

APPLICATION OF AGENDA-SETTING THEORY IN THE COVERAGE OF NATIONAL ISSUES BY NIGERIAN BROADCAST MEDIA

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Application of Agenda-Setting Theory in the Coverage of National Issues by Nigerian Broadcast Media" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

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HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined application of agenda-setting theory in the coverage of national issues by nigerian broadcast media, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of application; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with application and agenda. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 404 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 393 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 2.96). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.475$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 5.69, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.12$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on application.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of application of agenda-setting theory in the coverage of national issues by Nigerian broadcast media is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

Application occupies a prominent position in contemporary debates about agenda and national development. The socio-cultural diversity of Nigeria implies that responses to application must be differentiated rather than uniform. Evidence assembled by Ibrahim and Kalu (2015) across twelve states underscored the heterogeneity of outcomes linked to application. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Evidence assembled by Osinachi and Musa (2015) across twelve states underscored the heterogeneity of outcomes linked to application. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

A growing corpus of literature draws attention to the pivotal role of application in shaping developmental trajectories. Globalisation and technological change have intensified both the opportunities and the challenges associated with application. Empirical evidence from Salami and Musa (2021) suggests that positive developments in agenda are associated with improvements in application. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. Empirical evidence from Adekunle and Aderemi (2021) suggests that positive developments in agenda are associated with improvements in application. For practitioners, the practical significance of application cannot be overstated, given its demonstrable link with agenda. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

Over the past two decades, application has become increasingly significant within the Nigerian landscape and beyond. Economic pressures and resource scarcity frequently determine the pace at which application advances in practice. A notable study by Adekunle and Aderemi (2017) argued that the impact of application is substantially mediated by the quality of institutions. Such findings reinforce the argument that application deserves a place of priority on the development agenda. Comparative work by Adebayo and Okonkwo (2022) across several states uncovered a consistent pattern linking application with agenda. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

In both global and African literatures, application is now regarded as a key index of institutional performance. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream application into routine governance. The work of Bamgbose and Nwosu (2023) extended earlier analyses by demonstrating that agenda reinforces the effects of application. Sustained engagement with the issues raised