Audience as Political Animal: Local Media and Political Campaign

Muhammad Kabir Yusuf, PhD
Department of Mass Communication,
Nasarawa State University, Keffi.

Abstract
The involvement of persons in a social enclave cannot be sidelined not to involve certain decisions, roles and duties that have become the social norm acceptable to all societies and communities where there is human interaction and interrelationship, ensuring that the space and emptiness of leadership, co-ordination, distribution and organization is filled with the practice of politics fostering a closely knit connection among people having a particular interest and goal. Political practices occurs from a small scale to a large one encouraging all to be a part of the trend, it could be in a social group, state, institution and elsewhere that deals with the distribution of power and not only having the power and authority but the effectiveness of making people do what is expected, via systems and specialization in meeting set standards and expectations. So many sub political emergent like political parties, pressure groups, civil societies, the organs of government among others in whatever appearance determines the level of growth and development of a specific social order.

Keywords: Audience, Political animal, Political campaign and Local media.

Introduction
McQuail (2000) describe mass media as a means of communication that operates on a large scale, reaching and involving virtually everyone in a society to a greater or lesser degree. Media is a plural of medium, which means a channel or vehicle through which something is carried or transmitted. In other words, mass media are channels of communication in a modern society, primarily the print and the electronic media.

Media in political mobilization entails the responsibility of the two spheres of influence, according to Andrew (2010) is the activity through which people make preserve and amend the general rules under which they live. As such, politics is inextricably linked to the phenomena of conflict and cooperation. On the one hand, the existence of rival opinions, different wants, competing needs or opposing interests guarantees disagreement about the rules under which people live. On the other hand, people recognize that in order to influence these rules or ensure that they are upheld, they must work with others.

To get an effective followership some political forms of communication has been put forth to keep the wheels of the political train running one of it is political mobilization as explained by Enjolras et al (2011) as the process by which candidates, parties, activists, and group induce other people to participate in politics to win elections, to pass bills, to modify rulings and to influence policies. Odinaka (2012) defines political mobilization “as the way in which citizens organize people to put pressure on political representatives who could be any sort of movement who in the end results in change of policy, simply put political mobilization is a key requisite before any participation can occur”. More contributions from analysts on the concept political mobilization like Rosenstone and Hansen (1993) stated that from empirical researches mobilization and recruitment processes are essential preconditions before citizens can become engaged in any form of civic or political action, the power of political mobilization lies greatly and strongly in the popularity contest where the amount of the public swayed to an extent decides how power will be shared and productive.

Marc et al (2010) assert that mobilization is an important precondition for most forms of political participation and engagement: potential participants have to be informed and recruited before they can participate. According to Schaefer (2005), one foundational principle rears its face in the newness and changes that will always come up as evident in what is called social change as significant alterations overtime in behaviour patterns and culture, including norms and values. This portends that
the quest to break new grounds and pave way for innovations, discoveries and development has urged man to come up with strategies and means through, which the apparatus of information has evolved overtime to meet with hurdles that have found their way via man’s activities or through other modes.

Murphy (1977) gives more exposure on the mass media uttering that mass media mould the social order as society mould them, in addition Vivian (1999) puts forward the fact that the medium of the mass transmits values among contemporary communities and societies, sometime causing changes that otherwise would not occur. Simply put the media is the prism by which reality or production of reality is achieved through the responsibility and responsivity of the parties involved.

From another angle MacBride (1981) provides meaning declaring the information function of the mass media is all embracing and indispensable for the meaningful existence of members of the society. The media do not exist in a vacuum, and so other internal and external factors play major fraction to determine their performance. People do not change their cultural values and norms just because the media tell them to but are affected partly by societal demands. The media supports is the political landscape of the environment they exist which is Nigeria and the relationship has been symbolic, because man out of his thinking has created a system of sharing resources both human and natural by organizing themselves into the government, mandated by geography, location, history, demography, ideology and so on, throwing up all forms, types and styles of governance as seen in aristocracy, plutocracy, monarchy, autocracy, then democracy as well as socio-economic systems of capitalism, socialism and feudalism. One tool consolidating the political culture is the mass media, being an agent of political change because the media is an access to knowledge upon which social activities depend Giddens and duneier (2000). The media has been involved in political mobilization with the changes especially in the electronic media that has the advantage of instant coverage of event, recency and timeliness has made all the political stake holders to fall in love with the qualities of its massive combination as evident in sound, pictures and voice, more so the proliferation of the new modern technologies has changed the outlook altering the traditional electronic media and adding new dimensions such as internet, on-line radio and television, mobile gadgets, and so on has opened up more benefits for the political class to open up more room for ideas and ideologies and because the media always seek credible sources who can help corroborate or help set an agenda will be obliged to give out time and space on the broad cast media platforms to expunge their thoughts. Buller et al (1991) fall out of such is to harness more resources for the media, enjoy more reliability and promote the political choices of the actors.

Another manner of credence and backing giving by the media to help out in political mobilization is in the partitioning of the political sphere Schramm (1963) explains that the media weld the nation together of ‘keeping the national goals and national accomplishments always before the public, the media encourages and explain the process of planning asking fundamental questions with so many considerations like population, resources, distances to be covered, concentration of certain advantages, physical environment, history and all other factors the media will continually relay same message communication patterns to attract neutrals, convince the opposition and keep the faithful’s via the extension of their media services to all these areas where the particular media will continually do the bidding of its reliable alibi and sources allowing for a grass root participation that gradually leads and builds to a nationalistic outlook as the people are kept informed on all the latest happenings, changes and trends and if the media houses cannot extend its frontiers then all other platforms are employed to enhance and continue active involvement looking at the usage of the new technologies, access, availability and a fulcrum of development White (1965), Bogards (1953). Political education is another tactic of the media to get involved in political mobilization and justifying this role is Markel (1962) coming out with an assertion that without adequate citizen participation it is difficult for a democracy to find a solid basis for policy, the nation may be dominated by demagogues or selfish minorities or its stability threatened as important elements become aware of their interest and power and demand special privileges. A lot of jargons, styles and processes, grey areas, are not clear to the masses besides the particular urge to get power other aspects needs clarification and explanations to help make the process smooth and right of individuals respected and honoured by the media taking up political and current affairs programmes and looking critically relating all that should happen and what
should continue to the publics who will have a better comprehension and make informed decisions so that when things do not go right the people can stand astutely and have a say on what, when how, why, which and whom questions. Schudson (1992).

The media are also seen as the fourth estate of the realm working closely as the bridge to help relay what the government and the governed. In terms of a proficient environment, it has been a blessing to media practitioners who feel that taking up active roles plays a key part in helping political stakeholders to persuade pain-staking matters as it concerns the themes of governance and to avoid excuses or bottle necks that will not permit a smooth political input.

Political Mobilization and Communication

Broadcasting and politics are inseparable Udeajah (2004) sets the tone on how the political odyssey has been in Nigeria with reference to political mobilization. One tool that has made or consolidated the various systems of government is the mass media, the effect the agents of mass communication has is actual as its present. The reality of people’s expectations is visible in the mass media; the mirror to make meaning in the political sphere lies in the hands of the media. The relationship between politics and the media is symbolical. Nigerian political history dates back to pre-colonial epoch where there were lots of empires and vassal states in this settlements, the inhabitants came up with political structures that they used to govern themselves such as the emir-north, oba in the west, igwe-east and so many more royal appellations.

With the coming of the Europeans Nigerian political arrangement became alienated with the adoption of indirect rule, which was functional in the north but less successful in the southern parts. During this period, there were lots of constitutional conferences and summits projected at uniting the country, after the amalgamation processes in 1906 and 1914, some of the assistance of colonial era such as education, information opened the way for the nationalist to agitate for self-rule such that by 1960 Nigeria became independent and adopted the parliamentary system of government. Prior to the military take-over, Nigeria was partitioned into three zones all seeking for attention to the resources that brought about the first set of political parties that ushered in the first republic, by 1966 the khaki boys usurp power and stopped the democratic process with the first phase of major Thomas Iromsi to Yakubu Gowon, Murtala Mohammed, and Olusegun Obasanjo all tasting power. Nigeria enjoyed democracy again, when the civilians were allowed to rule taking over from olusegunobasanjo but that only lasted for five years as general Muhammadu Buhari swept into control trampling on Shehu Shagari’s authority but only lasted two years, given way for Ibrahim Babangida, becoming the first president and not head of state promised that he would returned the country back top civil rule by providing the platform, he later changed his mind annulling the result of the election, leaving the seat of power for a civilian Ernest Shonekan, who stayed for only three months before he was ousted by Sani Abacha, who never lived to realize the dream of becoming a civilian president after being in the military as he died on June 8th 1998 prompting Abdu Salam Abubakar to fill the vacancy, also promising transition to civil rule which came to pass. Former military head of state olusegunobasanjo became Nigeria’s president in the fourth republic leading the country for two tenures (1999-2007), handed over power to Umaru Musa Yar’adua who lead the country for 2 and half years allowing the vice Goodluck Jonathan to finish the joint term and contested for the presidency in 2011 of which the tenure ends in 2015. Summarily, Nigerian politics is painted with intrigues, compromises, consensus, crises, agitations, participation, religious bias, tribalism nepotism and so on.

In all of these journey the media no matter the state has been a vocal and vociferous participants in either making way for a government to be sent out or another on welcomed, so many policies were abrogated aborted due to the media, others were promulgated and made all with the sway of the media especially the radio, a return to democracy was a project the media took with all seriousness. The Nigerian media has tried to be a reliable source where all the complexities surrounding the political landscape would be solved. Syed (2005) listed out the functions of the media as a watchdog, constructive critic, expositor, philosopher, public investigator and ombudsman. As exciting as these roles may be the Nigerian society makes the grasp of political mobilization not easy Abaje (1992) admits that the Nigerian press laws that enable the mass media to work are difficult to
describe, the course of the complexity of the ever changing society in which they are found. He went to call these changes a battle field of representations which are educational systems, work environment, colonial heritage, the languages and various groups, the mass media among others, a major problem media personnel face as the watch dog is the constant turnover of government others are illiteracy, violence and turmoil. A more flawless representation on the Nigerian state is that Nigeria is a confluence of nationalities made up of unreasonable people associating in pursuit of uncommon interests, the nation is featured by the absence of justice, lacks legitimacy and a situation of the majority ruling all areas Edem (2000).

Despite the impediments in really satisfying the mobilization course of the masses the media has chosen to take up the battle as Syed (2005) buttresses that the public has interest, beliefs and expectations that are catered for by the press. The appearance of the mass media in Nigeria with specifics to the radio (Premier FM 93.5) is evolving thanks to the disposal of money and technology that has opened ways for convergence, hyper commercialism, rapid globalization, increase audience fragmentation and constraints of ownership and conglomerate. Baran (2002).the ethical covenant makes the media to stimulate its duty and it will also adopt new ideas and ideals that will make it more dependable than ever in getting the population to do its bidding.

The media can be manipulated to suit a particular colouration and politically the media is used for political campaign, government communication, political communication, public communication arena and international communication. Barnouw (1989). This is visible in the programme formats as replicated in current affairs, news, news analysis, editorials, political documentaries and so on also aired on premier FM for the gains of all. Political climate being made aware by the media is made possible by the characteristics of the politics itself as replicated in ethnocentrism, tribalism, sectarianism, prebendalism and kin selective –altruism, the media look also has an origin as look at by Nkereuwen (1996) that the Nigerian mass media has structured along ethnic lines to fight the cause of the ethnic groups. ownership and control also define the political mobilization that can be relayed for the reason that media ownership could fall into private, public, religious or community hands and that goes a long way in significantly telling how the media is controlled whether democratic, technocratic, pluralistic or that of reinforcement politics Barnouw (1989). An affirmation by intellectuals’ in the form of Siebert et al (1956) that the press adopts the form and colouration of the environments where it exists and operates is a fulcrum on which to hinge the media response to political mobilization and those who build agenda.

Political mobilization is more than important now after 33 years of military rule as a steadier democratic era which is the type of government where sovereign powers of the states reside in and is exercised by the whole body of a free citizens directly or indirectly through its system of representing people Ewelukwa (2004) has permitted, styles like rule of law, supremacy of the constitution, freedom of speech, and so on, the media is still an active partner to help shed light and provide answers to the grey areas. Emergence of various political paraphernalia like political parties, pressure, interest, civil and faith based groups, social leaders will demand an expose into the activities and the leader of importance in the political process as a lot of political reporting and interpretation of political events and defining trends in the process and in educating the people through news and current affairs programme is visible Udeajah (2004). It cannot be assumed that all know what is happening because of the unequal socio –fabric lives and Cargen and Ballentine (2003) gives a thoughtful piece by admonishing that democracy requires a supportive culture, he acceptance by the citizenry and political elites of principles, underlying freedom of speech, media assembly, religion, right of opposition parties, rule of law, human rights which does not evolve over night this is an indication that the presence of premier FM is to help cement the democratic process and induce it to the regular lives of the populace.

Furthermore, the mass media also ignite the political mobilization by involving itself in political socialization which is a process of which the individual acquires political attitudes and develop in pattern of political behaviours that involve not only learning the pervading beliefs of a society, but also coming to accept the surrounding political system despite its limitations and problems Marger (1981). The media as part of an institution encompassed as Nigeria helps to participate in what
Giddens and Duneier (2000) called the 3rd way politics that is dynamic in nature, rather than been big and can act in partnership with other social institution to foster community renewal and development placing strong emphasis on reviving public institutions.

Subjects like the 3rd term agenda, choice of politicians, governorship tussle in OYO state, wife battery of a queen in akure and so many other issues have been raised and given prominence to initiate discourse and active involvement. The media especially premier FM 93.5 have been enjoying constant patronage from the elites because of loyalty to government, economic consideration, praise singing, preference for the incumbent, neglecting social responsibilities, serving as campaign managers, public relations mouth organs as highlighted by Nigerian broadcasting journal 2007. Aregundade and Eitokpah (2000) are responsible for what is to be known of the others who may be far removed from us. Signifying that mass media set the agenda for people by evaluating candidates, understanding electoral machinery, issues and the personalities. In essence the Nigerian media responsibility has been to establish responsive and responsible political institutions in order to promote an accountable government, prevent corruption, and ensure civil right and popular sovereignty.

Nigerian mass media and the political setting work hand in hand as the media becomes an enviable conductor of human affairs concreted in a favourable personality which works in tandem with a media medium (radio) that is personal and works with the ability of influencing the decisions and the allocation of power.

**Theoretical framework**

The reviews done on the study provides a foundation on which theory to focus on and for the relevance to this research is the agenda setting theory. The theory is propounded by Mcquail (1983), as consisting set of ideas of varying origin which seek to explain or interpret phenomenon for a better understanding. The power of the news media to set a nation’s agenda, to focus public attention on a few key public issues, is an immense and well-documented influence. Not only do people acquire factual information about public affairs from the news media, readers and viewers also learn how much importance to attach to a topic on the basis of the emphasis placed on it in the news. Newspapers provide a host of cues about the salience of the topics in the daily news. – the news media can set the agenda for the public’s attention to that small group of issues around which public opinion forms.

The principal outlines of this influence were sketched by Walter Lippmann in his 1922 classic, Public Opinion, which began with a chapter titled “The World Outside and the Pictures in Our Heads.” As he noted, the news media are a primary source of those pictures in our heads about the larger world of public affairs, a world that for most citizens is “out of reach, out of sight, out of mind.” What we know about the world is largely based on what the media decide to tell us. More specifically, the result of this mediated view of the world is that the priorities of the media strongly influence the priorities of the public. Elements prominent on the media agenda become prominent in the public mind. Lipmann (1922).

McCombs and Shaw investigated presidential campaigns in 1968, 1972 and 1976. In the research done in 1968 they focused on two elements: awareness and information. Investigating the agenda-setting function of the mass media, they attempted to assess the relationship between what voters in one community said were important issues and the actual content of the media messages used during the campaign. McCombs and Shaw concluded that the mass media exerted a significant influence on what voters considered to be the major issues of the campaign. Core Assumptions and Statements: Agenda-setting is the creation of public awareness and concern of salient issues by the news media. Two basis assumptions underlie most research on agenda-setting: (1) the press and the media do not reflect reality; they filter and shape it; (2) media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues. One of the most critical aspects in the concept of an agenda-setting role of mass communication is the time frame for this phenomenon. In addition, different media have different agenda-setting potential. Agenda-setting theory seems quite appropriate to help us understand the pervasive role of the mass media on political mobilization based on the study.
The researcher also used the diffusionism theory. The theory refers to the diffusion or transmission of cultural characteristics or trait from the common society to all other societies on the issues concerning the important of cultural achievement as its spread to other cultures, which has to do with Nigeria media and political mobilization. The study employs diffusionalism theory, which is propounded by Franz Boaz in the 1990s. The theory approach was through the analysis of culture complexes identified geographically and historically as it explain the culture circle and culture strata. The theory stresses the transmission of things, materials or otherwise from culture to another, one people to another or one place to another. Diffusionism theory is also seen as an invention or transmission of ideas to another society through cultural and mass media.

Data Presentation and Analysis

Data analysis and interpretation represent a pictorial or graphical image of the ascending or downward trends of events, issues, substances and phenomenon to aid comprehension of what next steps to take either in prediction, formulation of policies, decisions, cautions etc. For any effective analysis, subsequently followed by interpretation, certain yard sticks are followed such as collection of data, adoption of data gathering procedure and instrument, determining the population size. Furthermore choice of data analysis and interpretation is greatly affected by the nature of the research which sorely lies in the hands of the research to determine and appreciate the role of the media in political mobilization with the case study of premier FM 93.5. the data gathering procedure used was survey, with the instrument of questionnaire. A total of 100 questionnaires were shared to 100 respondents in the 10 departments to ascertain the role of the media in entrenching and achieving political mobilization. A total of 16 kinds or categories of questions were asked to know the lent of the media’s job in making prominent the political participation of the citizens.

Sex Distribution

<table>
<thead>
<tr>
<th>SEX</th>
<th>FREQUENCY</th>
<th>PERCENTAGE %</th>
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</thead>
<tbody>
<tr>
<td>MALE</td>
<td>52</td>
<td>52</td>
</tr>
<tr>
<td>FEMALE</td>
<td>48</td>
<td>48</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
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</tbody>
</table>

From the analysis exceeding, 52% of the media population working at premier FM are males and the remaining percentage of 48 are females, an indication that societal demands, expectations, norm and agitations plays a part in the sex dispersal of work as that has played out in the data showing that a fair representation is evident in the public sphere and domain and this also shows encouragement for the females who are breaking the wage ceiling and make a career path for themselves.

Age Distribution

<table>
<thead>
<tr>
<th>AGE</th>
<th>FREQUENCY</th>
<th>PERCENTAGE %</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-22</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>23-27</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>28-32</td>
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<td>20</td>
</tr>
<tr>
<td>33-37</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>38 and above</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

In the angle of the age and how it relates to the work the largest group are those in the layer of the 38 and above class with 40%, the next class were 2 clusters 28-32 and 33-37 having 20% coming in the order of tall appearance is the 23-27 set with 15% and the last class is the 18-22 on 5%. The implication is that the disparity hinges on the socio-political and economic factors playing out where certain laws rules and regulations do not allow for Constant shake ups, continuity or the injection of new ideas, the largest group are there because of experience, unlikely hood of getting employed elsewhere,
loyalty while the other groups are at that rate because of competitive job market, academic pursuit, and skills advantage among other things.

**Departmental Distribution**

A total of 5 departments were used to share the questionnaires and the appearance are in this manner; administration 20 news and current affairs 20 commercial 18 programmes 20 and engineering 20. This was firmly rooted on the bases of response time and need for balance based on the sampling choice of satisfaction.

**Work Cadre**

<table>
<thead>
<tr>
<th>WORK CADRE</th>
<th>FREQUENCY</th>
<th>PERCENTAGE %</th>
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</thead>
<tbody>
<tr>
<td>Junior</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Middle</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>Senior</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>Others</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Beginning from the top Junior cadre has 25% showing that the response was very low owing to the knowledge of the subject matter, demands of the job, for the next level, the middle class having 30% indicates a leap from the above class providing the platform to know that a slow but steady growth movement is occurring in the organization and this has led to an increase in their service. Senior staff contributed more due to their presence, knowledge of the topic, desire to share knowledge and the labour pattern of division of labour and specialization where all parties have got a specific thing to do at certain times and lastly is the set of others who are on industrial attachments, help hands and so on make up the remaining 5% who are not full staff and can enjoy certain privileges but are associated with the media house and so made part of the population who were sampled and their presence as well as availability are rationales for the outcome.

This ends the section of the demography of the workers of premier FM 93.5 Ibadan as the next one will beam its spot light on the role of the media in political mobilization.

**Media Role**

<table>
<thead>
<tr>
<th>Media Role</th>
<th>FREQUENCY</th>
<th>PERCENTAGE %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information</td>
<td>27</td>
<td>27</td>
</tr>
<tr>
<td>Education</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>Entertainment</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Advocacy</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Others</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>All of the above</td>
<td>33</td>
<td>33</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
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</table>

27% of the population say the main role of the media is to get information, education as the major task of the media professionals was hinged by the section of 18%, from the samples received 10% are of the opinion that entertainment is the cogent function of the media, advocacy also was another role that had 7%, other roles like, social critic, cultural tool, provision of role models had 5% and 33% said all of the above were the key functions of the media. In all of these submissions the cord is centered on the access, perception, social status, social relationships and influence, control and ownership of the media, the political environment, and affordability of media apparatuses, new technologies, and interest as reasons for the diverse responses.
Media Influence

<table>
<thead>
<tr>
<th>INDICATORS</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morals</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>Attitude</td>
<td>23</td>
<td>23</td>
</tr>
<tr>
<td>Culture</td>
<td>26</td>
<td>26</td>
</tr>
<tr>
<td>All of the above</td>
<td>34</td>
<td>34</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

The combination of the changes in the morals, attitude and culture sums up the ‘All of the above’ category rated at 34% portraying the persuasive powerful and permissive contents of media programmes used to change the psyche of the receivers and media consumers. 26% go for the cultural differentials as the times change so does new trends brings forth and the media is at the forefront, attitude is pitched at 23% to keep up with reaction and response to social changes and morals comes up at the rear with 17% because the respondents believe the media is a mirror that brings out the true image and helps pattern thoughts and behaviours.

Radio’s Edge on Political Programmes

<table>
<thead>
<tr>
<th>INDICATORS</th>
<th>FREQUENCY</th>
<th>PERCENTAGE %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>64</td>
<td>64</td>
</tr>
<tr>
<td>No</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>Not sure</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Giving the radio an edge as explained by the recipients who feel that the radio has got great advantages over other media channels see it from the perspective of the radio been local, simple, portable, personal, daily conscience and friend, less cumbersome, precise and so many reasons which the media can have its set target reached, the other strataums of NO and NOT SURE both have 18% each representing the obvious struggle of using imagination, voice and sound to make meaning which may be very awkward, the better advantages of other media openings, half-baked information on the media and in particular the radio arm, experiences as well as the thoughts of the pockets of impact around such respondents.

Impact of Political Media Programming

<table>
<thead>
<tr>
<th>POINTERS</th>
<th>FREQUENCY</th>
<th>PERCENTAGE %</th>
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</thead>
<tbody>
<tr>
<td>Yes</td>
<td>65</td>
<td>65</td>
</tr>
<tr>
<td>No</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>Uncertain</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Premier FM staff who were in the sampling frame for this research had unlike estimations as 65% said that the political programmes aired on the station were positively acknowledged by the listeners as they maintain a chain of constant feedback, interest and listenership 29% are of the stand that the political programmes do not impact or influence people because of the purpose of using the media and the intention for consumption, some respondents who stood in between made up the remaining 6% who could not use any quadrant to accurately point out whether the impact was positive or otherwise and this could be the need to be objective, political culture and socialization of the Ibadan residents and lack of concern.
### Political Programme Listenership

<table>
<thead>
<tr>
<th>PREFERENCE LEVEL</th>
<th>FREQUENCY</th>
<th>PERCENTAGE %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>45</td>
<td>45</td>
</tr>
<tr>
<td>No</td>
<td>35</td>
<td>35</td>
</tr>
<tr>
<td>I don’t know</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Innovations, proliferation of the new information technologies, steady democratic dispensation, equal opportunities and distribution of resources, explanation and in-depth analysis of political processes and systems has placed the listenership of political programmes ahead by 45%. On the other hand 35% say that residents of the city and the environs do not listen because of the ownership pattern, issues discussed, media options, timing of the programme and 20% were with the outlook of not knowing whether the people listen to the programme.

### Rating of Political Media Programmes

<table>
<thead>
<tr>
<th>RATE LEVEL</th>
<th>FREQUENCY</th>
<th>PERCENTAGE %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Average</td>
<td>27</td>
<td>27</td>
</tr>
<tr>
<td>High</td>
<td>47</td>
<td>47</td>
</tr>
<tr>
<td>Very high</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

In assessing the replies 10% are on the belief rating political programmes as been poor due to concept, style of presentation, consistency of programmes, and conflict of interests. Those who feel that average is the key to place the political programmes on premier FM 93.5 amount to 27% citing that happenstance, boredom, prominence given to a social subject. 47% give out this rate level in the presence of increased desire for political education, need for expert views on political topics, affluence and status, availability of new technologies that aids monitoring. 16% are on the ground that the grade is very high due to the coverage, ability to gather the elites in the angle of its ownership, place of advertisements, jingles and commercials, collaborations with the global media has greatly encouraged.

### Nature of Influence

<table>
<thead>
<tr>
<th>NATURE</th>
<th>FREQUENCY</th>
<th>PERCENTAGE %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Negative</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Negative or positive</td>
<td>75</td>
<td>75</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Top on the nature of influence is that the form of sway is both negative and positive because it could be used to foster unity, stir change and stimulate efficiency, but the negative side will and may get the masses to take the laws into their hands if not properly channeled because of the sensitivity of politics and the kind of environment it is practiced. 14% stick with positive impact and 11% go with negative effects.

### Challenges in achieving Political Mobilization

In this inquiry the researcher asked the units of analysis what set back they had and 80% gave a myriad of factors as to what affects and impedes the resolve of the social responsibility in keeping the public in check with political mobilization in mind as been multifaceted reflecting in ethical violations, bribery and corruption, ownership and control, conflict of interest, educational level of media practitioners, ability to operate modern and state of the art media technologies, economic, political and social climate, contradictions with the laws, language, cultural and religious barriers, world relevance
and so much more and the other 20% hang onto the objectives that no hurdles as the job in itself has got a way of not causing trouble due to the need to know must always be primary no matter the consequences.

Feedback Mechanisms

<table>
<thead>
<tr>
<th>Feedback machineries</th>
<th>FREQUENCY</th>
<th>PERCENTAGE %</th>
</tr>
</thead>
<tbody>
<tr>
<td>New technologies</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>Political participation</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>Social and pressure groups</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Endorsements</td>
<td>15</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

A glance at the way premier FM monitors the programmes it churns out got varying answers as 30% went for new technologies and political participation each as the highest means through which the station get to monitor and receive a feedback on its political programme. The new technology is one because the determinant of how things should be done is greatly replicated in technology and if a much needed shift is achieved then the media house (premier FM) uses that to judge. 25% of reaction comes from the activities of social and pressure groups who are looking for the platforms to air their views and so with the media doing its job the action and inactions of the social assemblies will tell on whether or not the political messages are received positively or adversely. Lastly endorsements take up 5% as the acceptance and the bringing to prominence of certain influential individual and political institutions which involves partnerships and collaborations will speak volumes on how the media is affecting the outside world.

Determinants of Political Media Programmes

All the answers to this question were acknowledged due to the departmental engagements that the workers occupy and that was prominent and evident in the replies as 37% opines that the desire for growth and development, dynamism of the political landscape, multifaceted task of politics, and presence of an information driven society. In the eyes of another collection amounting to 29% the necessity to void of competition from other media stables, provide qualitative media programming and content, globalization effect, positive image building, maintain loyalty of listenership and sway more to its side, plea for credibility and competence in the assignment given. 27% see the financial and economic potentials as the attention to political programmes and contents will allow for investments to be made through adverts, sponsored programmes, economically viable partnerships and collaborations which will pave way for all groups to be fairly represented permitting the media to carefully plan out its adverts platforms, meeting the costs and expenses.

Discussion of Findings

From the responses gotten from the population selected gave out their opinions which when open-ended had few sentiments and were also left with no choice than to answer the closed –ended inquiries and the answers received helped to come to a conclusion that sampling opinions on the roles of certain strata’s of developments instigates interest from all parties as evident by the retorts. 75% of the questionnaire attendees said that the media’s role is important, paramount and indispensable and as such it places an onus on the information houses to meet set targets, corrects errors, instill attitudinal change, and create awareness for the public, and sometimes stumble due to pressure. In replying to the questions they were few cases of the respondents where there were stark disparities but for other sets and elements the differentials were equally close owing to the level of knowledge and expertise, position held, time available, close options on the questions provided or otherwise. Lastly the employment of the frequency table and habit of the percentages has made the grasp very easy and will allow for new researches that will come up to have clarity in knowing what really transpired.
Conclusion

The expose from this intellectual work has opened some grey areas pointing out that a symbiotic bond exist between the media and all other parameters of societal organization and arrangement such that what affects one has the same consequential level which may be higher, lower or proportionate. As the mirror of the society what can be deduced is that the reflections of the media comes from the interface of other variables and so make the contract of informing, entertaining, enlightening, and educating to be a non-negotiable pact thereby mandating a certain form of pressure that could make or mar the role of the media. Primarily the political impact, association and relationships will not have any root to decide on behavioural patterns and habits without a podium via which it can churn out its hook in bringing all parties involved, that platform is the media because it can capture a large mass of people and the sign to know and be assured of political mobilization is participation and the media whether as a passive and active partaker is the fulcrum from which a take-over occurs and all machineries can be in motion to achieve set goals and objectives.

Another element which has to do with the context of the intermingling of all the elements plays out as the social milieu, where the media operates will have an impression on what becomes the major questions, orientations, assumptions and opinions and such will buoy down to the social climate present and the unforeseen circumstances.

Recommendation

This piece will not be completed without providing suggestions as to what to do in appreciating the role of the media in political mobilization.

1. Political machineries should have a large presence on the new media and technologies with efficiency helping the media to know what their agenda are.
2. The media should organize fora with the public to understand their operations that needs to be known as well as the expected place of the public.
3. More expose on the clashes with the law provisions and ethical considerations will allow the political institutions and the media to know boundaries via seminars and conferences.
4. A scheduled review of the political media programmes should be a duty for the media personnel to meet up with the present demands and expectancies.
5. Opinion leaders should be an extension of helping to politically educate the masses who may be apathetic to either politics or the application of new information and communication technologies.
6. Political bodies must undertake constant researches and make new innovations to ensure better styles of involvement and feed the media so as to have a multiplier effect.
7. The media should provide and produce political materials in collaboration with the political establishments for objectivity and credibility.
8. Umbrella of the media outfits should school media houses on fostering balance and fairness in dealing with the political mechanisms.
9. A reward and rebuke system should be established on more timely bases to keep the political instruments bon their toes.
10. Media should have capable hands to monitor its activities on the new technologies.
11. Agenda setting should be a charge for the media and the political symbols to entrench productivity, efficacy and development.

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