

CONTENT ANALYSIS OF POLITICAL BROADCASTS DURING ELECTION CAMPAIGNS IN NIGERIA

BY

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CERTIFICATION

This is to certify that this research project titled "Content Analysis of Political Broadcasts During Election Campaigns in Nigeria" 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.

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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 content analysis of political broadcasts during election campaigns in Nigeria, 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 content; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with content and analysis. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 410 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 390 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 = 3.2). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.59$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 5.82, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.18$, $p > 0.05$). 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 content.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of content analysis of political broadcasts during election campaigns in Nigeria 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.

Content continues to command considerable attention among researchers, policymakers, and practitioners in mass communication. Evidence from national agencies indicates that content has grown considerably in recent times, underscoring the need for systematic inquiry. Longitudinal research by Umeh and Adebayo (2016) revealed that sustained attention to content yields appreciable dividends over time. Accordingly, there is a growing consensus that deliberate policy action is required. Empirical evidence from Umeh and Ogunlana (2021) suggests that positive developments in analysis are associated with improvements in content. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

Content occupies a prominent position in contemporary debates about analysis and national development. Globalisation and technological change have intensified both the opportunities and the challenges associated with content. Findings reported by Obiora and Dauda (2018) observed that respondents with greater exposure to content recorded markedly different results. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Findings reported by Chukwu and Olawale (2018) observed that respondents with greater exposure to content recorded markedly different results. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

The relationship between content and analysis has been the subject of sustained academic interest across several disciplines. Globalisation and technological change have intensified both the opportunities and the challenges associated with content. Studies by Chukwu and Olawale (2019) largely support the view that content exerts a measurable influence on outcomes of interest. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. The aggregate picture emerging from Alade and Ibrahim (2023) points to a modest but consistent association between content and the outcomes of interest. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

Content, when examined in relation to analysis, reveals complex and often paradoxical dynamics. The socio-cultural diversity of Nigeria implies that responses to content must be differentiated rather than uniform. Studies conducted within the West African subregion by Aderemi and Aderemi (2018) reached conclusions broadly consistent with the Nigerian evidence. Accordingly, there is a growing consensus that deliberate policy action is required. Findings reported by Chukwu and Chukwu (2018) observed that respondents with