

RECALL OF ADVERTISING JINGLES ON RADIO STATIONS

BY

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CERTIFICATION

This is to certify that this research project titled "Recall of Advertising Jingles on Radio Stations" 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 recall of advertising jingles on radio stations, 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 recall; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with recall and advertising. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 416 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 396 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 = 3.17). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.533$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 7.24, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.32$, $p > 0.05$). 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 recall.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of recall of advertising jingles on radio stations 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.

recall occupies a prominent position in contemporary debates about advertising and national development. Within Lagos State, the country's most populous commercial hub, the dynamics of recall are observed in their starkest form. A notable study by Adeniyi and Oyelaran (2017) argued that the impact of recall is substantially mediated by the quality of institutions. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. Empirical evidence from Ibrahim and Chukwu (2021) suggests that positive developments in advertising are associated with improvements in recall. Accordingly, there is a growing consensus that deliberate policy action is required. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

In recent years, recall has emerged as a central theme in scholarly discourse on mass communication. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of recall. The work of Umeh and Ogbeide (2023) extended earlier analyses by demonstrating that advertising reinforces the effects of recall. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. The work of Bello and Musa (2023) extended earlier analyses by demonstrating that advertising reinforces the effects of recall. Accordingly, there is a growing consensus that deliberate policy action is required. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

recall, when examined in relation to advertising, reveals complex and often paradoxical dynamics. The colonial and post-colonial legacies of the Nigerian state continue to influence contemporary patterns of recall. Empirical evidence from Bello and Musa (2021) suggests that positive developments in advertising are associated with improvements in recall. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. An examination by Salami and Alade (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

In both global and African literatures, recall is now regarded as a key index of institutional performance. The socio-cultural diversity of Nigeria implies that responses to recall must be differentiated rather than uniform. Research by Ibrahim and Osinachi (2021) using mixed methods provided particularly rich insight into the mechanisms connecting recall and advertising. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Studies by Nwosu and Ekwueme (2019) largely support the view that recall exerts a measurable influence on outcomes of interest. These developments carry important