**THE INFLUENCE OF AKBC RADIO PROGRAMME AIDS AND YOU ON LISTERNERS IN IKOT EKPENE LOCAL GOVERNMENT AREA**

**BY**

**UDO, EKPERE-OBONG ASUQUO**

**AKP/CMA/MAC/ND2013/1422**

**A PROJECT SUBMITTED**

**TO**

**THE DEPARTMENT OF MASS COMMUNICATION**

**AKWA IBOM STATE POLYTECHNIC**

**IKOT OSURUA, IKOT EKPENE.**

**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR**

**THE AWARD OF NATIONAL DIPLOMA (ND)**

**IN MASS COMMUNICATION**

**DECEMBER, 2015.**

**THE EFFECTS OF AKBC RADIO IN POLITICAL MOBILIZATION OF WOMEN IN ORUK ANAM LOCAL GOVERNMENT AREA**

**BY**

**UDOFA, EMEM ANIETIE**

**AKP/CMA/MAC/ND2013/1424**

**A PROJECT SUBMITTED**

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**THE DEPARTMENT OF MASS COMMUNICATION**

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**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR**

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**CERTIFICATION**

This project entitles “The influence of AKBC Radio programme AIDS AND YOU on listeners in Ikot Ekpene Local Government Area by Ekpere – obong Asuquo Udo was carried out under strict supervision and meets the requirement for the award of National Diploma of Akwa Ibom State Polytechnic and is approved for its contribution to knowledge.

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**Mrs. Uduak Mkpofor** Date……………………………….

*Supervisor*

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**Mr. Udeme Nana**  Date……………………………….

*Head of Department*

**DEDICATION**

This work is dedicated to my lovely mother, Mrs. Mercy Asuquo Udo for her unconditional love, prayers, moral and financial support towards my academic pursuit.

**ACKNOWLEDGMENT**

I give all the glory to God Almighty for giving me the grace to succeed in this research work. He is the source of my strength and knowledge and He has showered me with his love. To him be all the glory.

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Finally, I am grateful to all you whose help in one way or the other made this work a success. May God Almighty bless you all, Amen.

**Udo, Ekpere-Obong Asuquo**

**ABSTRACT**

This work examined the influence of AKBC Radio Programme Aids And you on listener in Ikot Ekpene Local Government Area. The major objectives of the study were to ascertain if the required effect has been created on the dangers of the disease by the programme Aids and you in this study, related literature have been reviewed and the uses and Agenda – setting theory provided the theoretical base for this study. The study adopted the survey research method. The population of the study comprises all the resident in Ikot Ekpene Local Area, Ikot Ekpene Local Government is divided into two clans which is Ikot Ekpene Urban and Amayam. The total population of Ikot Ekpene Local Government is 141,408.

According to 2006 census. A sample of 140 was drawn for the study. Finding revealed that the required effect has been created damagers on the disease through the programme Aids And you. It was concluded that lack of awareness and exposure to radio programme AIDS And you is responsible for people contacting HIV/AIDS. It was recommended that Government and non – governmental agencies should devote more resources to sponsor HIV/AIDS programme by broadcast media to help in curbing the spread of the HIV/AIDS in the country.

**CHAPTER ONE**

**INTRODUCTION**

* 1. **Background of the Study**

The human immune deficiency virus is a virus that infects cell of immune system destroying or impairing their function. As the infection progresses the immune system becomes weaker and the person becomes more susceptible to infections. According to Ayo Adereble (2011) the most advanced stage of HIV infection is AIDS, and it can take 10 – 15 years for an HIV infected person to develop AIDS.

According to federal ministry of health 2006, about 2.95 million people are estimated to be HIV positive in Nigeria, with one in 18 said to be between the ages of 15 and 49 in 2007 alone, it was estimated that there are two million people under 15 living with HIV while globally. Acquired Immune Deficiency Syndrome is the second most common cause of death among 20 – 24 years old consequently the public awareness and campaign on HIV/AIDS in Nigeria today can be said to be at its peak.

This as Baj M. S. (2008) observed is coming on the heads of the observation that Nigeria is one of the countries in Africa in which the disease is said to be pandemic.

Clearly therefore there is catastrophic consequence on the country’s economical, social, political as well as moral bearings for as it is noted in NACA, Pamphlet (2006), public awareness and HIV/AIDS campaign are one of them among efforts geared towards minimizing risky behaviours by encouraging moral uprightness especially in sexual matters between both sexes.

The main concern of this study is primarily on the use of media in the campaign by the various campaigners, against the scourge, with specific focus on AKBC Radio, Uyo. Chief amongst this anti – HIV/AIDS campaigners are the federal ministry of information, health as federal and state government parastatal like the National action committee against Aids (NACA) which is replicated in both outlook and function across the 36 states the federation and F.C.T, Abuja. This is in addition sustained campaigns emanating from specialized non - governmental organizations (NGOS) Education based organizations (EBOS) faith based organizations (FBOS) labour – based organizations (BOS) parents, teachers and sundily other bodies.

Again, as Dorj: (2009) has noted, those campaign are carried and sustained through various ways and means prominent among are the television and radio jingles talk show programmes and magazine adverts, posters, outdoor bill boards, pamphlet and hand bills. Others include door – to door campaign, musical concerts and read – side shows, and the principle target of the campaign is of course the general public.

Thus with the growing threat of HIV and AIDS to the social economic and political emancipation of society the campaign against the scourge should absolutely not be over looked by any society. And the media specifically, the radio has more social responsibility of campaigning to the public on the menace of HIV, since it is probably the most affordable media to average Nigerians

1.2 **Statement of the Problem**

The menace of HIV and AIDS is substantially felt in every society of the world. There is rarely and government that has not demonstrated concerted effort to curbing the scourge of HIV/AIDS pandemic, it is the worst epidemic humanity has ever faced , it has spread further faster and with more catastrophic long term effects than any other disease (Kofi: Annan, 2006) Its influence has become a devastating obstacle to development. As HIV/AIDS is no longer a public health issue but has become a serious socio – economic and developmental concern, there is an immediate need to act with an utmost sense of urgency and seriousness. When a disease is a multifaceted melady, as Singh J. (2006) opined, which affects as society, remedies have to be multi - pronged consequently, the thrust of this study are;

To ascertain if the programme has been able to achieve the required effect of creating awareness on the dangers of HIV/AIDS again to know whether the people satisfactorily understand the prevention strategies against the disease and finally to ascertain the overall influence of AKBC Radio programme AIDS and you on the listener.

* 1. **Objectives Of The Study**

The following objectives underline this study:

1. To ascertain if the required effect has been created on the dangers of the disease by the programme.
2. To examine the level of understanding of the masses on the preventive strategies against HIV/AIDS.
3. To determine the general influence of AKBC Radio programme Aids and you on listeners.
	1. **Research Questions**
4. To what extent has the required effect has been created on the dangers of the disease by the programme.
5. What are levels of understanding of the masses on the prevention strategies against HIV/AIDS?
6. What is the general influence of AKBC –Radio programme AIDS and you and listeners?
	1. **Scope of the Study**

This study covered the influence of AKBC Radio programme AIDS and you on listeners in Ikot Ekpene Local Government Area.

* 1. **Limitation of the Study**

Two major limitation were encountered in the course of the this study.

First, most of the respondents were reluctant to collect the questionnaire. Again the researcher were unable to retrieve the compete numbers of questionnaire issued out.

* 1. **Significance of the Study**

This study is significant as it is carried out at a time when every nation of the world government and corporate organization have united is the fight against the world’s most dreaded epidemic, HIV and AIDS.

This study will go a long way to ascertain the actual influence of AKBC of Radio programme AIDS and you on listeners in Ikot Ekpene Local Government Area.

This study is equally relevance as it will not only broaden the existing literature on the roles of the media on HIV/AIDS prevention but will also proffer viable recommendations that will significantly aid the AIDS prevention.

This study will also add to already existing literatures in the school library.

* 1. **Definition of Terms**

**AIDS:** This means acquire immune deficiency syndrome. It is the most advanced stage of HIV/AIDS. It is the stage at which immune system of and HIV infected person is completely weakened

**AIDS AND YOU:** This is enlightening programme carried out by AKBC Uyo to enable the masses to abstinence from unprotected sex and also help them to know their status.

**HIV:** This mean human immune deficiency virus which is a virus that infects cell of the immune system, here by impairing its function

**Listener:** These are the people who pay attention to a particular thing

**Programme:** plans of what is to be done. Prepared lists of items event concert that are to be broad cast for radio or television.

**Stigmatization:** The act or process of negatively habiting or characterizing another as result of being inflected by a particular disease.