

INFLUENCE OF HOT FM'S "THE PEOPLE'S ASSEMBLY" ON THE POLITICAL AWARENESS AND PARTICIPATION OF ELECTORATE IN IMO STATE

¹EMECHETA Nnorom T.

¹ONYEBUCHI Alexander Chima, Ph.D

¹Department of Mass Communication, Imo State University, Owerri

Email: noromnta50@yahoo.com, greatonyebuchi@gmail.com

Abstract

Over the years, radio has been an effective tool for influencing human behaviour and attitude. In view of this fact, this study examined the influence of Hot FM's "The People's Assembly" radio programmes on the political awareness and participation of electorate in Imo State. The work aimed at finding out the extent to which electorate in Imo State are exposed to "The people's Assembly" programme on Hot 99.5 FM radio Owerri, and also to ascertain the level of political knowledge the electorate have attained as a result of exposure to the programme. The study was anchored on democratic participant media theory. The survey method was adopted for the study. Australian online calculator was used to determine the sample size of 385 from a population of 5,061,844. Questionnaire was used for data collection. The findings revealed that the exposure of electorate in Imo State to "The People's Assembly" programme on Hot 99.5 FM is high at 50%; the level of their political awareness as a result of this exposure is high at 71%; and the extent "The People's Assembly" programme has influenced the political participation of electorate in Imo State is at 66.8%. Based on the findings, the study recommended that there is need for adequate financial support and encouragement to radio stations in Imo State in view of dwindling commercial revenue so that they do not lack funds to maintain their broadcast equipment for smooth and uninterrupted broadcast of public enlightenment programmes in the interest of electorate in Imo State.

Keywords: Electorate, Hot FM, People's Assembly, Radio, Programme.

Introduction

Nigerians clamoured for democratic government after more than three decades of military rule. They considered democracy as the dominant political ideology and culture that should take them into the 21st century of socio-economic and political development. Harrowing experiences of the military regime boosted agitation for democracy, which was restored in 1999. Twenty-one years after, how much have we fared as a people under democracy? Alemoh (2017) says "the story is not as exciting as expected because of some unpleasant realities the people are confronted with and which they never bargained for".

Democracy is a concept which, according to Abraham Lincoln (America's 16th President, 1809-1865), in his Gettysburg address delivered in 1864, is considered as government of the people by the people and for the people. Against the backdrop of Nigeria's political misfortunes, Alemoh (2017) opines that democracy in Nigeria is "government of ex-generals by ex-generals for ex-generals" or "government of kinsmen by kinsmen for kinsmen." Some indigenous political and social scientists have, however, posited that democracy is a foreign culture which has to be domesticated and learned by doing (Ezeanyika, 2011). Nevertheless, Appadurai (2004), cited in Adedotun (2018), says democracy demands from the people a certain level of ability and character: rational conduct and active participation in government business. Asemah (2017) opines that democracy without mass participation is considered to be worthless. Aririguzoh (2014) concurs, stating that participation of the masses is the bedrock of democracy, characterized by an involvement or contribution to politics.

Worried by current events in the country, which some analysts see as endless and flagrant abuses of human rights and rape of our democracy by those in the corridors of power and authority, Kuka (2019) says Nigeria is still very far away from the goal post of what can be called democratic society. Kuka is not alone in his worry. Ogbodo (2016), a social analyst and editor of *The Guardian*, opines that the practice of democracy in Nigeria at present is far short of expectation.

The media, as Ashraf (2014) and Konkwo (2015) affirm, has the propensity to inform, educate, enlighten and persuade both government and the governed in fixing the country. The media has been in the fore front of our democracy because their role is enshrined in the constitution. As regards to elections in Nigeria, since the return of democracy, to what extent has the media lived up to their responsibility, for the most part, in changing the narrative of political violence, ignorance, apathy, poor participation, electoral

malpractices and bad governance? What has the media done to ensure that we get it right this time in our democratic and electoral process? Research has shown that radio generates much power for positive change in the society. Radio has the power to hold government accountable; to mobilize members of the public, especially those in the rural areas, to achieve a common social, political, economic or cultural goal (Adekoya, Akintoye&Adegoke, 2015).

The extent to which “The People's Assembly” programme on Hot 99.5 Fm radio has raised the political awareness and participation of electorate in Imo State is the concern of this study. The main argument here is that through proper agenda setting of political issues or events in the programme, electorate in Imo State would be sensitized and enlightened on the need for active participation in the electoral process. This study focused on the influence of radio programmes because it has been established that media tendency to shape or influence public opinion and behaviour is very high (Murtada, 2017). It is against this backdrop that this researcher examined the influence of radio programmes on the political awareness and participation of electorate in Imo State, using “The People's Assembly” on Hot 99.5 Fm, Owerri as the study focus.

Statement of the Problem

“The People's Assembly” audience participatory programme, which is the focus of this study, was created by Hot 99.5 FM Management in 2011. The programme has remained on air till date generating a lot of power among the electorate for positive change. It has continued to bring the people up to speed with the political realities in Imo State and beyond. However, the extent “The People's Assembly” programme has gone in raising political awareness and participation among the electorate has not been adequately ascertained or studied. It does appear that the people's political participation is still low despite “The People's Assembly” efforts to educate and encourage the people.

As Oke (2010) opines, any radio promotion designed to create political awareness and encourage participation among the people should increase knowledge, foster positive attitudinal change and encourage mass participation. Without this, the whole promotion is useless and meaningless. As popular and laudable as “The People's Assembly” appears, empirical statistics is not available yet to ascertain this feeling. Despite efforts by “The People's Assembly” to create political awareness and raise participation, stakeholders seem to differ in their assessment of the programme to engender political awareness and participation.

Research Questions

The following questions were put up to guide in data collection and analysis:

- (1) To what extent are the electorate in Imo State exposed to “The People's Assembly” programme on Hot FM radio?
- (2) What is the perception or attitude of electorate in Imo State towards political participation as a result of their exposure to “The People's Assembly” programme?
- (3) To what extent has “The People's Assembly” programme on Hot FM radio influenced the political participation of electorate in Imo State?

Literature Review

Overview of “The People's Assembly” radio programme

“The People's Assembly” is a one-hour (live) current affairs programme on Hot 99.5 FM radio, Owerri. It is a product, a brand or creation of the News and Current Affairs Department of Hot 99.5 Fm, Owerri. The main objective of “The People's Assembly” is to educate, inform, and enlighten the audience through participation where the listeners call the presenters with their cell phones and contribute to the programme. “The People's Assembly” is broadcast weekdays Monday to Friday between 8am and 9am. However, the Friday edition of the programme is more like a review of the various issues earlier treated or discussed from Monday to Thursday. The idea behind the Friday review was to enable those who missed or could not call earlier during the broadcast to do so. It is equally to give the issues discussed earlier prominence and salience in line with the agenda-setting theory.

Topical issues of public interest and importance are usually brought up for discussion and analysis. Members of the assembly are guests and callers from different parts of Imo state and beyond. Review of local and national newspapers by the presenters and invited reviewer who often times are journalists kick starts the discussion and phone-in segments of the programme.

Radio and Political Participation

The link between radio and political participation is very remarkable and important as well. In fact, the theory

of uses and gratification of the media explains or gives credence to the linkage. In the words of Udende and Azeez (2010), the bottom line of uses and gratification theory is that media do not do things to people; rather, people do things with media. The thrust of uses and gratification theory, according to Burgeon, Hunsaker and Dawson in Udende and Azeez (2010), is to show how individuals use mass communication to gratify their needs. It also talks about the positive effects of individual use of the media, such as information, education, entertainment, etc.

Research has shown that mass media audience actively participates and use whatever the media have to offer them. For instance, there are people who usually tune to radio for political updates in their locality. These people are the targets of radio enlightenment programmes meant for political awareness and participation. Such programmes are rich for electorate who seek voter education during electioneering.

Radio programmes are meant for consumption in different ways by the audience. The electorate are no exception. In democratic dispensation, radio stations embark on production and broadcast of voter education and enlightenment programmes (Nwaozuzu, 2014). For example, FRCN runs political programmes such as “Politics Nationwide” and “Radio Link”. The objective is to educate the masses and make them understand their civic responsibilities in the democratic and electoral process. Political programmes on radio help to create awareness and boost political participation among the electorate. Repeated and continuous political broadcast (radio), as research has proven, tend to influence the listeners (electorate) positively, with the attendant socio-economic and political benefits to individuals and society at large.

Review of Empirical Studies

Okolie (2015) carried out a study on radio programmes and mass mobilization in democratic society which revealed that radio as a medium of mass communication has played a significant role in the mobilization of Imolites towards participation in the democratic process in the state. The results showed that radio political messages influenced the participation of Imolites. It was also revealed that there is a relationship between radio political messages and participation by Imolites in the democratic process. Similarly, Gowon (2012) conducted a study on radio listening, TV viewing and Development in senior secondary school students and it was found that exposure to programmes of TV and radio harmed the development of higher levels of comprehension while positively affecting the lower levels.

In a study conducted by Ottah (2017) on the impact of radio awareness campaign on Kogi's flood disaster, findings revealed that majority (80%) listened to the warning on flood disaster issued on radio Kogi, but 60% of the residents did not heed to the warning and relocate out of the flood. Some participants (44.7%) rated the impact of the message as average, and others (25.7%) rated the message as too weak to cause an effect. Most of the participants (45.6%) felt that Radio Kogi should have adopted a communication strategy that would change people's behavior and attitude. Also, Odeh (2015) carried out a study on radio and sustainable maternal and childcare practices which, found that young mothers in Imo state are aware of maternal and childcare practices to a large extent through radio health programmes. Also, the study revealed that radio health programmes influence increased young mothers' participation in maternal and childcare practices.

Anorue et al. (2015) conducted a study on the use of radio distance learning strategy in nomadic education and it was revealed that 77.24 percent of the nomadic pastoralists in North-West Nigeria were frequently exposed to the improved radio distance learning programme. It was similarly found that the timing of the radio programme, Don Makiyaya a Ruga, was suitable, but the strategy did not have an operative feedback mechanism. The study also showed that the culture of the nomads had no influence on their participation in the scheme and as such, the knowledge level of 83.97 percent of the nomadic RDL students has increased because of their involvement in the programme.

John-Anoruo (2015) carried out a study on audience perception of the role of radio in conferring political status on electoral candidates and finding showed that radio messages confer political status on electoral candidates in the three senatorial zones in Imo state, but those political statuses do not usually translate to support of the candidates. Orji, et al. (2018) undertook a study on radio listenership pattern among rural women in Imo State and it was found that the type of radio programmes that interest the rural women in Nwangele Local Government Area of Imo State are agriculture, health, religious issues and entertainment/music; and the gratifications derived by the women from listening to radio programmes are agricultural issues, health issues, religion, among others.

Odunlami and Ogunyombo (2017) carried out a study on level of awareness and perception of Taxi Drivers of Lagos Traffic Radio 96.1 FM Station. The study showed that the most of the participants frequently listen to Lagos Traffic Radio and, to a large extent, depend on information from the station to navigate their journeys to have a smoother and faster ride to their destinations. These dependencies, as established in the

study, are consistent with some of the propositions of the media dependency theory, which regards the audience as an active part of a communication process.

Furthermore, Chukwuemeka and Onyebuchi (2019) carried out a study on the influence of educational broadcast programmes on the learning quotient of students which, revealed that the students moderately listen and view educational programmes on radio and television. It was also revealed that the respondents have been helped through educational programmes in the areas of business, politics, language development and pronunciation. Further findings revealed that there are no educational programmes that strictly complement and assist the students in their classroom learning. Nwokedi (2016) conducted a study on effectiveness of Broadcasting in combating child abuse in South-East Nigeria and it was revealed that broadcast have created awareness on the issue of child abuse; that the programmes quality, frequency and timing are all good; the broadcast media were also found to be effective in their effort at combating child abuse. The level of public compliance was however low.

Onyenadum (2018) carried out a study on political education and radio broadcast and it was revealed that radio political education programmes encouraged Imo electorate in participating in the 2015 general election. This study revealed that exposure to radio political education programmes influenced their participation in the 2015 general election. The researcher also discovered that influence from relatives, party membership and loyalties, candidates charisma, popularity/fame, religion and zoning were other factors that influenced Imo State electorate.

Theoretical Framework

The study was anchored on Democratic Participant Media Theory. Democratic participant media theory was propounded by Denis McQuail in 1918. The theory emphasizes the need for popular participation and plurality in the ownership and access to the media. Going by this theory, everyone in society, professionals and amateurs, should be allowed to have access to the media. Just as Akakwandu (2014) observed,

It is therefore commendable that most media programmes are audience-participating programmes. Much thanks to technological advancement in the communication sector. People can phone-in during broadcast programmes and make their contributions, ask questions or provide answers to questions raised in the course of such programmes. Suffice it therefore to state that democratizing media programmes is a sine qua-non at democratizing the state.

In line with the postulations of democratic participant media theory, broadcast programmes have been democratized and made participatory more than ever before. Akakwandu (2014) also noted that people now have the opportunity to phone-in during broadcast programmes to contribute, make their own broadcast, ask questions or provide answers to questions raised in the course of such programmes.

The theory is relevant to this study because “The People’s Assembly” radio programme on Hot 99.5 FM, Owerri, gives electorate in Imo State free and unhindered access and opportunity to participate and contribute their opinion or views on the issue under discussion. With the digital technology of the mobile phone, the audience now has access to “The People’s Assembly” programme to make public whatever issues that affect them. Going by the tenets of this theory, every listener to “The People’s Assembly” is assured of his or her right to listen and contribute to the topic of the day, phone-in and air his or her own argument on the issues.

Research Methodology

The researchers used the survey method. The study has projected population of 5,061,844 using UNDP’s population extrapolation index of 2.28% per annum for thirteen years from 2006 population census. The sample size of 385 was derived using Australian online calculator. The sampling technique used for this study was the multi-stage sampling technique. The technique required that Imo State be divided into three senatorial constituencies or clusters with twenty-seven (27) Local Government Councils or clusters. Two (2) Local Government Areas were selected from each of the three (3) senatorial districts. The researchers randomly selected one community each from the selected local governments in the three senatorial districts. From the communities, non-proportionate sampling was used to select 39 persons in each of the selected communities to represent the sample to be studied in that community. Questionnaire was used as the instrument for data collection. Simple percentages were used to analyse the data.

Data Presentation and Analysis

Out of the 385 copies of the questionnaire that were administered on the respondents, only three hundred and

sixty-eight (368) copies were returned and found usable.

To what extent are electorate in Imo State exposed to “The People's Assembly” programme on Hot FM radio?

Table 1: Respondents' view on whether they listen to “The People's Assembly” Hot 99.5 FM radio

Response	Frequency	Percentage
Yes	245	67%
No	55	15%
Not sure	68	18%
Total	368	100%

Source: Field Survey, 2021

Result obtained from the table showed that majority of the respondents at 67% agree that they listen to “The People's Assembly” Hot 99.5 FM. It means that majority of the respondents are exposed to Hot FM's “The People's Assembly” programme.

Table 2: Respondents' view on how often they listen to “The People's Assembly” Hot 99.5 FM programme

Response	Frequency	Percentage
Very often	190	50%
Often	40	10%
Sometimes	15	4.1%
Not at all	123	33.4%
Total	368	100%

Source: Field Survey, 2021

The result from the table above showed that 50% representing majority of the respondents listen to Hot FM's “The People's Assembly” programme very often. Therefore, majority of the respondents were active on Hot FM's “The People's Assembly” programme.

What is the perception of electorate in Imo State on political participation based on their listenership to “The People's Assembly” programme?

Table 3: Respondents view on whether “The People's Assembly” gives them the opportunity to express their opinion on political matters in the state

Response	Frequency	Percentage
Yes	245	66.6%
No	45	12.2%
Can't say	78	21%
Total	368	100%

Source: Field Survey, 2021

According to the table above, majority of the respondents at 66.6% believed that “The People's Assembly” programme gave them the opportunity to express their opinion on political matters in the state.

Table 9: Respondents view on whether “The People's Assembly” programmes provides information on which political party and candidates to vote for in an election

Response	Frequency	Percentage
Yes	245	66.6%
No	42	11.4%
Can't say	81	22%
Total	368	100%

Source: Field Survey, 2021

Result obtained showed that majority of the respondents at 66.6% agreed that “The People's Assembly” programmes provided information on which political party and candidates they voted for in the election. It means that a good number of them knew which political party and candidates they voted for in the election as a result of their exposure and listenership to the programme.

To what extent has “The People's Assembly” programme on Hot Fm radio influence the political participation of electorate in Imo State?

Table 5: Respondents view on whether “The People's Assembly” is capable of influencing their participation in the electoral process in Imo State

Response	Frequency	Percentage
Yes	240	65.2%
No	30	8%
Can't say	98	26.6%
Total	368	100%

Source: Field Survey, 2019

Result from the table above showed that “The People's Assembly” was capable of influencing their political awareness and participation in the electoral process in Imo State at 65.2%.

Table 6: Respondents view on whether they belong to any political party in Imo State as a result of their exposure to “The People's Assembly”

Response	Frequency	Percentage
Yes	204	55%
No	77	21%
Can't say	87	24%
Total	368	100%

Source: Field Survey, 2021

Result from the table above showed that 55% believed that their membership of political parties in Imo State was as a result of their exposure, awareness and participation in “The People's Assembly” Hot Fm programme.

Table 7: Respondents view on whether their participation in the last INEC registration of voters in Imo State was as a result of political awareness acquired from “The People's Assembly” programme

Response	Frequency	Percentage
Yes	221	60%
No	75	20%
Can't say	72	20%
Total	368	100%

Source: Field Survey, 2019

The table above showed 60% accepted that their participation in the last INEC registration of voters' exercise in Imo State was as a result of political awareness received from “The People's Assembly” programme.

Discussion of Findings

The results from the analysis showed that 50% representing majority of the respondents listened or aware exposed to Hot Fm's “The People's Assembly” programme very often. It means that majority of them were active on Hot 99.5 Fm. This result from the quantitative data was consistent with Anyagwa's finding (2015). According to her, radio listener in Imo State significantly relied on “The People's Assembly” on Hot FM for information on pressing social and political issues of public importance. These dependencies or reliance as established in this study were also consistent with the ideals of the media dependency theory of Sandra and Defluer (1976) which postulated that the audience would always depend on the media for accurate information and news on issues that affected their lives in the area of politics, health, education, commerce, etc. According to the theory, the audience would be more dependent on media if the medium satisfied or gratified his or her political, economic, social and cultural needs. Similarly, Ottah (2017) in his study found that majority of the respondents listened to radio. In relation to this, Anorue, et al (2015), observed that 77.24 per cent of the nomadic pastoralists in the North-West Nigeria were frequently exposed to the improved Radio Distance Learning (RDL) programme. In the same vein, Chukwuemeka and Onyebuchi (2019) revealed that the students moderately listened to educational programmes on radio and television.

The findings from the data analysed showed the perception of the respondents as follows: (i) 66.6% agreed that “The People's Assembly” encouraged them to know as well as understand Imo politics; and (ii) 66.6% admitted that “The People's Assembly” encouraged political awareness and participation; It means that a good number of them were aware of political developments in the state as a result of their listenership to the programme. There is a clear indication that most of the respondents in Imo State formed their opinion, attitudes and perceptions from the political messages and information “The People's Assembly” programme on Hot 99.5 Fm offered them. The respondents were able to say that the programme encouraged their participation in the politics of the state. In line with the finding Orji, et al (2018) in their findings said that the type of radio programmes that were of interest to rural women in Nwangele Local Government Area of Imo State were agriculture, health, religious issues and entertainment/music; and the gratifications derived by the women from listening to radio programmes were agricultural issues, health issues, religion, among others. Again, John-Anoruo (2015) in a similar study found that radio messages conferred political status on electoral candidates in the three senatorial zones in Imo state, but those political messages usually did not translate to support for the candidates. In relation to this, Okolie (2015) in her study revealed that radio as a medium of mass communication played a significant role in the mobilization of Imolites towards participation in the democratic process of the state.

The analysis above revealed the extent “The People's Assembly” programme on Hot FM radio influenced the political participation of electorate in Imo State as follows: (i) 65.2% agreed that “The People's Assembly” influenced political participation in the electoral process in Imo State; (ii) 55% believed that they belonged to political parties of their choice in Imo State as a result of their exposure to “The People's Assembly”; and (iii) 60% accepted that they participated in the last INEC registration of voters in Imo State as a result of the political education that they got from “The People's Assembly”; This means that exposure to radio programmes on political issues influenced the respondents' participation in the political process and developments in the state. It was indicative that “The People's Assembly” Hot FM programme had the capacity to trigger the much desired participation of the electorate in the political processes in Imo State. This

finding supported earlier results by Akintayo et al (2015) which showed that radio indeed had a positive impact in mobilizing women to partake in politics, and that with the right contents, radio was indeed a potent medium in fostering development for women in politics in Nigeria. Again, Onyenadum (2018) found that radio political education programmes encouraged Imo electorate in participating in the 2015 general election. His study revealed that exposure to radio political education programmes influenced the voter's participation in the elections. Equally, Okolie (2015) found that radio political messages influenced the democratic participation of Imolites, and that there was a relationship between radio political messages and participation by Imolites in democratic process. The outcome was consistent with the earlier study by Asemah (2015), who opined that communication has a very crucial role to play in causing positive attitudinal change. To develop an information society that enables effective use of the radio is wide spread access to the radio set and programmes that come with it. In relation to this, Ottah (2017), found that majority of the respondents in the study adopted a communication strategy that changed their behaviour and attitude. Similarly, Odeh (2015) found out that radio health programme's influence increased young mothers' participation in maternal and childcare practices. This finding was supported by Anoruo, et al (2015). According to them, the knowledge level of most nomadic RDL students increased because of their participation in the programme. Odunlami and Ogunyombo (2017), in their study opined that messages from Lagos Traffic Radio influenced the operations of taxi drivers in Lagos State and relatively impacted on their income. Similarly, Gowon, (2012) in a study revealed that exposure to both programmes of TV and radio had negative impact on the development of higher levels comprehension, while positively affecting the lower levels. Theoretically, the findings of this study was in line with the propositions of the agenda setting theory which says the media has the power to influence public opinion, attitudes and perception by compiling issues which they consider as important in society and putting them together as agenda for public discussions, debates and actions to be taken on such issues by members of the public.

Conclusion

The conclusion of this research work was that most of the electorate relied on Hot FM's "The People's Assembly" political messages for their information, education and enlightenment on issues of public importance like elections, political rallies, political debates, etc. in Imo State. Radio, as the most effective, popular, accessible and affordable medium of mass communication, was relied extensively by Imo electorate for information about candidates' personalities, voting process, party and candidates' manifestoes, election time table, voting venues, electoral process, dos and don'ts, etc. in the electoral process. Radio, as an agent of change and socialization played significant role in the political consciousness of the people by increasing their knowledge about political issues which in the long run influenced their participation in the electoral process. This is true going by the high level of political awareness among the people.

Recommendations

Based on the findings of this study, the following recommendations were made:

1. There was the need for adequate financial support and encouragement to radio stations in Imo State, in view of dwindling commercial revenues, so that they do not lack funds to maintain their On Air Personalities (OAP) and broadcast equipment for smooth and uninterrupted broadcast of public enlightenment in the interest of electorate in the state.
2. Radio, as the most effective and accessible medium of Mass Communication should be deployed in educating those at the corridors of power on how to build strong democratic and political institutions to reduce corrupt and undemocratic tendencies among some individuals. Media contents should be tailored in a manner that will encourage political participation amongst the people particularly the women folk.
3. There was need for more corporate individuals and organizations to sponsor political programmes in order to influence people's participation in politics. Stakeholders in election matters should equally use radio to persuade people (the electorate) to vote for public-spirited people, and to discourage electoral malpractices.

REFERENCES

- Adedotun, Z.A. (2018). *The impact of broadcast media (Radio) on political participation*. (Master's thesis). Covenant University Ota, Ogun State.
- Adekoya, H.O., Akintayo, J.B. & Adegoke, J.L. (2015). The role of radio in the mobilization of women towards political participation: A study of Ogun State, Nigeria. *Researches on Humanities and Social Sciences*, 5(9), 11-18.
- Adelekan, A.T. (2010). Effects of role play and moral dilemma techniques on Sec. school children's achievement in and attitude to political education. (Doctoral thesis). University of Ibadan, Ibadan Nigeria.
- Agba, P.C. (2017). Role of mass media in electioneering campaign reporting in a developing Context. In I. Nwosu et al (Eds). *Communication for sustainable human development* (pp.43-58). Enugu, African council for communication education. Published in African Council for Communication Education (ACCE) Enugu State.
- Alemoh, T. A. (2017). Investigative journalism as a panacea to sustainable national development in Nigeria. In D. Wilson (Ed.). *Communication and Economic Development* (pp. 151-168). African Council for Communication Education (ACCE).
- Akakwandu, C. (2014). Mass communication theories/models. Obosi: Wise Connection School Ltd.
- Anorue, L.I., Onyebuchi, C.A. & Ekwe, O. (2015). Reaching the hard to reach nomads... interdisciplinary academic essays, vol. 7.
- Aririguzoh, S.A. (2014). Television influence and political participation of Nigeria unseen minorities. In Oladokun, O. (Eds). *Women's political visibility and media access: The case in Nigeria* (pp. 29-52). Cambridge: Schools publishing.
- Asemah, E.S., Nwammuo, A.N. & Nkwam-Uwaoma A.O.A. (2017). Theories and Models of Communication. Jos: MATKOL Press, Jos.
- Ashraf, P. (2004). The role of media in good governance: Paid news culture of media and the challenges to Indian democracy. *International Research journal of Social Sciences*. 3 (3), 41-43.
- Ezeanyika, S.E. (2011). Can western democracy models be institutionalized in Africa? Reviewing contemporary problems and prospects. Ufamadu. *UCLA journal of African studies* 36(4), 1-15.
- Gowon, R.P. (2019). Radio listening, TV viewing and comprehension development in senior Sec. school students in Jos metropolis. *International Journal of Arts and Humanities*, 1(1), 318-329.
- John-Anoruo, E. (2015). *Audience perception of the role of radio in conferring political status on electoral candidates in the three senatorial zones in Imo State*: (Master's dissertation). Imo State University, Owerri.
- Konkwo, D.E.J. (2015). Issues in broadcasting the Nigerian experience. Peacewise systems, Owerri, Nigeria.
- Kuka, M. H. (2019 November, 24). Social media bill: Short walk to totalitarianism? *Punch*. Retrieved from <https://punchng.com/social-media-bill-short-walk-to-totalitarianism/>
- Murtada, B.A (2017). Media reportage of financial crimes and public opinion on president Buhari's change mantra politics. *The Journal of the African Council for Communication Education (ACCE) Nigeria Chapter*, 14 (1), 1-36.
- Obayi, P.M., Anorue, L.I., & Onyebuchi, C.A. (2016). Demystifying content and Data Analysis in social science research. Enugu: Madonna printing & publishing house.
- Odeh, U.A. (2015). Radio and sustainable maternal and childcare practices. (Master's Dissertation). Imo state University Owerri.
- Odunlami, D. & Ogunyombo, (2017). Level of awareness and perception of taxi drivers of Lagos traffic Radio 96.1 FM station. *African Council for Communication Education (ACCE), in communication and Economic Development*. pp-47-66
- Ogbodo, A. (2016 July, 24). The media and democracy in Nigeria. *The Guardian*. Retrieved from <https://guardian.ng/opinion/the-media-and-democracy-in-nigeria/>

- Ohochenemi, O.B. (2018). The impact of radio on political participation. Mac 425, Mass media and Politics PG Lecture Note.
- Oke, L. (Democracy and Governance in Nigeria's 4th Republic. *African Research Review. An international multi-Disciplinary Journal Ethiopia*, 4 (3a), 31-40
- Okolie, U.R. (2015). *Radio and mass mobilization in democratic society*. (Master's dissertation). Imo State University, Owerri.
- Onyebuchi, C.A., Umunna, C.C. & Obayi, P.M. (2019). Assessment of Radio listening habits of undergraduate studies of Imo State University, Nigeria. *An International Journal of Arts and Humanities*, 8 (3), 20-32
- Orji, U.F. Okolie, U.R., & Dim, C.P. (2018). Radio listenership pattern among rural women in Imo State: A study of women in Nwangele LGA. *Unicon International Journal of Contemporary Studies*, 3(2), 81-97.
- Ottah, G.A. (2017). Impact of radio Kogi's flood disaster awareness campaign on residents of Ibaji LGA, Kogi State, Nigeria. *International Journal of Arts and Humanities*, 2(1), 33-45.
- Udende, P. & Azeez, A. L. (2010). Internet access and use among students of the University of Ilorin, Nigeria. *Journal of Communication and Media Research*. 2(1), 33-42.