

ASSESSMENT OF TELEVISION NEWS PROGRAMMES ON POLITICAL AWARENESS AMONG NIGERIAN YOUTHS

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Assessment of Television News Programmes on Political Awareness Among Nigerian Youths" 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

Date

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 assessment of television news programmes on political awareness among nigerian youths, 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 assessment; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with assessment and television. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 415 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 395 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 = 3.18). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.498$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 7.66, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.05$, $p > 0.05$). 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 assessment.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of assessment of television news programmes on political awareness among Nigerian youths 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.

The relationship between assessment and television has been the subject of sustained academic interest across several disciplines. Within Lagos State, the country's most populous commercial hub, the dynamics of assessment are observed in their starkest form. The work of Alade and Ibrahim (2023) extended earlier analyses by demonstrating that television reinforces the effects of assessment. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Evidence assembled by Chukwu and Ibrahim (2015) across twelve states underscored the heterogeneity of outcomes linked to assessment. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

Scholars have long recognised assessment as a critical determinant of outcomes in mass communication. Nigeria's federal structure and its diverse cultural geography ensure that the experience of assessment varies considerably from one region to another. An examination by Ogbeide and Kalu (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. Accordingly, there is a growing consensus that deliberate policy action is required. Evidence assembled by Oyelaran and Adeniyi (2015) across twelve states underscored the heterogeneity of outcomes linked to assessment. These observations collectively invite a reconsideration of standard assumptions regarding television. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

The phenomenon of assessment, while not new, has acquired fresh analytical urgency in Nigeria. The colonial and post-colonial legacies of the Nigerian state continue to influence contemporary patterns of assessment. Comparative work by Oyelaran and Adeniyi (2022) across several states uncovered a consistent pattern linking assessment with television. For practitioners, the practical significance of assessment cannot be overstated, given its demonstrable link with television. The work of Osinachi and Salami (2023) extended earlier analyses by demonstrating that television reinforces the effects of assessment. These developments carry important implications for policy and practice in mass communication. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

Few subjects attract as much policy interest in contemporary Nigeria as the question of assessment. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of assessment. Findings reported by Ogbeide and Osinachi (2018) observed that respondents with greater exposure to assessment recorded markedly different results. The implications of these dynamics are