**TITLE PAGE**

**THE ROLE OF TELEVISION IN POLITICAL PERSUASION**

**A CASE STUDY OF NTA KADUNA**

**BY**

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**KPT/CASSS/2004/4932**

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**SEPTEMBER, 2006**

**DECLARATION**

I hereby declare that this research work is solely prepared by me under the supervision and guidance of Hajiya Maryam Jamo of the Department of Mass Communication CASSS, Kaduna polytechnic

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# APPROVAL PAGE

# This is to certify that this research has been done by BRIDGET LILIAN ADIKWU under the supervision and guidance of Hajiya Maryam Jamo and has been prepared in accordance with the rules and regulations governing the preparation and presentation of term paper in the Department of Mass Communication Kaduna Polytechnic.

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# DEDICATION

# I dedicate this work to God almighty for seeing me through the entire period of my programme, for the protection and favour and especially for the gift of life love and support, thank you for everything you are really one in a million.

# ACKNOWLEDGEMENT

# I am grateful to God for giving me the strength and energy for the past three years to successfully complete my programme.

# My gratitude goes out to my family my mother, Mrs. Janet Adikwu, My guidance Mr. and Mrs. Amanyi, my brothers and sisters, Franca, Beckie, Gabriel, John, Evelyn, Joseph and Gladys thank you all for your fatherly care and love all through your life time, I really wonder what I would have been with out you.

# I also want to acknowledge all my course mate and friend, the past three years have so far been the best of my life. And my sincere gratitude goes to all mass communication, thanks for showing me, the right part to a better tomorrow. Thanks and may God bless you all.

# Meg you are really a bomb, thanks for your true friendship and your spiritual help all through the way, I really found true friendship in you, thanks a million. And not forgetting my one and only stubborn son (sunny), who contributed to the typing of this project

# ABSTRACT

# The role of Television in Political persuasion/Mobilization has been described as the role which television must play. This project will critically examine the level to which television can aid Political persuasion in Nigeria and to achieve unity in diversity. It will also assess the impact of television message on individuals in the society.

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# **INTRODUCTION**

# Mass communication is defined as message directed towards a large group people using a mass medium. It involves disseminating information to a large and widely dispersed audience mass communication is made possible through the help of mass media. That is to say mass media makes mass communication a reality mass media include television, radio newspaper magazines etc.

# Researchers in mass communication were interested in knowing how specific massage; channels and sources could produce changes in attitude of behaviours. This was the natural outgrowth of the way mass communication research have developed from the 1920s fueled by public fear of the media, along with anxious politicians, eager advertiser, crusading social engineers and others watching to see the massive reach of the media; “to get their message across” quickly and efficiently. Government, military and corporate funding sources played an important role in the decision of those working within the field to take the direction. The goal was to determine what kind of persuasive message could be used most effectively in mobilizations of various kind political, advertising, public health, economic, educational, military and so on.

# Recent changes to the technologies of both the print and electronic media, and in particular the medium of television have already begun to fragment media audience and transform the relationship between media and the nation (masses)

# Therefore the utilization of the media in mobilization and persuasion is very crucial because the broadcast media, particularly the television has become the major sources of information dissemination over the years, and also the major means and most effective tools for political persuasion in Nigeria.

# The ability of television to mobilize and persuade the people to behave in a given manner and to perform certain actions has merit an effective tool for political persuasion because it can send sound and picture simultaneously to a large and widely disposal audience, and it is captivating and dramatic in nature. Television appeals to the sense of sight and sound; it is comprehensive technique and the combination of audio and visual colours and motion. It has the ability to capture the interest of most viewers. That is why government and other private bodies give much attention to it. The media (television) serves as an intermediary between the government and the people because it assists the government in getting its plans and policies across to the people and the people in return gets their response, feeling and plight back to the government.

# After many years of military rule in Nigeria, democracy became a much needed endeavour and television serves as a major tools through which the people were fully information education, enlightened, mobilized and persuaded to activity participate in the decision making in the country during transition period.

# Television and NTA Kaduna to a large extend help in making the people in Nigeria to get all the political awareness, and it mobilize the people to both contest election and be voted for, or to vote for a candidate of their choice as an electorate. The importance of television in order to ensure a successful transition in Nigeria cannot be under estimated. Television really plays a key role in political persuasion in Nigeria.

# **AIMS AND OBJECTIVES OF THE STUDY**

# The main objectives of this study is to stress the role or importance of television in political persuasion and outline its effectiveness in political mobilization and persuasion during transitionship and the importance television in the society and the effect and acceptability of television messages in the society in relation to other media of mass communication.

# Further, the role of NTA Kaduna in Political persuasion is also emphasized in this study and the reality and credibility of television messages across great distance is clearly exposed and explained.

# This study is finally designed to make government and other private bodies know the importance of the media and particularly the television, in political awareness, mobilization and persuasion.

# **SCOPE OF STUDY**

# This research work is centered on the role of television in political persuasion with NTA kaduna as a case study. It is worth knowing that since anything that is media related is usually broad and cannot be discussed in isolation, other facts about the role and importance of the media (television) world also sufficed in the course of writing the term paper.

# **LIMITATION OF STUDY**

# The limitation encountered in the course of this study is not encountered to the fact that the relevant information and documents required were not provided by the media organization because of the confidentiality of such information to the media organization.

# This research work is also in intended for many broadcast media, but due to time factor and financial constraint, it was limited to NTA Kaduna