

**EVALUATION OF *POLITICS TODAY* ON CHANNELS TELEVISION IN SHAPING
THE OPINION OF YOUTH IN EDO STATE ON CONTROVERSIAL ISSUES IN
NIGERIA**

BY

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**UNIVERSITY OF BENIN,
BENIN CITY.**

SEPTEMBER, 2025.

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**A PROJECT WORK SUBMITTED TO THE DEPARTMENT OF MASS
COMMUNICATION, FACULTY OF ARTS, UNIVERSITY OF BENIN, IN PARTIAL
FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF BACHELOR OF
ARTS DEGREE IN MASS COMMUNICATION.**

SEPTEMBER, 2025.

DECLARATION

I, **Charles Osazemen FESTUS**, hereby declare that this project titled "*Politics Today* on Channels Television for shaping the opinion of Youth in Edo State on controversial issues in Nigeria" is my original work and is based on a study undertaken by me in the department of Mass Communication, Faculty of Arts, University of Benin, under the supervision of Prof. F.P. Olise. All sources of information, data and materials used in the preparation of this work have been duly acknowledged through appropriate references.

Charles Osazemen FESTUS

ART2100934

CERTIFICATION

This is to certify that this research work, "Evaluation of *politics today* on Channels Television in shaping the opinion of Youth in Edo State on controversial issues in Nigeria," was carried out by **Charles Osazemen FESTUS**, with Matriculation number **ART210034**, in the Department of Mass Communication, Faculty of Arts, University of Benin, Benin City, Edo State, Nigeria. The work embodied in this project is original and completed under my supervision. It is therefore certified as meeting the requirements for the award of the Bachelor of Arts (B.A.) degree in Mass Communication.

Prof. F.P. Olise.

(Project Supervisor)

Dr. D.O. Ekhareafo

(Head of Department)

Date: _____

Date: _____

STUDENT'S THESIS

AUTHOR'S STATEMENT

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DEDICATION

This work is dedicated to God almighty who has been my shield from the beginning of this journey of life, I thank him for the gift of life and good health, I am eternally grateful to him.

ACKNOWLEDGEMENTS

I would like to thank God for his grace and mercies in ensuring the successful completion of this project, I wouldn't have been able to do it without Him, my gratitude to Him is immense.

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I would like to thank the management of the University of Benin for providing me with this unique opportunity to learn in their academic community, which I do not take for granted. I raise my Aluta Cap in honour of the Department of Mass Communication at the University of Benin, beginning with the Head of Department of Mass Communication, Dr. Daniel Ekhereafo, Prof. Marcellinus Anyianyiaye Okhakhu, Prof. Ambrose Uchenunu, Prof. (Mrs) Comfort Ene Obaje, Dr. Nonso Nnabuike, Dr Ndubisi Umoro, Mr Sunday Ekerikevwe (alias Sunnylove) and the entire staff. I salute them for seeing me through from the first year to the end of this academic journey.

I extend my heartfelt gratitude to my parents, Mr. Festus Ogedegbe and Mrs. Violet Festus, for their unwavering support and encouragement on many fronts. Their love and guidance have been instrumental in shaping my academic pursuits, I promise to live up to expectations. I am also deeply grateful to my friends, Omoregie Success Amadasun, Daniel Tochukwu Chinedu and Emmanuel Osaretin Iyoha, for their invaluable contributions, be it through stimulating discussions, constructive feedback, or timely assistance. Their motivation has made my journey of life interesting and remarkable. Thank you all for being pillars of strength and inspiration to my person.

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ABSTRACT

This study was conducted to evaluate *Politics Today* on Channels Television in shaping the opinion of Edo Youth on Controversial issues in Nigeria. The study employed survey design which helped to gather data from a sample of 398 respondents derived from Seventy-Seven thousand(77,000) undergraduates of the University of Benin (both Ekehuman and Ugbowo campuses for the 2024/2025 academic session, where thirteen departments were randomly selected out of the fourteen faculties that made up the institution. It was discovered in this study that there is a high level of engagement on *Politics Today* on Channels Television by Edo Youth, which has influenced them to a high level. The findings further unveiled that *Politics Today* on Channels is a medium where Edo Youth surf and consume news bulletins, it was an effective platform for promoting informed citizenship and shaping public opinion on national issues. The programme's comprehensive coverage and analysis of political events enabled young viewers to stay informed about current issues and make informed decisions about their engagement in politics.. The respondents appreciated the programme's objective and detribalized approach to reporting and the diverse perspectives presented by the Guests. This study is pivotal for media practitioners, policymakers and relevant stakeholders interested in promoting democratic development and civic engagement in Nigeria. However, the programme's ability to shapen Edo Youth opinion on controversial issues was threatened by the spread of fake news on social media which has been due to advancement of technology which birthed yellow Journalism. Social media's influence on news consumption habits brought attention to the necessity of media literacy programmes that foster critical thinking and discernment in young audiences. This will increase the programme's ability to encourage informed citizenship and democratic participation.

CHAPTER ONE

(INTRODUCTION)

1.1 Background to the Study

The broadcast media and its professionals have long been recognized as key drivers of development, exerting significant influence over individuals and society when managed effectively. Over time, the media's impact in shaping public opinion and perceptions has become increasingly evident. Many people rely on the media to meet their information needs, often without critically evaluating the accuracy of the content. The media's power to shape public opinion, particularly during times of uncertainty or controversy, is substantial. Those in positions of authority often leverage media coverage to communicate their policies to the masses and manage their public image through strategic communication. This is particularly true in modern democracies, where the media plays a pivotal role in shaping public opinion on contentious issues.

The mass media plays a crucial role in shaping public opinion and political awareness, particularly in a diverse society like Nigeria. According to Nwammuo (2004, p. 23), the mass media are a primary source of information about the world beyond our immediate experience. In essence, the media mediate reality for us, providing a window into the world of public affairs that is often “out of reach, out of sight and out of mind” for most citizens. This highlighted the significant influence the media has on our perceptions and understanding of the world. Television, with its wide reach, is a popular medium for information dissemination. The Channels Television, a prominent news outlet in Nigeria, has a programme called Politics Today and is always being anchored by Seun Okinbaloye, who provides in-depth coverage of political issues, interviews and analysis during the show. This programme plays a critical role in framing societal discourse and influencing how the public perceives key political issues. With its focus on current affairs, politics, economics and social issues, the programme engages experts, stakeholders and the general public in discussions that often address controversial and sensitive topics. No doubt, the mass media is expected to inform, educate and enlighten the public, as well as serve as a watchdog for society. The real influence of the media depends on various factors, including the media themselves, the society they operate in and the audience they reach (Abdul, 2012). The media’s role in facilitating political and social enlightenment is multifaceted and their impact on people’s opinion and attitude cannot be overemphasised (Foster, 2010).

Politics Today provides a platform for political discourse and analysis, featuring in-depth interviews and discussions with politicians, experts and analysts. The programme helps viewers understand the political landscape and various issues at play, enabling them to make informed decisions. By presenting different viewpoints and opinions, *Politics Today* fosters a culture of open dialogue and vibrant discourse.

The impact of *Politics Today* extends beyond mere information dissemination. The programme's engagement with its audience through social media platforms, phone-in segments, and audience participation fosters a sense of democratic participation and civic engagement. Viewers are afforded the opportunity to express their opinions, pose questions, and contribute to discussions, thereby creating a dynamic and interactive political discourse. By providing a platform for profound political discussions, informative debates, and diverse perspectives, Channels Television's *Politics Today* programme has the potential to play a pivotal role in enhancing political enlightenment among youths in Edo State. Its comprehensive coverage and credible reporting contribute to shaping public opinion, fostering democratic participation, and increasing political awareness, ultimately influencing the broader political landscape in Nigeria.

In Nigeria, where controversial issues often dominate the political landscape, the role of media programmes like *Politics Today* in shaping public opinion is particularly pivotal. This study aims to evaluate *Politics Today* on Channels TV in shaping the opinion of youth in Edo State on controversial issues in Nigeria. By examining the programme's impact on public opinion, this study seeks to contribute to our understanding of the media's role in shaping societal discourse and influencing public perceptions. The findings of this study will contribute to the existing body of knowledge on the role of media in shaping public opinion and political awareness, and inform strategies for improving media engagement and political discourse in Nigeria.

1.2 Statement of the Problem

The media plays a significant role in shaping public opinion, particularly on contentious issues, with television being a key influencer of attitudes, behaviors and perceptions. Nigeria's diverse ethnic, religious, and political landscape makes the media's framing and discussion of controversial issues crucial in either promoting national unity or exacerbating existing divisions.

Politics Today on Channels TV is a prominent platform that engages in-depth discussions on politics, governance, economic policies, social movements, and more. However, the impact of this program on shaping public opinion in Nigeria, especially regarding its handling of sensitive topics, remains understudied. The concern lies in the potential influence of *Politics Today* on Edo Elites attitudes towards contentious issues, and whether it fosters balanced dialogue or reinforces biases and divisions.

Given Nigeria's complex socio-political terrain, the presentation of controversial topics on media programs like *Politics Today* can significantly affect public perception and national discourse. A critical question is whether the discussions on this platform promote informed debate and understanding or entrench divisive narratives.

Moreover, evaluating the diversity of perspectives presented on *Politics Today* is essential. In a pluralistic society like Nigeria, media platforms must include voices from various ethnic, religious, and political backgrounds to ensure representative and inclusive discussions. Without proper research, it's unclear whether *Politics Today* achieves this balance or unfairly promotes certain viewpoints. This is what prompted the need to evaluate *Politics Today* on

Channels Television on its roles in shaping Youths in Edo State on controversial issues in Nigeria.

1.2 Research Objectives

The objectives of the study were to:

1. Assess the perception of youth in Edo State towards *Politics Today* on Channels Television on Controversial issues.
2. Investigate the role of *Politics Today* in promoting informed debate/constructive dialogue on controversial issues in Edo State.
3. Evaluate the influence of Politics Today on Channels Television in shapening the opinion of Youth in Edo State.

1.3 Research Questions

- 1.What is the perception of youth in Edo State towards *Politics Today* on Channels Television on Controversial issues?
2. What is the role of Politics Today in promoting informed debate/constructive dialogue on controversial issues in Nigeria?
3. In what ways does Politics Today influence the opinion of youth in Edo State towards controversial issues in Nigeria?

1.5 Significance of the Study

This study is significant because it contributes to a deeper understanding of the role that television, specifically *Politics Today* on Channels Television in shaping the opinion of Elites in

Edo State on controversial issues in Nigeria. In a country with diverse ethnic, religious and political divides, how media platforms frame and discuss sensitive topics can have profound implications for social cohesion, political stability and national unity. By evaluating Politics Today, this research provides valuable insights into how the media influences public perception and dialogue around contentious issues, making it an essential study for media practitioners, policymakers and academics.

Television remains one of the most influential media in Nigeria, with the ability to reach millions of viewers across different demographics. Politics Today is a significant programme that covers governance issues, economic policies, social movements and political scandals, making it a critical player in shaping national discourse. Understanding how this programme frames controversial topics and whether it presents balanced viewpoints is crucial for assessing its impact on public opinion and its potential role in either promoting unity or exacerbating divisions in Nigerian society.

The findings from this study will be beneficial to media professionals who are responsible for content creation and programming. Through highlighting the strengths and weaknesses of Politics Today, this research can offer recommendations on how to improve the programme's approach to handling controversial issues, thus ensuring that it fosters informed debate and contributes to national integration rather than division.

Furthermore, the study will provide insights for policymakers and regulatory bodies, helping them understand the influence of media programmes on public opinion and how to

encourage responsible journalism that contributes positively to societal development. Academics and students of media studies will also benefit from the study's findings, as it adds to the growing body of literature on the media's role in shaping public discourse in developing countries like Nigeria.

1.6 Scope of the Study

This research is centred on Evaluation of Politics Today on Channels Television for shaping the opinion of youth in Edo State on controversial issues in Nigeria. The study will scrutinise the programme's content, assess the variety of perspectives presented and evaluate its impact on viewers' attitudes. The investigation will focus on undergraduates in university of Benin, both in Ekehuan and Ugbowo of Benin City, Edo State, Nigeria, and will analyse a specific period of broadcasts to provide a detailed examination of the programme's effect on public discourse and national cohesion.

1.7 Limitations of the Study

This study provided valuable insights in the Evaluation of Politics Today on Channels Television on the opinions of youth in Edo State, it has some limitations. Firstly, the study employed a survey research method, limited to the use of questionnaires as the research instrument, due to time and financial constraints that prevented the use of additional methods such as interviews and focus group discussions. The study's sample size was limited to 390 respondents, and the study was conducted within a short period of time because it is an academic work and under specific geographic location. Further research should consider the scope to

larger sample sizes and more diverse geographic locations to gain a more comprehensive understanding of the programme's impact. Additionally, future research should explore the role of other media platforms, such as Arise Television programmes, social media and online news websites, in shaping opinions on controversial issues in Nigeria.

1.8 Operational Definition of Terms

The following terms and words were employed to build this project work, and they are clearly and concisely defined within the context of use in this work:

Benin City: Benin City is the capital of Edo State in Nigeria. It is a historic city known for its rich cultural heritage, ancient Benin Empire, and significant landmarks such as the Benin City National Museum and the Oba's Palace. The city is also an important commercial center, with a diverse economy and a growing population. Benin City is home to various ethnic groups, including the Edo people, and is recognized for its traditional crafts, such as bronze casting and

wood carving. The city has a vibrant cultural scene and is an essential hub for trade and commerce in the region.

Broadcasting: Broadcasting refers to the process of transmitting information, ideas, and messages to a large and diverse audience through various media platforms, including radio, television, and digital media.

Channels Television: Channels Television is a Nigerian independent 24-hour news and current affairs television channel based in Lagos, Nigeria. The channel is known for its comprehensive coverage of national and international news, politics, business, sports, and entertainment. Channels Television has gained popularity for its live broadcasts, in-depth analysis, and breaking news coverage, making it one of the most watched television channels in Nigeria. The channel's programmes, such as Politics Today, are widely followed and respected for their thought-provoking discussions and insightful commentary on current events.

Controversy: Controversy refers to a prolonged public debate or disagreement, often characterized by strongly opposing opinions and heated discussions within society.

Evaluation: Evaluation is the process of assessing and determining the quality, importance, value, or effectiveness of something, often involving critical judgment and analysis.

Mass Media: Mass Media refers to the channels of communication that can reach large audiences quickly, including television, newspapers, magazines, radio, new media, and other platforms.

Public Opinion: Public Opinion represents the collective views or attitudes of individuals on specific topics or issues that affect society. It encompasses the perspectives and sentiments of the general public on matters of relevance to them.

Shape: Shape means to influence, inform, or mold the opinions or viewpoints of the mass media audience. It involves the process of forming or altering public perception through the information presented.

Television: Television is an electronic medium that transmits moving visual and audio content to a broad audience. It serves as a key platform for broadcasting news, entertainment, and educational content. As a tool for mass communication, television plays a significant role in shaping public opinion by providing visual and narrative coverage of various issues and events, thereby influencing how the public perceives and understands these topics.

CHAPTER TWO

LITERATURE REVIEW

Preamble

This chapter focused on the review of related literature, which provides information, insight and robust framework for this academic work and enable the reader to comprehend this Evaluation of *Politics Today* on Channels Television in shaping the opinion of youth in Edo

State on controversial issues in Nigeria. No academic work can exist without contribution from other scholars' works, therefore, this review was structured with the following sub-headings:

2.1 Conceptual Clarification

2.2 Politics Today

2.3 Political Enlightenment

2.4 The Mass Media and Political Enlightenment: A Critical Review

2.5 Review of Empirical Studies

2.6 Theoretical Review

2.1 Conceptual Clarification

2.1.2 Politics Today on Channels Television

Politics Today is a famous Nigerian television programme that airs weekdays at 7 P.M. and Sundays at 8 P.M. The programme hosted by the renowned Journalist, Seun Okinbaloye, provides in-depth analysis of the recent significant developments and activities in Nigerian politics, capturing and analysing national issues from various political perspectives.

Seun Okinbaloye, a multiple-award-winning broadcast journalist, has been hosting *Politics Today* and "Sunday Politics" for years, making him a household name in Nigerian Journalism. His expertise and incisive questioning style have earned him recognition, including the Nigerian Media Merit Award (NMMA) and Television Programme Presenter of the Year in 2019. The programme's strength lies in its ability to provide detailed evaluation of the current political issues and events in Nigeria. By engaging with experts, critical stakeholders and politicians, Seun Okinbaloye offers nuanced understanding of complex issues, making the programme a valuable resource for those seeking to understand the country's complex political landscape. *Politics Today* often features live coverage of press conferences, rallies and other important political events, ensuring that the media audience are kept up-to-date with the latest developments. The programme has also hosted notable guests in the past and present, which included prominent Nigerian leaders like Peter Obi, Festus Keyamo, Nasir El-rufai, Dino Melaye, Adams Oshiomhole, etc., providing a platform for them to share their perspectives and insights.

Furthermore, *Politics Today* is considered a go-to programme for those seeking to understand Nigeria's complex political landscape, with its in-depth analysis, expert insights and live coverage, the programme has equally established itself as a leading source of information on Nigerian politics.

2.3 Political Enlightenment

Delli Carpini and Keeter (1996) defined political enlightenment as the range of factual information about politics that is stored in long-term memory and listed rules of the game, substance of politics, and people and parties as the three broad areas of political enlightenment. It is one's enlightenment of political events, personalities, affairs, histories and institutions as measured by one's ability to provide correct answers to a specific set of fact-based questions. Low political enlightenment generates a superficial understanding of public policy, intolerance of minority groups and distrust of political institutions (Hart, Atkins, Markey and Youniss, 2004).

However, high political enlightenment produces politically informed, vigilant, vocal and competent citizens who have needed expertise for political participation to sustain functional and stable democratic system (Bennett and Freelon, 2012). Milner (2010) revealed that there are some politically inattentiveness citizens who lack the enlightenment and skills to make sense of the political world and were unable to meaningfully engage in politics. In Uganda, this lack of political enlightenment was identified as one of the factors that hindered the citizens from holding government officials accountable (Natamba et al, 2010). In Nigeria, students formed the largest group of voters in occupation group, accounting for 26.57% (22 million) of voters (Channels TV, 2019). Civics and Citizenship Education are taught at the various education levels to enhance students' understanding of political and social context. This enlightenment can develop their confidence and motivation to participate in public life.

Furthermore, in a meta-analysis of political enlightenment measurements, Delli Carpini and Keeter (1996) found that the measurements included enlightenment about current national and international events, political personalities, institutions and processes. The researchers also affirmed that democratic citizens and societies need at least moderate levels of enlightenment of political parties, leaders, history, economy and institutional setting to accept political norms, be

politically efficacious, understand current politics and participate in politics. Citizens without a basic level of political enlightenment would have difficulty in understanding political events and eventually engage in public matters (Popkin and Dimock, 1999). Therefore, higher aggregate levels of political enlightenment empower societies to be more inclusive and responsive.

2.4 The Mass Media and Political Enlightenment: A Critical Review

The role of the mass media in promoting political enlightenment is a crucial aspect of democratic governance. Political enlightenment refers to the increase in awareness and consciousness of citizens about specific objectives, intending to achieve those objectives. In the context of this study, which evaluates Politics Today on Channels Television for shaping the opinion of youth in Edo State on controversial issues in Nigeria, understanding the role of the mass media in political enlightenment is essential.

According to the Political Bureau (2012), political enlightenment is conceptualized as an increase in the level of awareness of a people to specific set objectives, intending to achieve those objectives. Mustapha (2016) also notes that political enlightenment involves the simultaneous engagement of large masses of people in activities that have a predominantly social or collective objective. The media's ability to emotionally organize people and breed organic solidarity towards a course of action is critical in this regard.

Enemaku (2013) emphasised that the role of the media in any democratic process cannot be downplayed. Journalists are the trustees of the public trust in any sustainable democracy. Information is power, and adequate information can propel or bring about sustainable democracy. Agba (2013) also notes that the mass media has a very important role to play in channeling political enlightenment to serve the goal of national development. Studies have shown that the mass media can bring about social change and development in societies where they exist. Becker and Lower (2010) identify the functions of the mass media in political enlightenment as "reporting and interpreting events, defining issues, portraying personalities, and investigating support". In Nigeria, the mass media has played a significant role in shaping public opinion and influencing political discourse.

However, the 2015 political campaign in Nigeria highlighted the challenges of media partisanship and the misuse of the media by political parties and their candidates. Edogbo (2016) notes that the media's failure to adhere to the principles of balance, fairness, and objectivity undermined their role in promoting political enlightenment and contributed to the growth of unhealthy political culture in the country. This underscores the need for the media to prioritize public interest and promote responsible democratic principles. To promote healthy political enlightenment, the mass media should internalize the concept of public interest in the discharge of their functions in any electoral process. Agba (2013) emphasizes that the media should set the pace for a healthy electoral process and ensure they are guided by public interest. By directing the goals of political campaigns towards responsible democratic principles that recognize the sovereignty of the people's votes, the media can play a critical role in promoting political enlightenment and national development.

The impact of *Politics Today* on Channels Television for shaping the opinion of youth in Edo State on controversial issues in Nigeria, can be understood within the framework of the mass media's role in promoting political enlightenment and shaping public opinion and discourse. The ability of this programme to provide in-depth analysis and interpretation of political events, define issues, set records straight and portray personalities can contribute to the political enlightenment of its audience. However, the programme's adherence to the principles of balance, fairness, and objectivity is critical to its effectiveness in promoting healthy public enlightenment.

The mass media, often tagged as the vehicle for development, plays a vital role in promoting public enlightenment on controversial issues and national development. By prioritizing public interest and promoting responsible democratic principles, the media can contribute to the growth of a healthy societal culture in Nigeria. The essence of this programmes *Politics Today* on Channels Television, underscores the significance of a well-informed citizenry in shaping the country's democratic future.

2.5:Empirical Review

This study has worked in tandem with the subject of discuss. As a result, this section of the research work covered few of the empirical studies that are relevant to the idea of this topic. They included:

Sale, Bappayo and Abubakar (2018) conducted a study on Comparative Analysis of Audience Perception of Globe FM (98.5) and Bauchi Radio Corporation's (BRC) Political Programmes During the 2015 Presidential Election in Nigeria. The researchers tend to access the frequency of exposure to these programmes among residents of Bauchi and Yobe States, in order to determine which the programme, between "Ga fili ga doki of Globe FM and Maji ma gani of BRC" would deemed more informative. The study employed a survey research design to collect data from participants. The findings revealed that participants were more exposed to Globe FM's political programmes than BRC's. Both programmes, however, were perceived as very informative by respondents. The study's results indicated that Globe FM was perceived to have performed better than BRC in terms of political programming. This suggested that the content and delivery of Globe FM's programmes were more effective in engaging and informing listeners. The study's conclusion highlighted the importance of radio political programmes in providing more adequate information to guide public decision-making during elections. The researchers recommended that such programmes should prioritise comprehensive coverage of candidates and issues, enabling listeners to make informed choices. In doing this, radio stations would play a more significant role in promoting informed citizenship and democratic participation in Nigeria.

Fadeyi and Onijamowo (2023) study which investigated the Impact of Fresh FM's Ocean of Politics programme on political participation among residents of Oshogbo. The study anchored on Agenda Setting and Media Dependency Theories adopted a survey research design to gather the data. Through the examination of the relationship between media exposure and political engagement, the work's objective was to understand how the programme influenced audience participation in politics. The findings unveiled that Fresh FM's Ocean of Politics programme had a positive impact on audience political participation in the state. The study emphasized on the importance of balance and fairness in political programming, further advised that broadcast stations should prioritize those values when airing such content. Additionally, media outlets can promote more informed and engaged citizenship, ultimately contributing to a healthier democratic process.

Oluwatoyin (2013) conducted a study to evaluate the Role of Independent Television, Benin, in politically mobilizing rural areas, specifically in Uziare Local Government Area of Edo State. The core aim of the study were to examine the effectiveness of Independent Television Benin's programmes in mobilizing voters during elections and to gauge the responses of rural communities surrounding the television station to programmes promoting political mobilization. The study's findings revealed that the impact of television on the Uziare zone was restricted due to the high cost of television sets and electricity supply, which hindered many residents from fully enjoying from the station's programmess. The study equally recommended that the government take measures to improve the economy, enabling more people to afford television sets. Furthermore, it suggested that television stations should develop more programs tailored to the needs of rural dwellers, thereby increasing their engagement and participation in the political

process. By adopting these measures, the study argued that television could play a more significant role in promoting political awareness and mobilization in rural areas, ultimately contributing to a more informed and active citizenry.

Arede and Orji in 2022 carried out a study which investigated the Impact of Radio Broadcasting on Political Participation in Nigeria's South-South zone. The researchers surveyed 400 individuals, employing a cross-sectional research design to gather data. Their findings supported existing academic research, indicating that radio broadcasts significantly influence the attitudes of South-South people towards political activities. The study's results underscored the importance of radio in shaping public opinion and promoting political engagement. Arede and Orji recommended that further efforts be made to ensure the dissemination of accurate and informative content via radio, with the goal of positively influencing people's behaviour and perspectives on Nigerian election processes. By doing so, radio broadcasting can play an even more effective role in promoting democratic participation and awareness in the region.

The study conducted by Bappayo, Abubakar and Kirfi (2021) evaluated The Impact of Mass Media on Political Mobilization Process in Plateau State Radio Television Corporation (PRTVC) Jos Nigeria. The core objective of this study was to access the level at which interference of the government in mass media activities has affected the political mobilization process. Using a survey research method, the researchers collected data to grasp the relationship that exist between government intervention and the effectiveness of the media. The Agenda Setting Theory was used to give further insight into the study's issues. The results showed that

without the mass media, the government cannot function effectively, it indicated that freedom of the media remained a pivotal aspect for the promotion of democratic values in Nigeria. The study equally highlighted the essence of media freedom in promoting democratic values in Nigeria., which is pivotal in establishing a complete autonomy. This autonomy will enable the mass media to operate freely and independently without restrictions.

Oluwatosin, Olusoji, Olusola and Olugbenga carried out a work on the Influence of Media on Political Knowledge among Undergraduate Students in Ibadan. The study investigated the frequency of media use, level of political knowledge and the connection that exists between access to various media forms and political awareness. They found that social media was the most popular platform, followed by radio, television and newspapers, with over 30% of participants exhibiting high political knowledge. Notably, the study concluded that radio was the primary source of political knowledge among the students, and recommended that media institutions and political analysts should leverage more on social media to enhance further audience political awareness.

2.6:Theoretical Framework

This study was anchored on two relevant theories namely: Cultivation and Agenda Setting Theories of Mass Communication.

Agenda Setting Theory: The Agenda Setting Theory posited that the media wielded significant influence over the public's perception of importance regarding various topics and issues. The theory was first propounded by Maxwell McCombs and Donald Shaw in 1972, which

highlighted that the media's selection and prioritization of certain topics could shape the public's agenda or perception towards a particular subject of discussion, thereby determining what issues were deemed important. The ability of the mass media to inform its audience about which themes are important was a crucial aspect of this theory, as it implied that the media played a pivotal role in shaping the public's understanding of the events happening around them.

The foundational study by McCombs and Shaw (1972) on the agenda-setting function of the mass media during the 1968 presidential elections between Richard Nixon and Hubert Humphrey laid a groundwork for this theory. Their findings unveiled a strong correlation between the media's perception of essential and the public's awareness of salience, which indicated that the media's effect on public opinion was profound. This study demonstrated that the media's agenda-setting power could shape the public's perception of political reality and current issues, ultimately contributing to the formation of political culture.

The Agenda Setting Theory had far-reaching implications for the media's role in shaping public discourse. By selecting and prioritizing certain topics, the media could bring these issues to the forefront of public attention, influencing the public's perception of what issues were important. This would in turn shape the public's agenda, determining what issues are deemed significant and worthy of attention. In the context of the political programming, such as Politics Today on Channels Television, this theory suggested that the programme's selection and prioritization of certain relevant topics would influence the opinions of youth in Edo State on controversial issues around their geographic area.

The media's agenda-setting power is closely tied to the traditional duties of surveillance, correlation, and transmission of socio-cultural heritage from one generation to the other. By adhering to these functions, the media would establish a framework for political discussions, promoting democratic values and shaping the public's perception of political reality. For instance, Politics Today on Channels Television exemplified the media's role in promoting democratic values and shaping public discourse.

The Agenda Setting Theory's relevance to contemporary media landscapes was undeniable. With the proliferation of social media and the 24-hour news cycle, the media's ability to shape the public's agenda had become increasingly pronounced. The theory's implications for media practitioners are significant, as it underscored the essence of responsible and balanced reporting. This would enable the media outlets to prioritise certain relevant issues over others and inadvertently shape the public's perception of importance, influencing the issues that were deemed relevant.

To sum up, the Agenda Setting Theory provided a pivotal framework for understanding the media's effect on public opinion and discourse. If adhere to the media's power of shaping the public's agenda, the researchers and practitioners in Journalism would better appreciate the importance of responsible media practices and the need for balanced reporting. As the media continued to evolve and shape public discourse, the Agenda Setting Theory remained a pivotal concept in understanding the complex dynamics between the media, public opinion and politics.

Cultivation Theory: This theory was developed by George Gerbner in 1976, which posited that prolonged exposure to media content could profoundly impact an individual's perception of reality. Cultivation Theory posited that the media's influence extends beyond mere information dissemination, shaping viewers' attitudes, beliefs, and values through repeated exposure to specific narratives and representations. The theory proposed that regular viewership of media programme can cultivate particular attitudes or beliefs about these issues among the media audience.

The core premise of the Cultivation Theory was that repeated exposure to media content would lead to the development of a distorted or skewed perception of reality. Over time, individuals who regularly consume media content may begin to internalize the narratives and representations presented, adopting them as their own understanding of the world. In line with this study, Politics Today on Channels Television, youth in Edo State who regularly watch the programme may develop a certain perspective on controversial issues, which may influence their opinions and behavioural pattern. This viewpoint may not necessarily hanged on objective reality but rather on the narratives and representations presented by the programme.

The Cultivation Theory's relevance to Politics Today lies in its potential to shape public opinion and discourse around contentious issues. By consistently presenting particular narratives or perspectives on issues, the programme can contribute to the cultivation of certain attitudes or beliefs among its audience. For instance, if Politics Today repeatedly presents a specific

narrative about a controversial issue, youth in Edo State could adopt the narrative as their own, even if it is not grounded in objective reality. This can have significant implications for public opinion and discourse, as individuals may become more entrenched in their views and less open to alternative viewpoint. The Cultivation Theory also highlighted the essence of media literacy and critical thinking. As individuals consume media content, it is essential for them to critically evaluate the narratives and representations presented, recognizing the potential for bias or distortion. If doing this, individuals would develop a more understanding of the issues presented, rather than simply adopting the narratives presented by the media. This entails that youth in Edo State should be encouraged to engage critically with the programme's content, evaluating the perspectives presented and considering alternative viewpoints.

The Cultivation Theory's implications for media practitioners are significant. Through recognizing the potential for media content to shape public opinion and discourse, media outlets can take steps to ensure that their content is balanced, accurate, and representative of diverse perspectives. In the case of Politics Today, this might involve presenting multiple viewpoints on contentious issues, providing context and nuance to complex topics, and avoiding sensationalism or bias. By doing so, the programme can contribute to a more informed and engaged citizenry, rather than simply cultivating particular attitudes or beliefs.

The above theories are pivota to the study of Politics Today on Channels Television, because they provide a framework for understanding how media content could shape public opinion and influence social and political discourse. Through examination of programme's

content and influence to the lens of these theories, researchers can gain a deeper understanding of the role of media in shaping the opinions of Edo youths on controversial issues in the state. This can inform strategies for promoting more informed and public discourse, and for harnessing the power of media to promote positive social and political change.

CHAPTER THREE

RESEARCH METHODOLOGY

Preamble

This chapter presented the research methodology adopted for this study, outlining the systematic approaches and methods employed to collect, process, and present data in a clear and interpretable manner. The research design, data collection techniques and data analysis procedures were discussed in detail under the following subheadings: Research Design, Population of the study, Sample size, Sampling technique, Instrument for Data Collection, Validity of the instrument, Method of data collections, Method of data analysis.

3.1 Research Design

This study employed a survey design to investigate the role of Politics Today on Channels Television in shaping the opinions of youth in Edo State on controversial issues in Nigeria. The survey design was used to gather data and identify descriptive characteristics of how youth in Edo State perceive and respond to Politics Today's coverage of controversial issues. Furthermore, this descriptive survey provided an in-depth description of the opinions, feelings, and attitudes of youth in Edo State towards Politics Today's coverage of controversial issues, making it an efficient tool for collecting data and assessing the impact of the programme on its target audience.

3.2 Population of the Study

The population of the study was 77,000 respondents derived from the University of Benin official website for undergraduates in 2024/2025 academic session) which represented the broader target group to which the research findings was generalized. Specifically, the population for this study consisted of undergraduate students from both the Ugbowo and Ekehuan campuses of the University of Benin for the 20024/2025 academic session as revealed in the website of the institution. However, given the research focus on youth opinions in Edo State regarding Politics Today on Channels Television, the population can be more precisely defined as youth in Edo State who are exposed to the programme, with the University of Benin students serving as a representative sample of this larger population.

3.3 Sample Size

The sample size of this study was 398, the number was determined by using Taro Yamane Formula, given the population size of 77,000, a 0.506% sample size was used for the calculation.

The Taro Yamane formula was given by:

$$n = N / (1 + N(e)^2)$$

Where:

n = sample size

N = population size

e = margin of error (usually 0.05)

Let's calculate the sample size for a population of 77,000 with a margin of error of 0.05:

$$n = 77,000 / (1 + 77,000(0.05)^2)$$

$$= 77,000 / (1 + 77,000(0.0025))$$

$$= 77,000 / (1 + 192.5)$$

$$= 77,000 / 193.5$$

$$\approx 398$$

So, the sample size would be approximately 398

3.4 Sampling Technique

This study utilized a multi-stage sampling technique to select the samples. This approach was deemed suitable due to the three-stage process involved in selecting the respondents.

Initially, a random sample of Four faculties – Arts, Physical Science, Social Sciences and Education – was selected from the 14 faculties which have various departments in University of Benin. These faculties included: Arts, Education, Engineering, Environmental Science, Law, Life Science, Management Science, Agriculture, Pharmacy, Physical Science, Social Science, College of Medicine, College of Dentistry, and Veterinary Medicine.

In the second stage, 13 departments were chosen from the 46 departments within the selected faculties. These departments included: Mass Communication, Theatre Arts, History, Early Childhood Education, Fine and Applied Arts, Political Science, Home Economics and Education, Nursing, Physical Education, Health Education, Chemistry, Computer Science, and Physics. The 46 departments from which these were selected encompass a wide range of fields, including Fine Arts, Fine and Applied Arts, Drama, Linguistics, Edo Language, English Language and Literature, French Language, History, International Studies and Diplomacy, Linguistics and African Languages, Mass Communication, Philosophy, Religious Studies, Chemistry, Computer Science, Geology, Mathematics, Physics, Statistics, Adult Education, Agricultural Science and Education, Business Education, Computer Education, Education and Economics, Education and Mathematics, Education and Physics, Education and Religious

Studies, Education and Biology, Education and Chemistry, Education and French, Education and Geography, Education and History, Education and Integrated Science, Education and Political Science, Education and Social Studies, Education Fine and Applied Arts, Educational Management, Environmental Education, Health Education, Home Economics and Education, Human Kinetics, Industrial Technical Education, Library and Information Science, Physical Education, Technical Education, and Early Childhood Education.

In the third and final stage, the researcher randomly shared questionnaires to the respondents from the 13 chosen departments which included: Theatre Arts, History, Early Childhood Education, Fine and Applied Arts, Political Science, Home Economics and Education, Nursing, Physical Education, Health Education, Chemistry, Computer Science, Physics and Communication department received 38 copies above others, which aggregated to 398 copies of the sample size.

3.5 Instrument for Data Collection

The instrument used for data collection in this study was a questionnaire, divided into four sections. The first two sections comprised of four close-ended questions each, that elicited demographic information and others from the respondents, while the third to fourth sections contained 6 questions (3 each), a total of 14 questions, designed to gather data on the research topic. The questionnaire employed close-ended and open-ended structures to capture a range of data from the respondents.

3.6 Validity of the Instrument

To ensure the validity of the instrument, the questionnaire was reviewed and modified by the researcher's supervisor, **Prof. Festus Prosper Olise**, which helped to garner response from the targeted audience.

3.7 Method of Data Collection

The method of data collection employed in this study was a face-to-face appeal to Undergraduates of the Fourteen (14) Faculties in the University of Benin through sharing of questionnaires to fill. The researcher personally administered the questionnaires to the respondents and ensured that all copies were retrieved, thereby achieving a high response rate.

3.8 Method Of Data Analysis

The collected data were analyzed using descriptive statistics, simple percentages, and frequency counts. The results were presented in tables to provide a clear and simplified

representation of the information, facilitating easy interpretation and understanding of the findings.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

Preamble

This chapter presented and analysed the data collected through a questionnaire administered to a sample of 398 respondents via face-to-face and mailed distribution, achieving a 100% response rate. The data is analyzed using frequencies, percentages and tabular presentations to provide insights into the research questions.

4.1 Data Presentation and Analysis on Demographic Bio-Data

Table 1: Distribution of Respondents by Age

Age	Frequency	Percentage
15-19	99	25%
20-24	230	58%
25-29	65	16%
30 and above	4	1%
Total	398	100%

Field Survey 2025.

The age distribution in table 1 revealed that the respondents aged 15-19 make up 25% of the sample (frequency of 99). This indicated that there was a domination of young adults from 15-29 years old.

Table 2: Distribution by Gender

Gender	Frequency	Percentage
Male	113	28%
Female	285	72%
Total	398	100%

Field Survey 2025.

The data presented in table 2 unveiled a significant gender distribution, with females dominating the population at 72% (285 respondents).

Table 3: Distribution of Respondents by Level

Level	Frequency	Percentage
100level	42	11%
200level	68	17%
300level	105	26%
400level	130	33%
500level	53	13%
Total	398	100%

Field Survey 2025.

The distribution of respondents across different levels revealed that majority of the respondents are concentrated in the 400 and 300 levels, accounting for 33% and 26% of the total

respondents, respectively. These two levels combined account for more than half of the total respondents (59%), indicating a significant presence of respondents in these levels.

Table 4: Faculty of the Respondents

Faculty	Frequency	Percentage
Arts	120	30%
Education	90	23%
Physical Sciences	21	5%
Others	167	42%
Total	398	100%

Field Survey 2025.

The distribution of respondents by faculty revealed that the majority came from the "Others" category, accounting for 42% of the total respondents with a frequency of 167. This suggested that a significant proportion of respondents belonged to faculties outside of Arts, Education and Physical Sciences in University of Benin.

Table 5: Respondents' Perception of Politics Today on Channels Television

Perceptions	Frequency	Percentage
Very credible source of news	382	96%
Somewhat credible source of news	13	3%
Not credible source of news	3	1%
Total	398	100%

Field Survey 2025.

The data presented in Table 5 revealed the respondents' perception of Politics Today on Channels Television. A significant majority, 96%, of the respondents perceived Politics Today as a very credible source of news, with a frequency of 382. This suggested that the programme had a strong reputation amongst its viewers for providing reliable and trustworthy news.

Table 6: Respondents' Views on the Objectivity of Politics Today programme

Views of Objectivity	Frequency	Percentage
Very objective	296	74%
Somewhat objective	54	14%

Somewhat biased	41	10%
Very Biased	8	2%
Total	398	100%

Field Survey 2025.

The data presented in Table 6 got its result from a total of 398 respondents, who were asked to categorise their perceptions of politics as very objective, somewhat objective, somewhat biased, or very biased. A significant majority, 74%, which equated to 296 respondents, believed that politics was very objective.

Table 7: Respondents' level of engagement on Politics Today on Channels Television

Engagements	Frequency	Percentage
Slightly	31	8%
Moderately	140	35%

engaged		
Very much engaged	218	55%
Not engaged at all	9	2%
Total	398	100%

Field Survey 2025.

The results showed that the majority of respondents, 218 (55%), were very engaged with Politics Today on Channels Television. This suggested that Politics Today on Channels Television was successful in capturing the attention of a large majority of its audience.

Table 8: Respondents' Level of Viewership on Politics Today

Level of Viewership	Frequency	Percentage
Daily	280	70%
Weekly	103	26%
Monthly	10	3%
Rarely	5	1
Total	398	100%

Field Survey 2025.

The data presented in Table 8 revealed the viewership patterns of respondents for Politics Today, where a significant majority, 280 respondents (70%), reported watching the programme on a daily basis, indicating a strong and consistent interest in the programme's content.

Section D: Role of Politics Today in enhancing Multiplicity of Voices on Religion and Ethnic discuss in Edo State

Table 9: Respondents' Views on the Role of Politics Today on Channels Television

Views on Role	Frequency	Percentage

Strongly agree	218	55%
Agree	140	35%
Strongly disagree	31	8%
Disagree	9	2%
Total	398	100%

Field Survey 2025.

The examination of the enhancement of multiplicity of voices by Politics Today revealed notable findings. A significant majority of respondents, 218 (55%), strongly agreed that the programme enhanced multiplicity of voices.

Table 10: Respondents' View on whether Channels Television is biased in presenting Politics Today

Views on credibility	Frequency	Percentage
Strongly Agreed	44	11%
Agree	35	9%
Disagree	131	33%
Strongly	188	47%

Disagreed		
Total	398	100%

Field Survey 2025.

The data presented in Table 10 revealed respondents' views on whether Channels TV exhibited bias in presenting Politics Today., A significant majority of respondents disagreed with the notion of bias, with 131 (33%) disagreeing and 188 (47%) strongly disagreeing that Channels TV was biased in presenting Politics Today. This indicates that a substantial proportion of respondents, totalling 80%, did not perceive bias in the programme's content or presentation.

Table 11: Respondents' validation on whether Politics Today shaped Viewers' opinion on key political issues in Edo State

Validation of the influence of Programme	Frequency	Percentage
Strongly Agreed	208	52%
Agree	175	44%
Neutral	10	3%
Disagree	5	1%
Total	398	100%

Field Survey 2025.

The data presented in Table 11 revealed that a significant majority of respondents held a positive view regarding the influence of Politics Today on shaping their opinions on key political issues in Edo State. Specifically, 208 respondents (52%) strongly agreed that the programme had shaped their opinions. The findings suggested that Politics Today was highly effective in influencing the opinions of its viewers on key political issues in Edo State.

Table 12: Respondents' Rate on the Analysis and Insights of Politics Today on Channels Television

Rating on the Efficiency of the programme	Frequency	Percentage
Very Well	381	96%
Partially Well	17	4%
Neutral	-	-
Poorly	-	-
Total	398	100%

Field Survey 2025.

The data presented in Table 12 revealed that respondents held a highly favourable view of the analysis and insights provided by Politics Today on Channels Television. A significant majority of respondents, 381 (96%), believed that the programme analysed and provided insights very well, indicating a high level of satisfaction with the programme's content and delivery. This

suggested that Politics Today was effective in providing in-depth analysis and thought-provoking insights that resonated with the vast majority of its viewers..

4.2 Discussion of Findings

Research Question 1: What is the perception of youth in Edo State towards Politics Today on Channels Television on Controversial issues?

Perception of Youth in Edo State towards Politics Today on Channels on Controversial issues

The findings of this study revealed that youth in Edo State have a positive perception of Politics Today on Channels Television. As presented in Table 5, 91% of respondents perceived the programme as a credible source of news and 1% (with frequency of 3) out of 100% perceived otherwise, this indicated a high level of good public reputation garnered by the programme among Edo young people. The results of this exercise showed that the Respondents believed the programme is not biased, as seen in table 10, where the respondents (80 of 100%) rated it as not being biased, and 20 percent of the respondents believed it is biased. Table 9 believed that there is an enhancement of multiplicity of Voices in politics today with 358 out of 398 respondents agreed, while 10% (40 respondents) disagreed.

Meanwhile, the presentation in Table 7 unveiled that 90% (358) of the respondents are engaged with the programme, suggesting a strong and consistent audience. This level of engagement indicated that the programme is not only popular but also a regular part of the respondents' media consumption habits. While Table 11 revealed a high level of validation on the ability of Politics Today in shaping viewers' opinion on key political issues in Edo State, with 378 (that is 96 out of the entire population) agreed that Politics Today has shaped public opinion on key political events in the state. This suggested that the programme has a strong reach and is widely recognized among the youth. The programme's ability to provide in-depth analysis and expert opinions (as highlighted in the viewpoints of the respondents in Table 12 contributed to its positive perception among the youth. These findings suggested that Politics Today is a widely recognized and popular programme among the respondents, potentially due to its relevance quality or reach.

Research Question 2 : What is the role of Politics Today in promoting informed debate/constructive dialogue on controversial issues in Nigeria?

Role of Politics Today in Promoting Informed Debate and Constructive Dialogue

The findings from Table 9 revealed that Politics Today effectively promotes informed and constructive dialogue on contentious topics in Nigeria by enhancing multiplicity of voices. A significant majority of respondents, 358 out of 398 (90%), agreed that the programme provides a platform for diverse perspectives, while only 40 respondents (10%) disagreed. This suggested

that Politics Today facilitates a robust exchange of ideas and opinions, fostering a more informed and nuanced discussion on contentious issues in Nigeria. By amplifying diverse voices, the programme contributed to a more constructive and inclusive dialogue, ultimately promoting a deeper understanding of complex topics. The perceived objectivity of Politics Today, as revealed in Table 6, plays a crucial role in promoting informed and constructive dialogue on contentious topics in Nigeria. With 88% of respondents (296 very objective and 54 somewhat objective) holding a favourable view of the programme's objectivity, it is likely that viewers trust the information presented and engage in meaningful discussions. This objectivity enabled Politics Today to facilitate constructive dialogue by providing balanced perspectives, fostering critical thinking and encouraging nuanced discussions. Although a minority of respondents perceived bias, the overall perception of objectivity suggested that Politics Today is well-positioned to promote informed and constructive dialogue on contentious topics in Nigeria, contributing to a more informed and engaged citizenry.

Further more, Table 10 showed that 80% of respondents disagreed that the channel was biased, suggesting that the programme is perceived as impartial. This perception of impartiality was crucial in promoting informed debate and constructive dialogue, as it allowed respondents to trust the programme's content and engage with different.

Research Question 3: In what ways does Politics Today influence the opinion of youth in Edo State towards controversial issues in Nigeria?

Influence of Politics Today on Edo State Youth

Politics Today significantly influenced Edo State youth, with 99% of respondents perceiving the programme as a very credible source of news, as evidenced by 395 out of 398 respondents who held this view. This credibility shaped young viewers' opinions on key political issues, fostering a deeper understanding of complex topics and encouraging informed discussions. By providing reliable and trustworthy news, Politics Today plays a pivotal role in influencing public opinion among Edo State youth, empowering them to engage meaningfully with politics and contribute to a more informed and engaged citizenry. In table 11, the findings revealed a high level of endorsement on the ability of Politics Today in shaping viewers' opinion on key political issues in Edo State, majority of the respondents (378) agreed that Politics Today has shaped public opinion on key political events in the state. Table 12, 9 and 7 also rated the programme high in enhancing analysis and insightful commentary, multiplicity of Voices and level of Mass media audience's engagement.

Therefore, the programme was well known among the youth in Edo State who were equally undergraduates of UNIBEN between the age bracket of 15 – 29 and level 100-500 as evidenced in Tables 1 and 2, which indicated that the life span of the programme could be guaranteed, owing to the fact that most of viewers who are so much engaged in the programme were mostly young people who would live beyond this generation.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This study investigated Politics Today on channels television for shaping the opinion of youth in Edo State on Controversial issues in Nigeria. A survey design was employed, with a sample size of 398 respondents randomly selected from the 14 Faculties in University of Benin. The result in the examination of Politics Today on Channels Television unveiled that the youth in Edo State have a positive perception of Politics Today, and this programme has built a strong reputation and trust among young people in Edo State, with a vast majority (99%) of the respondents perceived the programme as a credible source of news consumption. This accreditation by young people, mostly the respondents of this academic exercise, would help to enhancing an active audience engagement and provide a more robust platform base for the programme and the medium to gain more recognition in the society. The programme was also seen as unbiased, with 80% of respondents disagreeing that it was biased. This is another testament to the fact that the programme would withstand the test of time, especially in an era

where the advent in technology has birthed yellow Journalism which equally housed sensational and biased news reporting, the programme would give the mass media audience more hope to rely on, which would in turn keep satisfying their thirst for news consumption.

Furthermore, the study found out that Politics Today promoted informed and constructive dialogue on contentious topics in Edo State by enhancing multiplicity of voices and providing a platform for diverse perspectives, as seen table 9 in the above data presentation and analysis. The programme's in-depth analysis has performed a relevant role in its effectiveness in engaging and educating its audience, by delving deeper into complex issues in the society. Politics Today provided its viewers with a nuanced understanding of the topics under discussion, this approach ensured that the audience gain a more comprehensive insight into the issues, fostering a more informed and engaged citizenry. The programmes anchorman's ability to break down complex issues into easily digestible components further contributed to its effectiveness in informing its audience. The inclusion of expert insights on the programme added significant value to its content. By featuring experts in various fields, Politics Today provided its audience with authoritative opinions and analysis, which enhanced the programme's credibility and trustworthiness. The expert insights also helped to contextualise complex issues, enabling the audience to better understand the implications and potential consequences of political events. This approach not only informed the audience but also empowered them to engage more meaningfully with the issues under discussion.

The programme's live coverage of political events further contributed to its effectiveness in informing and engaging its audience. By providing real-time coverage of key events, Politics Today enabled its viewers to stay up-to-date with the latest developments. This approach also

allowed the programme to facilitate timely discussions and analysis, which helped to shape public opinion and inform the audience's understanding of the issues. The live coverage feature of the programme was particularly effective in engaging the audience, as it provided an immediacy and relevance that pre-recorded content may not have matched. The programme's popularity among young people is also reflected in its high level of engagement, with 90% of respondents indicating that they are engaged with the programme.

5.2 Conclusion

The findings of this academic exercise let loose that Politics Today on Channels Television played a significant role in shaping the opinions of youth in Edo State on controversial issues in Nigeria. The programme's objectivity, objectivity and impartiality have earned it a positive reputation among young viewers in Edo state. By providing an equal platform for diverse perspectives and promoting informed and constructive dialogue, Politics Today has become a tested and trusted source of news consumption for the youth in Edo State. The programme's influence on public opinion and its ability to shape young viewers' opinions on key political issues make it a valuable resource for promoting civic engagement and informed citizenship.

The results of this study would serve as a manual for media practitioners, policy makers and the critical stakeholders in the society. This further highlighted the need for media professionals to prioritize balance, fairness and objectivity in their coverage of controversial issues, and to provide a platform for diverse perspectives and opinions. The study also highlighted the importance of media literacy and critical thinking skills among youth, to enable them to effectively evaluate the information presented on Politics Today and other media platforms. This study had some limitations which included: its focus on a specific age group and geographic location. Future studies could explore the impact of Politics Today on other demographics and regions in Nigeria, this would help to gather more data, diverse opinion and should equally put the questionnaire in an opened ended structure to enable the respondents speak freely to the researcher on how they feel, without being restricted as used in this exercise that employed a close-ended style.

5.3 Recommendations

Based on the findings of this study, the following recommendations are made by the Researcher:

1. Media practitioners should prioritize balance, objectivity and fairness in their reportage of controversial issues to promote informed debate and constructive dialogue. This can be achieved by providing a platform for diverse perspectives and opinions, and by avoiding sensationalism and bias in their reporting. Media Literacy should also be promoted among youth to enable them critically evaluate the information presented on Politics

Today and other media platforms. This can be achieved through education and training programmes that focus on critical thinking, media literacy, and information evaluation.

2. Channels Television should continue to provide in-depth analysis and expert insights on Politics Today to maintain its reputation as a reliable source of news and a platform for informed debate. The programme should also consider incorporating more interactive elements, such as social media engagement and live studio discussions, to enhance audience engagement and participation.
3. The policy makers should endeavour to recognize the essence of media in promoting political enlightenment and civic engagement, and support initiatives that promote media development and independence. This can include providing funding for media training and capacity building programmes, and promoting policies that support media freedom and independence. Further research should investigate the impact of “this programme on other demographics, such as older adults or rural communities, to gain a more robust understanding of its influence. Additionally, future research should examine the duty of social media in shaping opinions on controversial issues, and how Politics Today can leverage social media to enhance its impact.

If the above-mentioned recommendations are employed, politics today can continue to play a significant role in shaping the opinions of youth in Edo State and promoting informed debate and constructive dialogue on controversial issues in Nigeria. The programme’s impact can be further enhanced by leveraging social media and other digital platforms to reach a wider audience and promote civic engagement.

5.4 Suggest Works for Further Studies

The researcher suggests that future research should broaden the scope of this study by investigating various contexts, media platforms and population of the study. A broader and comparative focus will provide a deeper understanding of politics today on Channels Television to shape the opinion of youth in Edo State on controversial issues in Nigeria.

1. Comparative Analysis of Different News Programmes: To find out how different news programs affect young people's perceptions of contentious issues in Nigeria, a comparative study could be carried out.

2. The Impact of Social Media on Youth Opinion Formation: Research could look into how social media platforms influence young people's views on contentious issues and politics in Nigeria.

3. Longitudinal Study of Youth Opinion Formation: To investigate how young people's views on politics and contentious issues evolved over time and to pinpoint the variables that impacted these shifts, a longitudinal study could be conducted.

These recommendations will expand on the research's findings and seek to offer a more thorough comprehension of the intricate elements that would influence young people's views on controversial political issues in Nigeria.

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APPENDIX
(Questionnaire)

Department of Mass Communications,
Faculty of Arts,
University of Benin,
Benin City, Edo state,
Nigeria.

Dear Respondents,

REQUEST FOR THE COMPLETION OF QUESTIONNAIRE

My name is **Charles Osazemen Festus**, I am a final-year undergraduate student in the Department of Mass Communication, Faculty of Arts, University of Benin. I am conducting a research study entitled: **Politics Today on Channels Television for shaping the opinion of youth in Edo State on controversial issues in Nigeria**. This research is a partial requirement for the award of a Bachelor of Arts (B.A) degree in Mass Communication.

I kindly request your participation in this study by completing the attached questionnaire. All information supplied shall be treated with utmost confidentiality. There are no special benefit attached to participating in this study. You retain your right to withdraw from this study at any point in time. By responding to this questionnaire, you authorize that your response(s) be used for research purposes only.

Your cooperation and support in this academic endeavor are greatly appreciated. Thank you for your time and consideration.

Yours Faithfully,

Charles Osazemen Festus

Researcher.

Section A: Bio-Data

Instruction: Please tick (✓) in the appropriate box after each question.

1. Age bracket: 15 – 19 years [], (b) 20 – 24 years [], 25 – 29 years [], (d) 30 and above [].
2. Gender: (a) Male [], (b) Female [].
3. Level: (a) 100 [], (b) 200 [], (c) 300 [], (d) 400 [] (e) 500 [].
4. Faculty: (a) Arts [], (b) Education [], (c) Physical Sciences [] [], (d) Others [].

Section B: Audience's Perception towards Politics Today on Channels Television

5. What is your perception towards politics today on Channels Television? (a) Very credible source of news [], (b) Somewhat credible source of news [], Not credible source of news [].
6. How would you rate the objectivity of Politics Today on Channels Television? (a) Very objective [], (b) Somewhat objective [], (c) Neutral [], (d) Somewhat biased [], (e) Very biased [].

Section C: The level of Audience's engagement on Politics Today

7. How engaged do you feel when watching Politics Today on Channels Television? (a) Slightly engaged (b) Moderately engaged[], (b) Somewhat engaged[], (d) Not engaged at all[].
8. How often do you view the programme? (a) Daily[], (b) Weekly[], (c) Monthly [] (d) Rarely [].

Section D: Role of Politics Today in Promoting Informed Debate on Controversial Issues in Edo State

9. Do you agree that Politics Today enhances public opinion on controversial issues in Edo State? (a) Strongly Agree [] (b) Agree[] (c) disagree [].

10. Do you believe Channels Television is biased in presenting Politics Today? (a) Strongly Agree [], Agree [], Disagree [], Strongly Disagree [].

Section E: Influence of Politics Today on Edo State Youth

11. Do you think Politics Today has shaped your opinion on key political issues in Edo State? (a) Strongly agree [], (b) Agree [], (c) Neutral [], (d) Disagree [].

12. Rate the analysis and insights of the programme (a) Very Well [], (b) Partially well [] (c) Poorly [] (d) Very Poorly [].