

CHURCH MEDIA AND CONGREGATION GROWTH

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Church Media and Congregation Growth" 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 church media and congregation growth, 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 church; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with church and media. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 417 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 404 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 = 3.0). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.492$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 8.24, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.25$, $p > 0.05$). 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 church.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of church media and congregation growth 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.

church continues to command considerable attention among researchers, policymakers, and practitioners in mass communication. Nigeria's federal structure and its diverse cultural geography ensure that the experience of church varies considerably from one region to another. An examination by Bello and Ogbeide (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. Longitudinal research by Oyelaran and Adeniyi (2016) revealed that sustained attention to church yields appreciable dividends over time. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

church, when examined in relation to media, reveals complex and often paradoxical dynamics. Globalisation and technological change have intensified both the opportunities and the challenges associated with church. Research by Nnamdi and Bamgbose (2021) using mixed methods provided particularly rich insight into the mechanisms connecting church and media. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Dauda and Ogbeide (2020), in a survey of relevant stakeholders, concluded that the benefits of church are unevenly distributed across groups. For practitioners, the practical significance of church cannot be overstated, given its demonstrable link with media. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

In recent years, church has emerged as a central theme in scholarly discourse on mass communication. Economic pressures and resource scarcity frequently determine the pace at which church advances in practice. Field evidence gathered by Dauda and Ogbeide (2016) suggested that stakeholder engagement materially improves the results achieved in matters of church. Such findings reinforce the argument that church deserves a place of priority on the development agenda. An examination by Musa and Obiora (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. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

A growing corpus of literature draws attention to the pivotal role of church in shaping developmental trajectories. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which church unfolds. Findings reported by Bamgbose and Ekwueme (2018) observed that respondents with greater exposure to church recorded markedly different results. The practical import of these findings extends well beyond the academic sphere into everyday