**INFLUENCE OF AKBC TELEVISION PROGRAMME ESA-IBAN ON WOMEN EMPOWERMENT**

**CHAPTER ONE**

**INTRODUCTION**

**1.1** **Background of the Study**

Among the media of mass communication television emerges as one of the most unique. It is unique in the sense that it presents information both in sound and pictures. It is a credible tool for information, education and entertainment.

The word television comes from ancient greek (tele) meaning “far” and latin vision meaning “sight”. Television is a telecommunication medium used for transmitting sound with moving images in monochrome black and white color, and in two or three dimension. Oreh (1978:39).

Television is a mass medium for entertainment, education, news and advertising. Television signals were initially distributed only as terrestrial television using high powered radio frequency transmitters to broadcast the signal to individual television receivers. Graw (1952:29).

The television medium has had a good influence on information dissemination, education and entertainment. That is why scholars like gerbner (2002:21) went into intense study to find out its effect on viewers.

He also posited that television as a mass medium of communication had formed into a common symbolic environment that bound diverse communities together, socializing people into standardized role and behaviors.

According to gerbner, television major cultural functions is to stabilize social patterns and cultivate resistance to change. Murrow (1998:90) stated that this instrument can teach, it’s can illuminate, it can even inspire, but to the extent that human beings are determined to use it to those ends. Otherwise, it is merely

wires and light in a box. This implies that thought television is powerful, we can only harness its power through effective use.

Television like the other mass media is intended to reach a large audience with communication messages. In our society today, television and the mass media perform a number functions. They are agent of social change, mass educators, opinion molders, mass mobilizes, upholders of societal values, interpreters of reality.

Okunna(1991:108) in her reflection on social function of the mass media, television inclusive, maintains, that mass media as a socializing agency work closely with other socializing agencies like the family, church, school and peer groups, through the process individuals is made aware of the values, norms and acceptable behavioral patterns of the society; they provide a common body of knowledge, the internization of which enables people to operates as effective members of the society. Television as a broadcast medium is seen to easily influence the society because it has an upper hand over the other channels of communication(radio, newspaper and magazines) simply because it combines sound with sight (audiovisual). The actions of people could be seen on screen. This gives more life to the message being put across to the viewers. As in the case of a drama or comedy, the actions could coach the viewers to laugh or be amused even if the viewers are deaf, the action could simply speak to them.

This helps to explain why television viewers depend on their seat rather than newspaper and other mass media. Television indeed is capable of exerting; paying more attention than any other medium of communication, due to the combined power of seeing and hearing at the same time, another role which television plays is on influencing and shaping our behavioral patterns. Virtually, no aspect of our habits, desires and relationship both as individuals and as groups escape

examinations in our public media getting along with neighbors, personal problems and our taste in popular music, social and religious tension and trends in fashion among other are constantly reported on television. Therefore the study is aimed at finding out the effectiveness of AKBC television programme “Esa Iban” on women empowerment in Uyo local government area.

**1.2** **Statement of the problem**

In our today's society, the social values that give and projects our identity has been vastly neglected. In Nigeria, social values such as respect to an elderly person, dressing code and manners of greeting are no longer upheld by our society. Nowadays, the young ones no longer show respect to an elderly person, men and women dress indecently exposing their body to the public and ignoring our indigenous way of dressing to the one of the western world.

In light of this, it is assumed that the media message is expected to have an influence on the audience. But the extent of influence can only be determined by a study of a programme such as “Esa- Iban” and how it’s audience Can react to the medium message.

The problem is that, in spite all the effort made by AKBC to educate and enlighten women on their behavioral pattern in the society, no meaningful change in behavior has been witnessed. Hence, this work seeks to find out if AKBC television programme “Esa –Iban” has influenced on women in Uyo local government or not.

**1.3** **Objectives of the Study**

The following objective will guide the researcher on this study:

1. To examine if the women of Uyo local government watch AKBC programme “Esa- Iban”.
2. To access the influence Esa-Iban has on uyo local area women.
3. To examine the level of influence Esa-Iban programme has on Uyo local government women.
4. To ascertain the influence of the programme on women empowerment in Uyo Local Government.

**1.4 Research Questions**

To enhance proper analysis on influence of Esa-Iban in Uyo local government women, the following research questions were formulated:

1. Do women of Uyo Local Government watch AKBC programme Esa-Iban?
2. Does Esa-Iban programme influence Uyo local government women?
3. What level of influence does Esa-Iban programme have on Uyo local government women?
4. How does this programme influence women empowerment in Uyo local government area

**1.5 Scope of the Study**

This research seeks to ascertain the influence of AKBC television programme “Esa-Iban” on women empowerment in Uyo local government area. For a successful research, this work focus on selected villages in Uyo local

government area which consist of Ewet Offort, Mbiabong Etoi and Afaha Oku village.

**1.6 Significance of the Study**

This study will create numerous impacts on the lives of its viewers. A unique importance of this programme is that, it will educate and enlighten women on their civic rights and obligations in the society. Apart from that, the study will boost the morale of women towards government programme and policies for greater participations of women in Uyo local government area governance through empowerment. This study will add to the existing knowledge in the society thereby saving as a reference material in academic world.

**1.7 Limitations of the Study**

In the course of this study the researcher encountered some difficulties such as refusal of some respondents to accept questionnaire. Difficulties in gaining access to reliable and accurate information acted as another limitation. Finding the downturn of the economy which has made everything difficult constitute the constraint to the researcher’s inability to gather enough finance for the work but in spite of that, the researcher was able to succeed in her study.

**1.8 Definition of Terms**

a. **Influence:-**. The power to affect, control or manipulate on human being or something.

b. **Akbc:-** This is an abbreviation that means Akwa Ibom broadcasting corporation.

c. **Television:-** An electronic device that combine sight and sound used for broadcasting of programme such as ESA-IBAN.

d. **Programme:-** A presentation that is broadcast on Radio or Television..

e. **Esa- Iban:-** It is a programme on AKBC television usually aimed at targeting women with focus of addressing societal issues and women’s behavioral patterns.

f. **Empowerment:-** This refers to measures designed to increase the degree of autonomy and self determination of women in Uyo Local Government Area.