



# The Role of Television in Political Persuasion with NTA Kaduna as Case Study

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## ABSTRACT

This study examines the role of television in political persuasion, with a specific focus on Nigeria Television Authority (NTA) Kaduna as a case study. Television, as a powerful mass communication tool, plays a pivotal role in shaping public opinion, especially during political campaigns and elections. The research explores how NTA Kaduna has influenced political discourse, the strategies used to persuade audiences, and the impact of television content on voters' perceptions and decisions. Through qualitative and quantitative data, this study assesses the effectiveness of political messaging, the nature of bias in coverage, and the role of government-owned media in promoting political ideologies. The findings provide insights into the role of television in political communication, its challenges, and its potential for both positive influence and manipulation in the Nigerian political landscape.

**Keywords:** Television, Nigeria Television Authority, political persuasion,

## 1.1 INTRODUCTION

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

Researchers in mass communication were interested in knowing how specific message; channels and sources could produce changes in attitude of behaviours. This was the natural outgrowth of the way mass communication research have developed from the 1920s fueled by public fear of the media, along with anxious politicians, eager advertiser, crusading social engineers and others watching to see the massive reach of the media; "to get their message across" quickly and efficiently.

Government, military and corporate funding sources played an important role in the decision of those working within the field to take the direction. The goal was to determine what kind of persuasive message could be used most effectively in mobilizations of various kind political, advertising, public health, economic, educational, military and so on.

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

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

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

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



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

## 2.0 LITERATURE REVIEW

For any political organization or programmes to succeed, the people must be carried along and their support must be appreciated. This can be achieved by passing a message across to the public through the media and by enlightening and educating them on the reason why they should actively participate and support the political system or process in the country.

[9] The Nigeria Television Authority Kaduna serves as a means through which message can be effectively passed to the general public for easy comprehension and clearer understanding in an attempt to persuade the public to actively participate in the political process, especially the 2007 general Election in Nigeria is: Nigeria Decides and “Focus Nigeria”

[10] Gave his opinion on the functional uses of mass media messages in periods of critical political events as follows.

“The mass media system especially television has always performed significant function each time a critical political event occur in Nigeria.”

In a democratic country such as Nigeria, the media (television) is very dynamic and powerful in the sense that it performs protective, integrative, educational and linkage functions. The media (television) protects the democratic principle enshrined in the Nigeria constitution. Thus, it defends and protects the genuine aspiration to the people.

[9] The Nigeria Television Authority (NTA) Kaduna monitor the activities of the government institutions, interest groups and individual in the nation, the media for example played a useful role in the 1983 election. To this end, the media has been calling the attention of all the political parties and politicians for the purpose of adhering to the democratic principle entrenched in the constitution. And actively participate in the election to be voted for NTA Kaduna was able to effectively mobilize and persuade the people, political parties and the politicians in the above stated regards through its very rich political programme then “people and events”.

According to [6] Nigeria media such as radio and television has always reminded and will continue to remind the recognized political parties about the previous mistake perpetrated by the political parties of the first republic. Such undemocratic practices plunged the nation into series of disastrous crises that eventually degenerated into a civil war that threatened the sovereignty of Nigeria.

This protective role is very commendable in the sense that it helps sustain democracy, which is an essential ingredient of political and economic development. The leading scholars of comparative politics such as Karl Deutsch, Brian Weinstein and Samuel Huntington Opined Correctly that the existence of stable democracy contributed immensely towards the political, technologies and economic advancement of a nation state. This is because business activities thrive in a peaceful atmosphere. In a multi – partly political system like Nigeria. The media (television) performs a mobilization and educational function.

Given that there many political parties with different and various political manifestoes it means that some of the voters will find it very difficult if not impossible to study critically the similarities and differences of the manifestoes of all the parties. In this aspect, the media (Television) helps to explain and analyze the issue raised by each political party. Besides, the media (television) informs the voters the solutions offered by each political party regard to any issue confronting the nation.

[5] stated that developing strategies should incorporate communication (television Inclusive) policies as an integral part in the diagnosis of needs and in the design and implementation of selected priorities in this respect television should be considered a major development resource, a vehicle to ensure real political participation in decision-making.

The positive roles played in that direction by some programmes produced and aired by the television are too important to be ignored. Television is a medium with immense power. It reaches out to the audience through the language of programming. Programming is considered as the heart and soul of the medium. Through programming. The medium articulates the nation’s development – oriented. programming is a veritable catalyst towards speedy socio – economic and political growth. It strives to bring about change in the lives of individual and groups especially those that are down – trodden illiterate and ravaged by poverty and disease.

Broadcasting has become a way of life replacing various forms of interpersonal social communication and taking up the largest part of



people's leisure in developing countries like Nigeria. According to [3] "there is almost a consensus acceptance of the view that the effectiveness of television broadcasting anchors on its capacity to re orientate, educate, entertain, enlighten, and mobilize the psyche of a people in addition to becoming a channel for exchange of information, knowledge and values."

It is in the area of mass communication that television stands out as one of the most effective means of pursuing political awareness. The power of television in beating physical barriers made Richard Aspinal, UNESCO Expert in broadcasting to say: everywhere there is a television, provided you have a set to capture its broadcast.

Television has appealed to individuals and group because it is a medium that directs all attention to each listener. To a large extent therefore, television commands the attention of people as individuals and as a group.

Television has an obligation and responsibility to the society. [9] It is the responsibility of the television (NTA Kaduna) to provide information, discussion and debate in public affairs. It is also the duty of the (NTA Kaduna) to instruct and inform the public on issues that affects it, and it is also the duty of the (Television) to create a conducive atmosphere for self-government as well as protesting the right of individuals against the government through its watchdog functions.

According to [7] that public opinion consists of those opinions held by public which government governments find prudent to heed. Public opinion is the sum of all private opinions of which government officials in some measures are aware and which they take into account in determining their official actions. Public opinion is seen as an aggregate result of individual opinions on public matter which affects group of people, a consensus among a varying, significant

number of persons which emerges over-time from all the expressed views that cluster around an issue in debate. However, to [1] public opinions are the views, expressions and feelings held by the general members of the society about issues, events, happenings and occurrences in the society. These happenings may be at the local, national or international level. The media in our society are always available to reflect and regulate interests in our society. When they raise such issues, it becomes an issue of national discourse; this is because, it is either people are directly or indirectly influenced by the issues raised by the media. [7] Therefore cited in [1] noted that "it is the aggregate of these views on

issues that the concept „public opinion“ finds relevance.

To Lippmann [4] public opinion consists of pictures inside men's heads and why the picture "so often misleads men in their dealings with the world outside, the pictures of themselves, of others, of their needs, purposes, and relationship" [4]. In this case, voter opinion can also be described as the sum total of individual views, feelings and utterances which are either inferable or measureable and held by a group of persons over a particular candidate or party. Voting opinion ranges from belief that someone has formed regarding a political party or candidate to the actual casting of vote to such political party or candidate in an election. Politics today is a one hour weekly political programme aired by Channels TV every Sunday night at 8pm. The programme seeks to provide more in-depth and broader perspective to issues in the Nigerian political realm. It is also aimed at bringing viewers analysis from all angles for a better understanding. Putting into cognizance the complex nature of the political society, politics today is targeted to bring the political players to the forefront of the people. In achieving its objectives, the programme brings top political office holders, decision and policy makers, government officials in a view to get their opinion and decision on matters of public concern. Politics today allows for the direct participation of audience via social media networks like Facebook and twitter. During and after electioneering campaign, politicians are being invited on the programme to talk about their plans for the people, asked crucial questions and also, it has serve as avenue CEDE(AIT). The programme started in 2005 with a broad objective of analyzing and giving in-depth information on trending issues with huge focus on the Nigeria political environment. The programme runs from 10.00am to 11.00am

Monday to Friday Since the inception of the programme, it has been able to attract viewers who depend heavily on media to make meaning out of the happenings around them. Focus Nigeria is a programme designed to engage all critical issues affecting Nigeria's polity, from politics to other subject matters that engage and affect the ordinary Nigerian. The discussion

programme which currently has about 80,000 followers on both Facebook and twitter has the unique nature of inviting key policy makers to discuss issues affecting the political, economic and social development of the country. In 2009, it was reported that late president Umaru Musa Yar'adua threatened to revoke the operational license of Africa Independence television, AIT over what was



described as threat to national security from the stations talk program Focus

Nigeria. The presidency then accused the TV station of using the program to misinform and incite the Nigerian people against the government. Same scenario played out in 2006 when the presenter of the show, Gbenga Aruleba was arrested for criticizing the Obasanjo administration. Till date, the programme is still one of Nigeria popular TV programmes that have been able to capture effectively events that occur in the Nigeria political atmosphere.

### **3.0 RESEARCH METHODOLOGY**

[2] Defines research methodology as the philosophy or the general principle which will guide a researcher in his research. It is the overall approach to studying his topic and includes issues he needs to think about such as the constraints, dilemmas and ethical choices within his research.

Research methodology is the system of collecting data for research project. The data may be collected for either theoretical or practical research. It defines the activity of research, how to proceed, how to measure progress, and what constitutes success. The methodology used in this study was survey.

#### *SURVEY*

Survey research method according to [8] is the most commonly method used by behavioural scientists. It involves drawing up a set of questions on various aspects of a subject to which selected members of a population are requested to react.

The survey is a research method involving the use of questionnaires and or statistical surveys to gather data about people and their thoughts and behaviour. The survey is a non-experimental, descriptive research method. Surveys can be useful when a researcher wants to collect data on phenomena that cannot be directly observed such as opinion.

#### *TYPES OF SURVEY RESEARCH METHOD*

[8] noted that there are three types of survey research method. These are: Mailed questionnaire survey, Interview survey, and Telephone interview survey. Mailed questionnaires survey: This involves sending the questionnaire to sampled audience through the mail.

### **3.2 RESEARCH INSTRUMENT**

The instrument used for data collection for this study was questionnaire.

#### *QUESTIONNAIRE*

A questionnaire according to [8] is a set of questions on various aspects of a subject to which members of a population are requested to react.

A questionnaire is an important instrument for obtaining information from people about their perceptions, opinions, attitudes and behaviours in survey studies. The usefulness of the questionnaires is not only limited to surveys only limited to surveys only.

### **3.3 POPULATION OF THE STUDY**

The size of the population of this study was fifty people, it was used to get the accurate data needed for this Thesis.

#### *SAMPLE SIZE*

[8] Defines sample size as the members of the study population whom the research questions were administered onto who serve as representatives of the study population.

The sample size of this study was thirty people. They were selected based on their designations and duties in Nagarta Radio. The thirty people were the reporters and producers of programmes in the radio station.

### **3.4 SAMPLE TECHNIQUES**

The technique adopted for the study was purposive sampling techniques.

According to [8] purposive sampling is based on a purposeful decision to interview a particular group of persons. The group of persons might have certain features or characteristics which the researcher is interested.

### **3.5 AREA OF THE STUDY**

The area of this study was Nigerian Television Authority (NTA) Kaduna, Kaduna North Local Government Area of Kaduna State.

### **3.6 STATISTICAL TECHNIQUE IN DATA ANALYSIS**

The researcher has subjected the data collected to statistical analysis using percentage. Table was used in data analysis to summarize information in a simple, precise and logical way.





#### 4.0 DATA ANALYSIS

##### 4.1 INTRODUCTION

This chapter encompasses the presentation of data, data analysis and the answers of the research questions as well as the discussion of findings.

Survey research method was used in data collection. The research instrument used was questionnaire, while purposive sampling technique was used in the selection of the thirty respondents out of the entire population of the study of fifty.

Thirty questionnaires were distributed to the thirty respondents who were the reporters and producers of programmes at NTA Kaduna. All the questionnaires were returned, but two of them were rendered invalid by two of the respondents.

The data collected was subjected to statistical analysis using percentage. Table was used in data presentation and analysis to summarize information in a simple, precise and logical way.

##### DATA PRESENTATION AND ANALYSIS

Table 1

This question requires to know the sex of the respondents.

| Variables | Responses | Percentage |
|-----------|-----------|------------|
| Male      | 19        | 63%        |
| Female    | 9         | 30%        |
| Invalid   | 2         | 7%         |
| Total     | 30        | 100%       |

It is evident that male respondents are greater than female respondents. 63% of the respondents are male while 30% are female.

Table 2

This question requires to know the ages of the respondent.

| Variables | Responses | Percentage |
|-----------|-----------|------------|
| 18-24     | 5         | 17%        |
| 25-30     | 11        | 36%        |
| 30-above  | 12        | 40%        |
| Invalid   | 2         | 7%         |
| Total     | 30        | 100%       |

From the data above, 40% of the respondents were aged 30 and above. 36% of them were between 25 and 30 years old, while 17% of them are between 18 and 24 years old.

Table 3

This question requires to know the marital status of the respondents.

| Variables | Responses | Percentage |
|-----------|-----------|------------|
| Single    | 6         | 20%        |

|         |    |      |
|---------|----|------|
| Married | 22 | 73%  |
| Invalid | 2  | 7%   |
| Total   | 30 | 100% |

From the data above, 73% of the respondents are married people, while 20% of them are not married.

Table 4

This question requires to know the employment status of the respondents.

| Variables | Responses | Percentage |
|-----------|-----------|------------|
| Temporary | 11        | 36%        |
| Permanent | 17        | 57%        |
| Invalid   | 2         | 7%         |
| Total     | 30        | 100%       |

From the data above, 57% of the respondents are permanent staff, while 36% of them temporary staff.

Table 5

This question requires to know the employment designation of the respondents.

| Variables | Responses | Percentage |
|-----------|-----------|------------|
| Reporter  | 9         | 30%        |
| Producer  | 19        | 63%        |
| Invalid   | 2         | 7%         |
| Total     | 30        | 100%       |

From the data above, 63% of the respondents are producers of programmes while 30% of them are reporters.

Table 6

This question requires to know if the NTA TV Station interferes with the duties of reporters and producers of the station.

| Variables   | Responses | Percentage |
|-------------|-----------|------------|
| S/agreed    | 7         | 23%        |
| Agreed      | 19        | 63%        |
| S/disagreed | 2         | 7%         |
| Disagreed   | 19        | 63%        |
| Invalid     | 2         | 7%         |
| Total       | 30        | 100%       |

From the data above, 63% of the respondents agreed that the management of NTA Kaduna do not interfere with their duties, while 23% strongly agreed to that. 7% strongly disagree.

Table 7

This question requires to know if NTA Kaduna plays a big role in political affairs in Kaduna.

| Variables | Responses | Percentage |
|-----------|-----------|------------|
| S/agreed  | 13        | 43%        |



|             |    |      |
|-------------|----|------|
| Agreed      | 6  | 20%  |
| S/disagreed | 3  | 10%  |
| Disagreed   | 6  | 20%  |
| Invalid     | 2  | 7%   |
| Total       | 30 | 100% |

From the data above, 43% of the respondents agree that NTA Kaduna has a role in the political affairs within the State to them, 43% Strongly agreed, and 20% also agreed, while 10% strongly disagreed.

Table 8

This question requires to know whether NTA Kaduna has the content that enlightens the public on relevant political affairs and awareness.

| Variables   | Responses | Percentage |
|-------------|-----------|------------|
| S/agreed    | 8         | 27%        |
| Agreed      | 14        | 46%        |
| S/disagreed | 1         | 3%         |
| Disagreed   | 5         | 17%        |
| Invalid     | 2         | 7%         |
| Total       | 30        | 100        |

From the data above, 46% of the respondents agreed that NTA Kaduna has the content that enlightens the public on political activities across the State while 27% strongly agreed. 17% did not agree while 3% strongly disagreed.

Table 9

This question requires to find out how likely the respondents are going to use NTA for political news than other Television Station

| Variables   | Responses | Percentage |
|-------------|-----------|------------|
| S/agreed    | 9         | 30%        |
| Agreed      | 16        | 53%        |
| S/disagreed | 1         | 3%         |
| Disagreed   | 2         | 7%         |
| Invalid     | 2         | 7%         |
| Total       | 30        | 100        |

From the data above, 53% of the respondents agreed that they are likely to use NTA Kaduna as their Station of choice for political News, while 9% strongly disagreed.

Table 10

This question requires to know if the NTA Kaduna has influenced the respondents and being involved in the P.

| Variables   | Responses | Percentage |
|-------------|-----------|------------|
| S/agreed    | 9         | 30%        |
| Agreed      | 11        | 37%        |
| S/disagreed | 7         | 23%        |

|           |    |     |
|-----------|----|-----|
| Disagreed | 1  | 3%  |
| Invalid   | 2  | 7%  |
| Total     | 30 | 100 |

From the data above, 37% of the respondents strongly agreed that that NTA Kaduna has an influence in their participation in political involvement, while 3% did not agree.

Table 11

This question seeks to know if the Management of the station encourage reporters and producers to enhance their productivity.

| Variables   | Responses | Percentage |
|-------------|-----------|------------|
| S/disagreed | 1         | 3%         |
| Agreed      | 13        | 44%        |
| S/agreed    | 7         | 23%        |
| Disagreed   | 7         | 23%        |
| Invalid     | 2         | 7%         |
| Total       | 30        | 100        |

From the data above, 44% of the respondents agree that the Management encourages them to enhance their productivity, while 23% of them also strongly agree. 23% agreed and 3% also strongly agreed.

Table 12

This question requires to know is the present Management approach is the best for the station in regards to political programming.

| Variables   | Responses | Percentage |
|-------------|-----------|------------|
| S/disagreed | 2         | 7%         |
| Disagreed   | 5         | 17%        |
| Agreed      | 10        | 33%        |
| S/agreed    | 11        | 36%        |
| Invalid     | 2         | 7%         |
| Total       | 30        | 100        |

From the data above, 36% of the respondents agreed that the present Management approach is the best. 33% of them strongly agreed while 17% Disagreed and 7% of them Strongly disagreed.

## DISCUSSION OF FINDINGS

This aspect is concerned with detailed interpretation of findings of this study.

Based on the findings, it was discovered that NTA Kaduna has a great role in political persuasion by keeping the people informed about best practices in the political space and allowing people to make informed decisions regarding their choices of political affiliations and also keeping the politicians on their toes to do right by the people.

Through its robust programming and discussions the Station is fully able to get both the politicians and the



average citizen the platform to have honest discussions on way to foster development and growth.

Therefore it is pertinent to understand that NTA Kaduna which has been providing diverse programming and content has a major role to play in political persuasion in the political space for both the politicians and the average citizen.

### CONCLUSION

It is obvious from the research conducted that viewers of television programmes are all interested in political discussion programmes. These programmes of which some are political in nature, provide a sense of political attachment entertainment as well as promotion of people cultural affiliation as oppose to cultural alienation from foreign programme.

After and findings (the research findings) by the research and after reviewing the various research work done by mass communication scholar on mass media particularly television broadcast the researcher found out that many people watch television programmes and believe in television message and also have access to television message and also have access to television set. This draws the researcher to a conclusion that the media and particularly television messages serves as effective means of political persuasion and will remain the best means for political awareness mobilization and persuasion in Nigeria.

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