increase allocation of funds to the information ministries and communication outlet of electoral bodies so as to enable proper dissemination of information to the radio stations which will enable the stations to effectively pass credible information through programmes to listeners.
- 2) The Freedom of Information Bill should be dealt with forthwith and the Bill made to become part of the nation's governing laws. This will increase the level of access the media has to information and will go a long way in restoring sanity and credibility into the democratic process. As it will enable the media to report their news as it relates to election in the country in a free and fair manner.
- 3) Media practitioners should be given adequate training on how to report issues related to election matters in the country. This will ensure that the information being passed across is accurate and has been verified to be credible.

4) INEC should use the radio to properly educate voters about the voting process and its activities during the elections to enable it conduct free and fair elections and increase political participation within the country.

5) Political parties and political aspirants should not only campaign and air media messages on the radio but should engage their electorates in discussions over radio programs this will increase candidates credibility and increase the level of awareness about the party and its goals. Sequel to the findings of the research work the research is suggesting that further research should be carried out to assess the impact of radio message during election on election credibility.

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