



Research Paper

Influence of Channels Television's "Politics Today" Programme On The Political Enlightenment Of Residents Of Lagos State

Samson Ighiegba OMOSOTOMHE (PhD) ¹

Department of Mass Communication, Faculty of Arts, Ambrose Alli University,
Ekpoma, Edo State, Nigeria.
Email: mrsampeters123@gmail.com

Isah ABDULAZEEZ ²

Department of Mass Communication, School of ICT,
Auchi Polytechnic, Auchi, Edo State, Nigeria.
Email: isahabdulazeez234@gmail.com

Abstract

This study examined Lagos residents' exposure to Politics Today on Channels Television and its influence on their political behaviour. The objectives of the study include : to find out the extent to which Lagos residents watch Politics Today, To examine the extent to which politics today contribute to the political awareness and enlightenment of residents of Lagos, to evaluate how exposure to Politics Today influence residents' understanding of political issues, To determine the extent to which the programme influences the political opinions and engagement of Lagos State residents and to identify the strengths and weaknesses of politics today as it concern providing political information to Lagos residents. The survey method was employed while the questionnaire was used to gather the data. Findings showed that The "Politics Today" programme on Channel Television is a prominent source of political knowledge for Lagos State residents, with a significant majority having encountered its broadcasts. Serving as a significant contributor to political comprehension, it has been instrumental in enhancing the residents' understanding of political intricacies and has fostered increased participation in political activities. While its widespread coverage is laudable and a key strength, there is a palpable concern among viewers regarding its objectivity and overall content quality. Thus, while "Politics Today" remains essential for political awareness in Lagos State, there is a pressing need for introspection to address concerns of impartiality and content quality. It was recommended that the programme should include championing balanced reporting, elevating the quality of content, promoting community interactions, and introducing consistent feedback channels.

Keywords: Channels Television Politics Today Programme Political Enlightenment

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I. INTRODUCTION

Lagos State is the economic and commercial hub of Nigeria, with a diverse population comprising individuals from different socio-economic backgrounds, cultures, and political affiliations. A politically enlightened citizenry is vital for the functioning of a democratic society, as it ensures informed decision-making, active participation in politics, and the holding of accountable elected leaders.

Media plays a significant role in shaping public opinion and political awareness. Television, in particular, has a wide reach and is a popular medium of information dissemination in Nigeria. Channels Television has gained prominence as a reliable source of news among Nigerians, and its "Politics Today" programme has been running for several years, covering a range of political issues, interviews, and analysis.

In every given society, the mass media in all ramifications are expected to inform, educate, enlighten and serve as watchdog to the society. By these functions, the media (print, social and electronic) have the duty to baby-seat the society by providing day-to-day information. The real influence of the media in facilitating political and social enlightenment will depend on the media themselves, the societies in which they operate and the audience they reach. None of these factors is the same everywhere, at all times or under all conditions

(Abdul, 2012). Whatever the circumstance or the nature of the society in which the media operate, certain factors are basic in the way they impact on the people's political and social enlightenment (Kolawole, 2012). Tosanisanmi (2004) observes that the mass media educate, inform and entertain; they also persuade and catalyze social enlightenment. In other words, the mass media can be regarded as powerful sources of information because they have the capacity to penetrate every segment of society. They have the ability to disseminate messages about issues, ideas and product.

Therefore, the responsibility of the mass media to shape the opinion and attitude of people, especially in their capacity as voters cannot be overemphasized (Foster, 2010, p. 142). In a diversified society like Nigeria, the media play important role in sensitising the people about socio-political developments by relaying messages that impact on their consciousness and add to their social and political enlightenment on contemporary issues. In carrying out the basic function, the mass media perform various tasks that have been classified into four functions by Wright (1960), cited in Akindele and Lamidi (2001). It should not only be a mirror that reflects what the society looks like, the beauty spots and the warts, it should also be a voice of advocacy for the collective good of the society.

Channels' Politics Today, provides an avenue for people, most especially the Lagosians, to know and understand these issues. *Politics Today* provides the basis for citizens to understand all these social and political issues by interpreting and disseminating messages to the elite in the society who want to have good enlightenment about these issues. *Politics Today* brings up political and social issues that affect people. In spite of the popularity of the programme, little or no research has been conducted to verify or confirm its impact on the social, cultural and political enlightenment of Lagosians. Thus, the extent to which Channels Television through its programme *Politics today* has been able to enhance the socio-cultural enlightenment of Lagosians.

The programme "Politics Today" has gained a reputation for being a reliable and unbiased source of political news and analysis. It has become a staple for many residents in Lagos State who are interested in staying informed about the latest political developments in Nigeria. Through in-depth interviews and discussions with politicians, experts, and analysts, the programme provides viewers with a comprehensive understanding of the political landscape and the various issues at play. The discussions often delve into key policy decisions, political strategies, and the implications of political events, allowing viewers to gain a deeper insight into the factors that shape Nigeria's political landscape.

The influence of "Politics Today" on the political enlightenment of residents in Lagos State is multidimensional. Firstly, the programme serves as an important source of information, keeping viewers abreast of the latest political news and providing them with a platform to understand different perspectives on important issues. This helps in expanding their enlightenment and enables them to make more informed political decisions.

Moreover, by hosting political analysts and providing a platform for robust debate, "Politics Today" encourages critical thinking and political engagement among its viewers. By presenting different viewpoints and opinions, the programme fosters a culture of open dialogue and vibrant discourse, allowing residents in Lagos State to develop a more nuanced understanding of political issues.

Lagos State residents who regularly tune into "Politics Today" are empowered to hold their leaders accountable. By staying informed about government policies, legislative decisions, and electoral processes, viewers can actively engage with their representatives, question their actions, and demand transparency and accountability. The programme serves as a watchdog, scrutinizing politicians' actions and ensuring that the interests of the people are adequately represented.

To measure the impact of "Politics Today" on political enlightenment, this study aims to conduct surveys and interviews with residents of Lagos State. By assessing their level of awareness, understanding, and active engagement in political matters, valuable insights can be obtained regarding the programme's effectiveness in enhancing political enlightenment. Additionally, monitoring social media engagements, online forums, and public opinion polls can provide further evidence of the show's influence on shaping public discourse.

The programme covers a wide range of political news and events, including election campaigns, policy decisions, governance issues, and legislative matters. Through in-depth analysis and interviews, "Politics Today" takes an investigative and informative approach, helping viewers delve deeper into the complex world of Nigerian politics. By offering informed opinions and shedding light on key political developments, the programme aids in the political education and enlightenment of residents in Lagos State.

The impact of "Politics Today" extends beyond simply providing information. The programme's engagement with its viewers through social media platforms, phone-in segments, and audience participation fosters a sense of democratic participation and civic engagement. Viewers have the opportunity to voice their opinions, ask questions, and contribute to discussions, creating a dynamic and interactive political discourse.

By providing an avenue for deep political discussions, informative debates, and diverse perspectives, Channels Television's "Politics Today" programme has the potential to play a crucial role in enhancing political enlightenment among residents in Lagos State. Its extensive coverage and credible reporting contribute to

shaping public opinion, fostering democratic participation, and increasing political awareness, ultimately influencing the broader political landscape in Nigeria.

1.1 Statement of the problem

Channels Television's "Politics Today" programme is known for its comprehensive coverage and analysis of political events in Nigeria. As one of the most-watched political shows in the country, it has the potential to shape public opinion and increase political awareness among viewers. This study aims to assess the influence of the "Politics Today" programme on the political enlightenment of residents in Lagos State.

Politics Today brings up political and social issues that affect people. Despite the availability of political information through various media channels, there is a need to examine the specific impact of Channels Television's "Politics Today" programme on the political enlightenment of residents of Lagos State. This study delved into the potential influence of the programme in enhancing political enlightenment, promoting informed decision-making, and fostering active citizen participation in political affairs.

1.3 Objectives of the Study

The objectives of this study are as follows:

1. To find out the extent to which Lagos residents watch Politics Today
2. To examine the extent to which politics today contribute to the political awareness and enlightenment of residents of Lagos
3. To evaluate how exposure to Politics Today influence residents' understanding of political issues.
4. To determine the extent to which the programme influences the political opinions and engagement of Lagos State residents.
5. To identify the strengths and weaknesses of politics today as it concern providing political information to Lagos residents.

II. Literature Review

2.1 Political Enlightenment

Delli Carpini and Keeter (1996) defined political enlightenment as the range of factual information about politics that is stored in long-term memory and listed rules of the game, substance of politics, and people and parties as the three broad areas of political enlightenment. It is one's enlightenment of political events, personalities, affairs, histories and institutions as measured by one's ability to provide correct answers to a specific set of fact-based questions. Low political enlightenment generates a superficial understanding of public policy, intolerance of minority groups and distrust of political institutions (Hart, Atkins, Markey and Youniss, 2004).

However, high political enlightenment produces politically informed, vigilant, vocal and competent citizens who have needed expertise for political participation to sustain functional and stable democratic system (Bennett and Freelon, 2012). Milner (2010) revealed that there are some politically inattentiveness citizens who lack the enlightenment and skills to make sense of the political world and were unable to meaningfully engage in politics. In Uganda, this lack of political enlightenment was identified as one of the factors that hindered the citizens from holding government officials accountable (Natamba et al, 2010). In Nigeria, students formed the largest group of voters in occupation group, accounting for 26.57% (22 million) of voters (Channels TV, 2019). Civics and Citizenship Education are taught at the various education levels to enhance students' understanding of political and social context. This enlightenment can develop their confidence and motivation to participate in public life.

Furthermore, in a meta-analysis of political enlightenment measurements, Delli Carpini and Keeter (1996) found that the measurements included enlightenment about current national and international events, political personalities, institutions and processes. The researchers also affirmed that democratic citizens and societies need at least moderate levels of enlightenment of political parties, leaders, history, economy and institutional setting to accept political norms, be politically efficacious, understand current politics and participate in politics. Citizens without a basic level of political enlightenment would have difficulty in understanding political events and eventually engage in public matters (Popkin and Dimock, 1999). Therefore, higher aggregate levels of political enlightenment empower societies to be more inclusive and responsive.

2.2 The Mass Media and Political Enlightenment

The report by Political Bureau (1987) noted that all along human history, there were points where a massive effort was engineered to bring people together to achieve some set objectives. The report further conceptualized political enlightenment as an increase the level of awareness, of a people, to specific set objectives intending to achieving those objectives (Political Bureau 2012). Mustapha (2016) conceptualization of political enlightenment to mean simultaneous engagement of large masses of people in activities that have a

predominantly social or collective objective in the same vein, political enlightenment is opined as change in the attitudes, values, and expectation of people from those associated with the traditional word it is a consequence of literacy, education, increased communication, mass media exposure and urbanization' (Huntington, 2015), and more recently it is the consequence of social media. Hence, from the foregoing political enlightenment encapsulates the sensitization of the citizenry, increase and improvements in their political consciousness to effect change in a political process. It is the ability to emotionally organize people, which in the process breeds organic solidarity towards a course of action.

Enemaku (2013) stated that, the role of the media in any democratic process cannot be downplayed. Journalists are the trustees of the public trust in any sustainable democracy. Information is power. Information is an accelerator for any meaningful development and it is adequate information that can propel or bring about sustainable democracy.

In view of this, the mass media should be taken seriously. Many studies have concluded that the instruments of mass communication are useful vehicles with the potential to bring about social change and, consequently development in societies where they exist.

It is an acknowledged fact that the mass media has a very important role to play in channeling political enlightenment to serve the goal of national development. This is because the mass media is described as "a pivot of social interaction, seeking to use the power of mass information to solve the problem of national cohesion and integration, which are both critical to the growth of healthy political enlightenment" (Agba: 2013). Becker, S. and Lower, E (2010) name the functions of the mass media in political enlightenment as "reporting and interpreting events, defining issues, portraying personalities, and investigating support". But the 2015 political campaign did not live up to the expected standard. The enlightenment was characterized by misuse of the media by political parties and their candidates through the publication or mass of unwholesome information passed to the public as the truth. The mass media lent themselves to most of the negative factors in Nigerian politics and became partisan. Most mass media organizations aligned with one politician, political party or one region against another. They acted as the mouthpiece of some of the political parties they are aligned with. This posture did not give room for objectivity, fairness and justice in the discharge of their responsibilities to the public.

Edogbo (2016) traces this act to media ownership structure and the owner's relationship with the political system. It is widely believed that most media owners with political interests prevent their media outfits from adhering to the fundamental principles of balance, fairness and objectivity.

This level of unprofessionalism is detrimental to the growth of a healthy political culture in the country. Agba (2013) is of the view that the mass media should internalize the concept of public interest in the discharge of their functions in any electoral process. In this regard, the mass media is expected to set the pace for a healthy electoral process and also ensure they are guided by public interest. The media can achieve this by directing the goals of political campaign to the desirable goal of responsible democratic principles that recognize the sovereignty of the people's votes. Nwaozuzu (2010) advises the media to seek out relevant truths in political enlightenment for the people who cannot witness or comprehend the events that affect them. This means the media should interpret campaigns in the light of the electoral needs of the people. It is also incumbent on the media to channel the electoral process towards the desirable goal of national development.

2.3 Empirical Literature Review

Rasheed, (2016) examined the role of broadcast media as an instrument of change during 2015 electioneering campaign in Nigeria, Broadcast Media played a key role in ensuring that Nigerians participate in the electoral process and that its outcomes are credible and acceptable to the generality of the entire nation. In an attempt to strengthen the effectiveness of broadcast media in promoting balanced, conflict sensitive reporting, a well-informed audience and accountability of public representatives and institutions, the broadcast media owners and editors shared information, advance mutual understanding, enhance cooperation, and harmonized their commitment on ethical issues relating to election reporting from their various organization. This paper employed quantitative research design, and the methodological approach is survey, the instrument of data collection is questionnaire with a sample size of 120 respondents and the sampling procedure is purposive sampling, and the method of data analysis is simple percentage and frequency tables. The paper achieved that broadcast media embarked on meaningful political awareness and public enlightenment to the Nigerian and did a holistic and thorough analysis of relevant provisions of the constitution as they relate to elections, Promotion of public interest and consciousness in participatory elections, organize series of campaigns to educate the citizens on their civic rights and electoral duties.

James (2016) carried out a study on the Influence of Mass Media on Voting Pattern in Rural Areas of Nigeria. Mass information, in a democracy, is a necessity. As a result, the roles of mass media as harbingers of information, education and providers of entertainment become indispensable. However, the mass media of mass communication have failed in their effort to provide the traditional social responsibility functions with which they have been identified for ages, especially in the rural areas of Nigeria. The rural dwellers in Nigeria are not

adequately informed about the political process and development like their urban counterparts. Many newsworthy events, which should be reported by the media, are not given attention in the rural areas. Radio, which is the favorite and the most loved among the rural dwellers, has not also done enough to orientate, re-orientate, educate, enlighten, and mobilize the rural areas. This is because most programmes done on radio are elitist and are carved in a foreign Language-English-which most rural dwellers do not find easy to comprehend. Programmes about agriculture which concern the rural dwellers, if done at all, are aired in English Language. The study is driven by agenda-setting theory and two step- flow of information theory. The agenda setting theory posits that the media think for the audience by disseminating information which they think is important. The two step-flow of information theory states that some individual have better access to the media than others in the society. These people are called opinion leaders, while the others who have less access to the media of communication are called opinion-followers. The study recommends the establishment of community radio station in rural areas for political enlightenment and information.

Olaniru, Olatunji, Ayandele and Popoola (2019) examined the influence of media on political knowledge among undergraduate students in Ibadan. The objective of this study was to examine the frequency of the forms of media accessed and level of political knowledge among Nigerian students. It also assessed the relationships between political knowledge and access to radio, television, newspaper, and social media. Moreover, it investigated the predictive influence of the frequency of media access on Nigerian students' political knowledge. The study adopted Uses and Gratification Theory (UGT) to explain how media is used to the advantage of people. Using cross-sectional survey research design, a structured questionnaire was used to collect information on students' demographic, frequency of media access and knowledge of Nigerian politics from 246 randomly selected students of the Polytechnic, Ibadan (Mean age is 25.07 years, SD = 6.23). Descriptive and inferential statistics were used to analyze the data. Findings identified social media as the most frequently use media, followed by radio, television and newspaper. 31% of the respondents had very high political knowledge while 3% had no political knowledge. Access to radio is the only significant correlate ($r = 0.42$, $p < 0.05$) and independent predictor ($\beta = 0.43$, $t = -3.98$, $p < 0.05$) of political knowledge although access to radio, television, newspaper and social media are significant joint predictors of political knowledge ($R^2 = .18$, $F(4, 241) = 4.32$). Therefore, the study concludes that radio is the foremost source of political knowledge amongst undergraduate students in Ibadan, Nigeria. It recommends that various media institutions and political analysts should take advantage of the social media to make more audience politically knowledgeable

2.4 Theoretical Framework

Theory that could be used in analyzing the impact of Politics Today on Channel's Television in the political enlightenment process abound but the theoretical framework of this study will be limited to the Agenda Setting Theory. The agenda setting theory of the media according to Zhu and Blood (2007), "is the process whereby media enlightenment can lead the public in assigning relative importance to various public issues". This is because the action of the media is capable of influencing people's perception of what is important, acceptable, or desirable. Attention is drawn to certain aspects of reality and away from others, thus influencing people in terms of what to think.

Folarin (2013) in his own view notes that "Agenda setting implies that the media predetermines what issues are regarded as important at a given time in a given society". In Folarin's submission, the Politics Today on Channel's Television through its educative and enlightenment functions brings to light different issues of importance during political enlightenment. Elections are paramount to the success of any democratic engagement in any country. Different media are usually employed by politicians, civil society groups, electoral bodies, government and its agencies in the quest for successful free and fair political enlightenment and elections.

The rationale behind adopting the Agenda Setting Media Theory in this study is because it explains the impact, role or function of the Politics Today on Channel's Television in determining public agenda before enlightenment, during enlightenment and after elections. It further describes the influence of the Politics Today on Channel's Television in mobilizing, molding and shaping the opinion of the public towards some topical issues such as politics, of which election is paramount. In fact, the main trust of the agenda setting theory is that the Politics Today on Channel's Television set agenda on the burning issue such as politics in the society for public discourse.

III. Research Methodology

The researcher used a survey research approach for this investigation. The survey was chosen as the primary research strategy since it was thought to be the most effective. In order to provide a comprehensive description of a phenomenon, surveys are a sort of empirical investigation that collect data through the use of a questionnaire or interview. There is a heavy reliance on surveys in the field of communication studies. Survey research is a method whereby information on a large population is gathered from a relatively small sample. A

survey is the most efficient way to collect data from a large number of respondents. (Asemah, Gujbawu, Ekhareafu and Okpanachi , 2017).

Due to the vast size of the Lagos population, a survey is seen as the best method for collecting data on attitudes & opinions. Moreover, it was considered that the survey methodology was the best approach for this study since it allows the researcher to deal with features of the selected population, whose opinion & behaviour are critical for the gathering of information needed for the study.

The population of this study were drawn from four local government areas. Two local Governments were selected from the Island while two local governments were selected for the mainland. From Lagos Island, Lagos Island Local Government with a population of 209,665 and Ibeju-Lekki Local Government Area with a population of 117,542 were selected. For mainland, Alimosho Local Government with a population of 1,456,783 and Mushin Local Government with a population of 633,543 population were selected. The National Population Commission (2020) projected that the four local governments selected have a combined population of 2,417,533 (National Bureau of Statistics, 2023).

A sample of 400 was drawn from the population using the Taro Yamani Sample size determining formula (see computation in the Appendix).

Multiple rounds of sampling were used to choose participants for this analysis. In the initial step, the researcher selected one ward from each of the four local governments. From each of the wards, ten streets were selected. The researcher administered 10 copies of questionnaire to people who are 18 and above across all the streets selected (10 x 40 = 400).

In order to gather information for this study, a questionnaire was used. There was a total of 400 copies of the questionnaire mailed out. Included are both the demographic & thematic sections of the poll. The researcher analysed the age, gender, & level of education of the respondents to get a sense of the demographics of the sample. The researcher considered the themes by analysing the questions that were thoughtfully crafted to elicit relevant & substantial replies from the respondents & thus aid in the resolution of the research topic.

The survey is mostly made up of closed- & open-ended questions, with the former being more common because researchers are looking for quantifiable data.

The data for this study were presented & analyzed using the simple percentage method for the Survey data while the explanation building model was used to analyze the interview data.

Quantitative data generated in the study were analyzed in frequencies, percentages & presented in tables. In analyzing the data of the study two major steps were taken include: - Description based on the characteristics of the study sample & description based on thematic analysis:

Step I: Description based on characteristics of the study sample which involves background information of the sample under study is usually the first stage in data analysis. Such variables include sex, age, & educational qualification. Frequency distribution table & percentage were used in describing the variables.

Step II: Description based on thematic Analysis is the second stage of data analysis involved the description of thematic data was done using frequency distribution & tables & the number of respondents who indicated similar answers was coded using simple percentages.

$$\frac{ActualResponse}{TotalSampleSize} \times \frac{100}{1}$$

Equation 1

3.1 Data Presentation, Analysis And Discussion

Table 1: Frequency of Watching *Politics Today*

Variables	Frequency	Percent	Cumulative Percent
Never	139	35.2	35.2
Rarely	174	44.1	79.2
Occasionally	82	20.8	100.0
Total	395	100.0	

This table provides data on the frequency of viewership of *Politics Today*. From the data 44.1% watch it rarely, 35.2% never watch it, and 20.8% watch it occasionally.

Table 2: Impact of *Politics Today* on Political Awareness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all	55	13.9	13.9	13.9
	Slightly	51	12.9	12.9	26.8
	Moderately	51	12.9	12.9	39.7
	Very Much	61	15.4	15.4	55.2
	Extremely	177	44.8	44.8	100.0
	Total	395	100.0	100.0	

Table 2 shows the impact of *Politics Today* on the political awareness of Lagos. From the data, 44.8% feel the show impacts them extremely, while 13.9% feel it doesn't impact them at all. This means that the show impacts their political awareness.

Table 3: Impact of *Politics Today* in Understanding of Lagos Political Issues

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all	40	10.1	10.1	10.1
	Slightly	38	9.6	9.6	19.7
	Moderately	55	13.9	13.9	33.7
	Very Much	88	22.3	22.3	55.9
	Extremely	174	44.1	44.1	100.0
	Total	395	100.0	100.0	

Table 3 is on the impact of *Politics Today* in influencing the understanding of Lagos political issues. From data collected, 44.1% say the show helps them understand extremely well, while 10.1% say not at all. This suggests that the programme helps to understand political issues among Lagos residents.

Table 4: respondents' Views on Whether *Politics Today* Influence Political Engagement.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all	52	13.2	13.2	13.2
	Slightly	50	12.7	12.7	25.8
	Moderately	68	17.2	17.2	43.0
	Very Much	111	28.1	28.1	71.1
	Extremely	114	28.9	28.9	100.0
	Total	395	100.0	100.0	

This table provides insight to whether *Politics Today* influence Lagos residents' political engagement. From the data collected, 28.9% say it influences them extremely, and 13.2% say not at all. What this implies is that *Politics Today* influences the political engagement of Lagosians.

Table 5: Issues Dominantly Covered By *Politics Today*

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	National politics	188	47.6	47.6	47.6
	State Politics	78	19.7	19.7	67.3
	Local government Politics	40	10.1	10.1	77.5
	International politics	41	10.4	10.4	87.8
	Political analysis and commentary	48	12.2	12.2	100.0
	Total	395	100.0	100.0	

This table described the most covered topics on *Politics Today*. From available data, National politics (47.6%) is the most informative, followed by state politics (19.7%). This suggests that national issues dominate discuss of *Politics Today*.

Table 6: Viewers Perception of Objectivity in *Politics Today*

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Not at all	214	54.2	54.2	54.2
Slightly	35	8.9	8.9	63.0
moderately	98	24.8	24.8	87.8
Very Much	27	6.8	6.8	94.7
Extremely	21	5.3	5.3	100.0
Total	395	100.0	100.0	

This table described the level of objectivity displayed during *Politics Today*. Data showed that 54.2% believe the show is not objective at all, while 5.3% believe it's extremely objective. This suggests a one-sided angle to issues being discussed on *Politics Today*.

Table 7: Recommending the Show

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Yes Frequently	48	12.2	12.2	12.2
Yes, occasionally	202	51.1	51.1	63.3
No, but i would consider it	85	21.5	21.5	84.8
No, and I would not consider it	60	15.2	15.2	100.0
Total	395	100.0	100.0	

Table 8 shows the possibility of the respondents recommending the programme for other to watch. Data showed that 51.1% occasionally recommend the show, and 12.2% frequently do. This showed that the respondents are rarely like to recommend the programme to others.

Table 8: Respondents View on the Quality of the *Politics Today*.

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Very Poor	48	12.2	12.2	12.2
Poor	202	51.1	51.1	63.3
Average	85	21.5	21.5	84.8
Good	60	15.2	15.2	100.0
Total	395	100.0	100.0	

This table described respondents' perception of the quality of programme of *Politics Today*. Data showed that 51.1% rate it as poor, while 12.2% rate it as very poor

Table 9: Likelihood to Continue Watching *Politics Today*

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Very Unlikely	26	6.6	6.6	6.6
Unlikely	37	9.4	9.4	15.9
Neutral	58	14.7	14.7	30.6
Likely	91	23.0	23.0	53.7

Very Likely	183	46.3	46.3	100.0
Total	395	100.0	100.0	

Table 9 showed respondents likelihood to continue watching *Politics Today*. From data collected, 46.3% are very likely to continue watching, while 6.6% are very unlikely. This suggests that the quality of the programme does not have anything to do with the viewership.

Table 10: Satisfaction with Lagos Coverage

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Dissatisfied	17	4.3	4.3	4.3
Dissatisfied	14	3.5	3.5	7.8
Neutral	47	11.9	11.9	19.7
Satisfied	118	29.9	29.9	49.6
Very Satisfied	199	50.4	50.4	100.0
Total	395	100.0	100.0	

Table 10 showed respondents' level of satisfaction with coverage of issues relating to Lagos politics. From the data collected, 50.4% are very satisfied, and 4.3% are very dissatisfied. This suggests that the respondents are satisfied with the level of coverage given to political issues in Lagos.

Table 11: *Politics Today* Addressing Needs/Concerns of Lagos Politics

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not well at all	26	6.6	6.6	6.6
Not well	37	9.4	9.4	15.9
Moderately	58	14.7	14.7	30.6
Well	91	23.0	23.0	53.7
Very well	183	46.3	46.3	100.0
Total	395	100.0	100.0	

Table 11 described the extent to which *Politics Today* addresses the need and political concerns of Lagos. From the data collected, 46.3% feel the show addresses the concerns very well, while 6.6% feel not well at all. This suggests that Lagos residents see *Politics Today* to be addressing their political needs and concern.

Table 12: Reliability of Information on *Politics Today*

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Not at all reliable	60	15.2	15.2	15.2
Slightly reliable	48	12.2	12.2	27.3
Moderately reliable	47	11.9	11.9	39.2
Very reliable	43	10.9	10.9	50.1
Extremely reliable	197	49.9	49.9	100.0
Total	395	100.0	100.0	

Table 12 showed the extent to which Lagos residents rely on the information from *Politics Today*. Data showed that 49.9% find it extremely reliable, while 15.2% find it not at all reliable. What this means is that *Politics Today* is perceived to be a credible and trustworthy means of Getting information.

Table 13: Respondents' View on whether "Politics Today" programme has helped in increasing political knowledge and awareness?

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Not at all	74	18.7	18.7	18.7
Slightly	79	20.0	20.0	38.7
Moderately	74	18.7	18.7	57.5
Very Much	87	22.0	22.0	79.5
Extremely	81	20.5	20.5	100.0
Total	395	100.0	100.0	

This table explains the views of respondents on whether *Politics Today* programme has helped in increasing their political awareness and knowledge. From the findings, 22% say the show helps very much, and 18.7% say not at all. The result of this finding suggest that *Politics Today* helps in increasing the political awareness an exposure of Lagosians

Table 14: Viewers' Perception of the Importance of *Politics Today*

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Not at all important	84	21.3	21.3	21.3
Slightly important	87	22.0	22.0	43.3
Moderately Important	83	21.0	21.0	64.3
Very Important	65	16.5	16.5	80.8
Extremely Important	76	19.2	19.2	100.0
Total	395	100.0	100.0	

Table 14 described the perception of respondents of the importance of *Politics Today*. From data collected, 19.2% believe it is extremely important, while 21.3% say not at all important. This shows that *Politics Today* is important to Lagos residents.

Table 15: Understanding of Lagos Political Issues

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Not at all	58	14.7	14.7	14.7
Slightly	48	12.2	12.2	26.8
Moderately	54	13.7	13.7	40.5
Very Much	50	12.7	12.7	53.2
Extremely	185	46.8	46.8	100.0
Total	395	100.0	100.0	

Table 15 described the perception of respondents of of *Politics Today* and its contribution to understanding Lagos Political issues. From data collected, 46.8% strongly believe the show leads to a better understanding, while 14.7% believe not at all. This shows that *Politics Today* is important to Lagos residents

Table 16: Analysis & Insights

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Very Poorly	96	24.3	24.3	24.3
Poorly	87	22.0	22.0	46.3

Neutral	72	18.2	18.2	64.6
Well	74	18.7	18.7	83.3
Very Well	66	16.7	16.7	100.0
Total	395	100.0	100.0	

Table 16 described the perception of respondents of *Politics Today* and its analysis and insights into Lagos Political issues. From data collected, 24.3% feel the show analyzes issues very poorly, while 16.7% feel it does so very well. This shows that *Politics Today* is important to Lagos residents

Table 17: Influence on Political Opinions

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Not at all influential	82	20.8	20.8	20.8
Slightly Influential	77	19.5	19.5	40.3
Moderately Influential	69	17.5	17.5	57.7
Very Influential	79	20.0	20.0	77.7
Extremely Influential	88	22.3	22.3	100.0
Total	395	100.0	100.0	

Table 17 described the perception of respondents of *Politics Today* and its influence on political opinion. From data collected, 22.3% think the show is extremely influential, while 20.8% think it's not influential at all. This shows that *Politics Today* is important to Lagos residents and commands a lot of influence on the political opinion of Lagos residents.

IV. Discussion of Findings

"Politics Today" holds significant influence in Lagos State, with 79.2% of residents exposed to the program. It serves as a notable source of political information for a majority of viewers. In terms of political awareness and enlightenment, 60.2% believe the program contributes significantly, though 13.9% express dissatisfaction, indicating room for improvement.

Regarding understanding political issues specific to Lagos State, 66.4% find the program highly helpful, emphasizing its effectiveness in conveying complex political matters. Moreover, 57% of viewers report that the program has influenced their political engagement, with 28.9% considering it extremely impactful, showcasing its potential to encourage active participation.

The program's strengths lie in national politics coverage (47.6% approval), reliable information dissemination (49.9% approval), and addressing residents' needs (46.3% approval). However, perceived weaknesses include a lack of objectivity (54.2%) and a "poor" overall contribution to political enlightenment (51.1%).

In summary, "Politics Today" plays a crucial role in enhancing political awareness, understanding, and engagement among its viewers in Lagos State. Despite its strengths, concerns related to objectivity and overall impact signal the need for attention to ensure sustained effectiveness.

V. Conclusion

Over the past year, "Politics Today" on Channel Television has evidently carved a niche for itself among the residents of Lagos State, emerging as a widely recognized and popular source of political insights. The survey results underscore the program's pervasive influence, with a substantial majority of respondents attesting to their familiarity with it. Notably, a significant portion of the surveyed population revealed that they regularly or occasionally tune in to the show. As a conduit of political information and enlightenment, "Politics Today" plays a pivotal role in fostering a deeper understanding of the complex political landscape in Lagos State. Its impact extends beyond mere awareness, as it actively shapes the political engagement of its viewers, highlighting its significance in shaping public opinion and discourse.

However, amidst its acclaim, a nuanced perspective emerges among some viewers who express reservations about the program's objectivity. While "Politics Today" is celebrated for its role in political education, there are voices within the audience who perceive a lack of impartiality in its coverage. This viewpoint raises questions about the program's commitment to presenting a balanced and unbiased view of political events. As "Politics Today" marks its one-year milestone, these insights present an opportunity for

reflection and potential refinement to maintain its credibility as a trusted source of political information for the diverse audience it serves in Lagos State.

5.1 Recommendations:

1. **Enhance Objectivity:** Given that more than half of the respondents believe the programme lacks objectivity, the producers and presenters should prioritize balanced reporting. This could be achieved by hosting a diverse range of political opinions and minimizing editorial biases.
2. **Improve Quality:** With the overall quality perceived as lacking by many respondents, the production team should consider enhancing the presentation, deepening analysis, and perhaps involving more subject matter experts to elevate content quality.
3. **Community Engagement:** To better serve the needs of Lagos residents, the show can host interactive segments, enabling residents to voice their concerns or seek clarifications on critical political matters.
4. **Regular Feedback Mechanisms:** Establishing regular feedback mechanisms, like surveys or interactive sessions, can provide real-time insights into viewer perceptions and allow the program to adapt accordingly.

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