

**PERCEPTION OF UNIBEN STUDENTS ON THE BROADCAST MEDIA
REPORTAGE OF PRESIDENT BOLA TINUBU'S RENEWED
HOPE AGENDA**

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**UNIVERSITY OF BENIN
BENIN CITY, NIGERIA**

JULY, 2026

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE AWARD OF BACHELOR OF ARTS (B.A) DEGREE IN
MASS COMMUNICATION, TO THE DEPARTMENT OF
MASS COMMUNICATION, FACULTY OF ART, UNIVERSITY OF BENIN,
BENIN CITY, NIGERIA.**

JULY, 2026

DECLARATION

I hereby declare that this project was carried out by me in accordance with the regulations of the Department of Mass Communication, Faculty of Arts, University of Benin under the supervision of Dr. Ndubuisi. N. Umoro

All ideas and views are product of my personal research. Where the views of others have been used were duly acknowledged by specified reference in the text.

JENNIFER OSANEBI IFECHUKWUDEDONI
ART2201335

CERTIFICATION

This is to certify that this research work “Perception of UNIBEN students on the Broadcast media reportage of President Bola Tinubu's Renewed Hope Agenda" which was carried out by OSANEBI JENNIFER IFECHUKWUDEDONI has been approved and accepted in partial fulfillment of the requirement for the award of a Bachelor of Arts Degree in Mass communication in the Faculty of Arts, University of Benin, Benin-City, Edo State.

Dr. Ndubuisi N. Umoro
Project Supervisor

Date

Dr. Daniel Ekhareafo
Head of Department

Date

STUDENT'S THESIS
AUTHOR'S STATEMENT

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DEDICATION

I dedicate this body of work to my wonderful parents, Mr. and Mrs. Nathaniel Osanebi and to every student pursuing their dreams despite the challenges. Keep believing in yourself your hard work will surely pay off.

ACKNOWLEDGMENTS

First and foremost, I express my deepest gratitude to Almighty God for His unfailing love, mercy, wisdom, strength, and guidance throughout my academic journey and for granting me the grace to successfully complete this project.

My sincere appreciation goes to my parents for their love, prayers, moral support, financial assistance and encouragement.

I also extend my heartfelt gratitude to my dear siblings for their love, encouragement, understanding, prayers, and continuous support throughout my studies.

Also I express my profound gratitude to my supervisor, Dr. Ndubuisi. N. Umoro. You made this process easy and less stressful. Your patience, commitment, and willingness to share your knowledge are sincerely appreciated.

To my friends and everyone who has in one way or the other contributed to this project, I thank you all and may God bless you all richly.

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ABSTRACT

This study assessed the perception of University of Benin (UNIBEN) students on broadcast media reportage of President Bola Tinubu's Renewed Hope Agenda. The study examined students' level of exposure to broadcast media coverage, their engagement with such content, perceived credibility and reliability of broadcast information, and the extent to which media exposure influences their awareness and understanding of the policy agenda. The study was anchored on the Agenda Setting Theory and Uses and Gratifications Theory as its theoretical framework. A descriptive survey research design was adopted, and data were collected from 387 validly retrieved questionnaires administered to UNIBEN students. Findings revealed that respondents are highly exposed to broadcast media coverage of the Renewed Hope Agenda, with television and radio identified as dominant sources of information. The study further showed frequent engagement with broadcast content, indicating that students regularly consume broadcast reports on government programmes. Results also indicated that broadcast media play a significant role in shaping students' awareness of the Renewed Hope Agenda, as a majority of respondents acknowledged that their understanding of the policy is largely influenced by broadcast media reports. However, the influence of media exposure was found to be relatively uneven across respondents, suggesting variations in access, interpretation, and reliance on alternative information sources such as social media and interpersonal communication. The study concludes that broadcast media remain a major instrument of political communication and public enlightenment among UNIBEN students. The study recommends sustained and structured coverage of government programmes by broadcast media, strengthened collaboration between government communication units and media organisations, simplified presentation of policy information, and the introduction of media literacy programmes in universities to enhance critical understanding of broadcast content.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The broadcast media are channels of communication that deliver information, news, and programmes to the public through radio, television, and online platforms. They play a crucial role in shaping public opinion, educating citizens, and providing updates on national events and government policies. Exposure to broadcast media helps people understand government programmes and form opinions about their effectiveness. The way the media report on policies can influence how the public perceives the intentions and performance of political leaders, (Eze & Okoye, 2023).

Asemah (2016), states that broadcast media reportage is the process by which television and radio stations gather, produce, and deliver news, information, and public affairs content to the public. It involves the collection of facts, interviews, analysis, and commentary on events or issues of social, political, economic, or cultural importance. The purpose of broadcast media reportage is to inform, educate, and sometimes entertain the audience, while also shaping public understanding of events and policies. Nwabueze (2015) asserts that broadcast media reportage is important in political communication, as it serves as a bridge between government actions and citizens' awareness of those actions. With news bulletins, talk shows, documentaries, and public service programmes,

broadcast media help citizens understand government policies, evaluate leadership performance, and form opinions on national issues. The framing, tone, and frequency of coverage can either enhance public trust or create skepticism, depending on the audience's perception of accuracy and fairness.

According to Ojo (2020), broadcast media reportage enables the public to gain a clear understanding of government programmes and build trust in leadership initiatives. Through accurate and timely coverage, the media can inspire confidence, inform citizens, and foster engagement with national policies. In Nigeria, where citizens rely heavily on broadcast media for news, how the media present government agendas significantly affects public perception. Adeyemi (2023) notes that since taking office in May 2023, Tinubu has introduced the Renewed Hope Agenda, a policy framework aimed at tackling Nigeria's economic challenges, restoring public confidence in governance, and promoting national development. The agenda emphasizes areas such as economic reforms, job creation, infrastructural improvements, poverty alleviation, and national security. Tinubu's speeches and policy statements underline his focus on stabilizing the economy, attracting investments, supporting small businesses, and providing opportunities for young Nigerians. As Adeyemi (2023) observes, the President uses the broadcast media to build trust, reassure citizens, and justify challenging reforms, including fuel subsidy removal and exchange rate unification. The messages on media

platforms aim to convince Nigerians that short-term difficulties are necessary for sustainable long-term growth.

Nweke (2025) asserts that broadcast media coverage of Tinubu's Renewed Hope Agenda also includes emphasis on poverty reduction, improving living standards, and enhancing access to education and healthcare. The media play a role in shaping public perceptions about the government's commitment to social welfare and development by reporting these initiatives. People's understanding and evaluation of these programmes are influenced by the content and also by how effectively the media present the information. Ibrahim (2023) supports this statement by noting that the broadcast media has played an influential role in informing and influencing public opinion about Tinubu renewed hope agenda. The media's coverage of Tinubu's Renewed Hope Agenda helps the public form opinions on the government's priorities, the feasibility of proposed programmes, and the potential impact on Nigerian society.

However, despite the extensive coverage of President Bola Tinubu's Renewed Hope Agenda by broadcast media, a segment of the public continues to express skepticism regarding the actual impact of these policies. While radio and television stations provide regular updates, explanations, and analyses of government initiatives, many citizens remain uncertain whether these programmes will lead to meaningful improvements in their daily lives. Concerns have been raised by scholars like

Oghenekaro (2024) about the pace and consistency of policy implementation, with some arguing that government promises often take time to materialize or are delayed due to bureaucratic inefficiencies. Additionally, issues such as corruption, mismanagement of resources, and lack of transparency have contributed to doubts about the administration's ability to deliver on its commitments.

That aside, the gap between political rhetoric and tangible outcomes has heightened public apprehension among those who have witnessed repeated cycles of ambitious promises followed by limited results in past administrations. Citizens also question whether the benefits of the Renewed Hope Agenda will be equitably distributed across all segments of society, or whether certain regions and social groups may be marginalized. These concerns are pronounced in areas facing economic hardship, rising unemployment, and increasing living costs, where people are eager to see immediate improvements in their welfare, (Adebayo & Hassan, 2026). Given these challenges, it becomes essential to understand how the public perceives the way broadcast media present and interpret the Renewed Hope Agenda. Thus, this study investigates the perception of UNIBEN students on the broadcast media reportage of President Bola Tinubu's Renewed Hope Agenda.

1.2 Statement of the Problem

The broadcast media serve as a key channel for informing the public about government policies, programmes, and initiatives, including President Bola Tinubu's Renewed Hope Agenda, which focuses on economic reforms, job creation, infrastructural development, poverty alleviation, and social welfare programmes. However, the way these policies are reported often shapes public perception, and there is limited understanding of how students, a critical segment of the population, interpret this coverage. Some students may view the reportage as accurate, balanced, and reflective of government efforts, while others may perceive it as biased, selective, or disconnected from the realities of ordinary Nigerians, particularly in areas affected by high unemployment, inflation, and inadequate public services.

Existing studies such as Ojo & Lawal (2024) and Nweke (2025) have examined broadcast media coverage of government policies in Nigeria and the general public's perception. But there is a lack of research focusing on how students perceive media reports on the Renewed Hope Agenda. This gap is significant because students represent a socially active, educated, and politically aware demographic whose opinions can influence wider societal discourse and civic engagement. Understanding their perceptions can reveal whether broadcast media reporting effectively informs, educates, and engages this group, or whether it reinforces doubts and skepticism about government policies.

Therefore, this study seeks to bridge this gap by examining the perception of UNIBEN students on the broadcast media reportage of President Bola Tinubu's Renewed Hope Agenda.

1.3. Objectives of the Study

The study aims to:

1. Examine the extent to which UNIBEN students are exposed to broadcast media reports on the Renewed Hope Agenda.
2. Assess UNIBEN students' perceptions of the credibility of broadcast media reportage on the Renewed Hope Agenda.
3. Identify the influence of broadcast media coverage on UNIBEN students' understanding of the impact of the Renewed Hope Agenda.
4. Investigate the relationship between UNIBEN students' perception of broadcast media coverage and their trust in the government's ability to implement the Renewed Hope Agenda effectively.

1.4. Research Questions

Based on the objectives, the study seeks to answer the following research questions:

1. To what extent are UNIBEN students exposed to broadcast media coverage of President Bola Tinubu's Renewed Hope Agenda?

2. How do UNIBEN students perceive the credibility of broadcast media reports on the Renewed Hope Agenda?
3. How does broadcast media coverage influence UNIBEN students' understanding of the impact of the Renewed Hope Agenda?
4. What is the relationship between UNIBEN students' perception of broadcast media coverage and their trust in the government's ability to implement the Renewed Hope Agenda effectively?

1.5 Significance of the Study

This study is important for several reasons. Firstly, it provides data into how UNIBEN students, as a young, educated, and socially active demographic, perceive broadcast media coverage of government policies, most especially President Bola Tinubu's Renewed Hope Agenda. Understanding their perceptions can help policymakers and media practitioners evaluate the effectiveness of media communication in informing and engaging citizens.

Also, the study contributes to the field of media and political communication by examining the role of broadcast media in shaping public understanding, trust, and opinions about government initiatives. The research offers evidence on how media framing can influence public confidence and civic engagement in national policies by providing students' views on the credibility, accuracy, and fairness of media reports.

In addition, the findings of this study can guide broadcast media organizations in improving their reportage, ensuring that content is accurate, balanced, and relatable to audiences. This can enhance the media's role as a reliable source of information, promote transparency, and strengthen public trust in government programmes.

Finally, the study is valuable for academics and future researchers, as it addresses a gap in literature regarding students' perceptions of media coverage of the Renewed Hope Agenda. It provides a foundation for further research on youth engagement with broadcast media, political awareness, and the impact of media communication on public evaluation of government performance.

1.6 Scope of the Study

This study focuses on examining the perception of students of the University of Benin (UNIBEN) regarding the broadcast media's coverage of President Bola Tinubu's Renewed Hope Agenda. The research is limited to broadcast media, specifically television and radio stations, as these are one of the most accessible and influential sources of political and policy information for students in Benin City.

The population for this study is restricted to students of UNIBEN, involving both full-time and part-time students who actively consume broadcast media content. Other forms of media, such as newspapers, online blogs, and social media platforms, are outside the scope of this research. Additionally, the study concentrates on students'

perceptions and does not investigate the actual implementation or outcomes of the Renewed Hope Agenda. The temporal scope of the study covers broadcast media reports on the Renewed Hope Agenda from May 2023, when President Bola Tinubu assumed office, to 2026, providing a current and relevant timeframe to assess students' exposure, interpretation, and evaluation of government policies.

1.7 Limitation of the Study

Some respondents were initially hesitant to participate due to time constraints and concerns about questionnaire length. However, assurances of confidentiality encouraged participation. Additionally, 398 questionnaires were distributed during the course of the study, but 387 were retrieved and used for analysis. The researcher acknowledges that the 11 unreturned questionnaires may have had a minimal effect on the findings of the study. Despite these limitations, the study provides knowledge into the relationship between broadcast media exposure and students' awareness and perception of the Renewed Hope Agenda among UNIBEN students.

1.8 Operational Definition of Terms

The terms are defined thus:

Broadcast Media: These are channels of mass communication such as television and radio, used to deliver news, information, and programmes to a wide audience. In this

study, broadcast media are the primary sources of information about the Renewed Hope Agenda.

Perception: This is the process by which UNIBEN students understand and evaluate broadcast media coverage of the Renewed Hope Agenda.

Students: These are individuals enrolled at the University of Benin (UNIBEN) who form the target population of this study. Both undergraduate and postgraduate students are included.

Renewed Hope Agenda: It is a policy framework introduced by President Bola Tinubu after assuming office in May 2023, aimed at addressing Nigeria's economic challenges, promoting development, creating jobs, improving infrastructure, and enhancing social welfare.

CHAPTER TWO

LITERATURE REVIEW

This chapter focuses on the concepts, related literatures, past studies and theories closely associated to the current study on attitudes of Benin residents towards broadcast media reportage of President Tinubu's Renewed Hope Agenda. The review of literature is done under the following subheadings:

- Conceptual Review
- Opinion Review
- Empirical Review
- Theoretical Framework

2.1. Conceptual Review

2.1.1. President Bola Tinubu's Renewed Hope Agenda.

President Bola Ahmed Tinubu's Renewed Hope Agenda is a national development framework introduced following his assumption of office in May 2023. Serving as the guiding policy of his administration, the agenda emphasizes economic reform, social welfare expansion, institutional strengthening, and enhanced national security. According to Adebayo (2023), the framework is designed to tackle Nigeria's persistent structural challenges and set the country on a trajectory of sustainable growth. It outlines strategic priorities across vital sectors, including the economy, agriculture, healthcare, education,

infrastructure, digital technology, and governance, while emphasizing inclusivity, efficiency, and accountability to rebuild public trust and improve citizens' quality of life. From its inception, the agenda has focused on market-oriented reforms, targeted social programmes, and private-sector partnerships to stimulate long-term productivity, reflecting Tinubu's longstanding advocacy for economic liberalization and institutional reform (Adegoke, 2023).

Anyanwu (2024) explains that the Renewed Hope Agenda is structured around eight priority areas: economic stability, job creation, poverty alleviation, improved security, food security, healthcare reform, education and human capital development, and promotion of the rule of law. To achieve these goals, the government has implemented several policy measures such as fuel subsidy removal, exchange rate unification, agricultural investment programmes, and expanded social welfare initiatives. Odili (2023) notes that these steps aim to minimize financial leakages, attract foreign investment, and restore macroeconomic stability. The agenda is widely disseminated through official policy documents, ministerial briefings, and continuous presidential communications, making information accessible to citizens, researchers, and policy analysts alike. Okoli (2024) highlights that its presence on government websites, press releases, and multimedia platforms ensures that Nigerians across regions can monitor progress on policy implementation.

Ibrahim (2024) observes that the strength of the Renewed Hope Agenda lies in balancing challenging economic reforms with social protection programmes. Targeted initiatives, such as conditional cash transfers, support for micro and small enterprises, and the Renewed Hope Housing Scheme, aim to alleviate poverty and improve living standards. Food security has been enhanced through large-scale agricultural programmes, fertilizer distribution, and mechanization support for farmers. Olawale (2023) notes that these interventions demonstrate the agenda's dual focus on addressing immediate economic hardships while laying a foundation for long-term development. Scholars and policy think tanks have examined its impact on inflation, employment, and national productivity, with regional recognition for initiatives in digital governance and infrastructure planning further highlighting its significance in Nigeria's development trajectory (Eze, 2024).

Governance reform, transparency, and institutional strengthening are also important in the agenda. The administration has prioritized improving public service delivery, tackling corruption, and reforming the judiciary. Adetunji (2024) notes initiatives such as digitization of the civil service, financial reporting reforms, and performance-based ministerial scorecards, reflecting a commitment to accountability and measurable outcomes. In addition, strategic programmes have been implemented to enhance national security through improved intelligence coordination, acquisition of

equipment, and partnerships with international agencies to combat insurgency, banditry, and other security threats, which remain critical to the success of other policy areas (Usman, 2023).

Folarin (2024) emphasizes that the Renewed Hope Agenda encourages citizen engagement and nation-building through initiatives that foster civic participation and public awareness. The government communicates updates through media interviews, national broadcasts, town hall meetings, and digital platforms to improve transparency and government citizen relations. The agenda also includes capacity-building programmes aimed at equipping young people with digital, vocational, and entrepreneurial skills, recognizing youth empowerment as central to national growth. From the above discourse, it can be deduced that the Renewed Hope Agenda stands as one of Nigeria's most comprehensive policy frameworks, shaping public debate, guiding national development, and promoting reform-driven governance, technological adoption, economic stability, and social welfare, all designed to restore public confidence and advance national prosperity in response to Nigeria's evolving socio-economic challenges.

2.1.2 Concept of Broadcast Media

Broadcast media are channels of communication that deliver information to large and diverse audiences through radio and television. These media function by transmitting signals over airwaves or digital networks, allowing messages to reach people regardless

of geographic location. According to McQuail (2010), broadcast media are central to mass communication because they combine audio, visuals, and spoken language to convey information efficiently and effectively. This makes radio and television powerful tools for sharing news, educational content, entertainment, and public service messages, as well as for shaping public understanding of societal issues over time.

Dominick (2011) emphasizes that broadcast media are defined by their accessibility, immediacy, and broad reach. Radio for example, can reach remote communities where other forms of media are unavailable, while television's visual elements enhance audience comprehension of events and issues. These characteristics make broadcast media essential channels for informing citizens and contributing to national development. Similarly, Baran (2013) notes that broadcast media engage audiences both emotionally and intellectually through the combination of sound, images, and storytelling. This allows media to educate, entertain, and mobilize people, keeping them informed and connected to societal developments.

Also, Olayiwola (2014) observes that broadcast media serve as a platform for public communication by influencing how people interpret social, political, and economic matters. When reporting on government policies, radio and television often use interviews, analyses, and discussions to make policies understandable to the public, thereby bridging the gap between government and citizens. He explains that broadcast

media not only disseminate information but also provide spaces for dialogue and debate. Talk shows, live discussions, and documentaries allow the public to voice opinions and engage with issues that affect daily life, promoting democratic participation and accountability.

Nwabueze (2015) highlights that broadcast media also contribute to national cohesion and shared cultural experiences. Television and radio programmes such as cultural shows, radio dramas, and national broadcasts help reinforce cultural identity and unity. During crises, such as health emergencies or security threats, broadcast media provide timely, verified information, reducing public anxiety. Their credibility makes them trusted sources of information capable of reaching millions instantly. Consequently, broadcast media influence education, public health, governance, and developmental campaigns, positioning them as critical institutions for societal growth.

In contemporary society, broadcast media continue to adapt with new technologies that change how audiences access information. Digital broadcasting, online radio, and live-streaming services have extended the reach of traditional media, offering new avenues for engagement. However, these developments also introduce challenges such as misinformation and biased reporting, making media literacy and responsible journalism increasingly important. Today, broadcast media is an influential institution capable of

shaping public opinion, guiding national discourse, and supporting democracy, cultural cohesion, and societal development (McGregor & Comrie, 2022).

2.1.3. Concept of Perception

Perception can be defined as the collective understanding, interpretations, opinions, and responses that individuals within a society hold toward a specific issue, event, policy, or institution. It reflects how people make sense of their environment and respond to societal developments. Fishbein and Ajzen (2010) state that perception is shaped by learning and experience rather than occurring randomly. Individuals develop perceptions through personal encounters, information from the media, cultural background, social interactions, and ongoing public discourse. Consequently, public perception provides an important foundation for understanding how citizens evaluate policies, leadership, and societal events.

Eagly and Chaiken (2013) note that public perception involves three key dimensions:

- I. Cognitive Component: This aspect relates to what people know, believe, or think about an issue. It includes the information, facts, and reasoning that shape their understanding. For example, if citizens hear through broadcast media that a government policy is likely to improve the economy, their perception of the policy becomes informed by these beliefs. The cognitive component reflects the

rational and knowledge-based part of perception, influencing how people interpret events and form opinions.

- II. Affective Component: This dimension involves the emotions or feelings individuals associate with an issue, policy, or event. These emotions can be positive, negative, or neutral, and they significantly affect perception. For instance, someone may feel hopeful, anxious, or frustrated after listening to news coverage about a government decision. Emotional reactions contribute to how people evaluate policies and respond to information, making this component a key driver of public perception.
- III. Behavioural Component: This refers to the actions, reactions, or intentions that arise from one's understanding and feelings about an issue. It demonstrates how perceptions influence behaviour in real-life contexts. For example, if a person believes a policy is beneficial (cognitive) and feels strongly supportive of it (affective), they may choose to endorse the policy publicly, discuss it positively with others, or participate in related activities. This component shows how perceptions translate into observable behaviour and social participation.

McLeod, Kosicki, and McLeod (2009) argue the formation of public perception is influenced by broadcast media, social interactions, cultural norms, and personal values. They note that media shape perception by selecting, framing, and emphasizing

information in particular ways. How issues are presented; positively, negatively, or neutrally, affects how the public interprets and responds to them. Social influence also plays a role, as people often align their perceptions with those of family members, peers, religious communities, and social networks. Cultural norms guide interpretations and judgments, demonstrating that perception is both a personal and socially constructed process.

Perloff (2017) highlights that public perception is critical in democratic societies because it affects decision-making, policy acceptance, and civic engagement. Positive perception of a policy or institution can lead to public support and cooperation, while negative perception may result in skepticism, opposition, or disengagement. Understanding public perception enables governments, researchers, and communicators to assess the level of approval, concern, or trust among citizens regarding societal issues. Therefore, public perception is not only a psychological concept but also a social force that can shape collective behaviour, influence governance, and affect national development outcomes.

2.2. Opinion Review

2.2 1. Importance of the Broadcast Media in the Society

According to Olayiwola (2014) and Dominick (2011), broadcast media, particularly radio and television, perform several important roles in society. These roles include:

I. Providing Information to the Public: Broadcast media keep people informed about daily events, covering areas such as politics, the economy, security, health, weather, and local community issues. Because of their wide reach and ability to deliver news quickly, radio and television help individuals understand their surroundings and make informed decisions. This role of providing timely and relevant information remains the core reason why media are essential in any society.

II. Education: Through programmes like documentaries, talk shows, public service announcements, instructional broadcasts, and interviews with experts, broadcast media educate citizens. They make complicated topics easier to understand and provide knowledge about health, civic duties, culture, and national development. In many developing countries, radio and television are also used to support formal education, particularly for students in rural areas with limited access to schools.

III. Entertainment: Broadcast media offer entertainment through music, films, comedy shows, drama series, sports, and reality programmes. These entertainments help audiences relax and relieve stress. They also contribute to social unity by creating shared experiences and discussions among viewers. In addition, entertainment content can influence cultural preferences, lifestyles, and the behaviour of young people.

IV. Social Mobilisation: Governments, non-governmental organisations, and community groups use radio and television to encourage public participation in social initiatives. This includes elections, health campaigns, emergency responses, environmental clean-up programmes, and other national or community activities. Their ability to reach large audiences quickly makes them effective tools for motivating collective action and supporting societal development.

V. Watchdog Function: Broadcast media monitor government activities, expose social injustices, and report on corruption or mismanagement. Through investigative reporting, interviews, and critical analysis, they hold public officials accountable and ensure transparency. This role strengthens democracy and empowers citizens to demand better governance and public services.

2.2 Factors Affecting Public Trust in Broadcast Media

Public confidence in broadcast media is shaped by multiple factors that determine how audiences evaluate the credibility, reliability, and integrity of information presented to them. Trust is a fundamental element because it influences whether individuals accept news reports, rely on media interpretations of government policies, and incorporate media content into their decision-making processes. McQuail (2010) observes that audiences develop trust when they perceive broadcasters as honest, impartial, and dedicated to serving the public interest. Scholars such as Kovach and Rosenstiel (2014), Oso (2012), and Akinfeleye (2014) have identified several key determinants that influence the level of public trust in broadcast media:

- 1. Accuracy and Reliability of Content:** The credibility of media largely depends on the factual correctness of the information they provide. Audiences are more likely to trust broadcasters who deliver well-researched, verified, and error-free reports. Consistent accuracy reinforces the perception that the media prioritize truth over speculation or political motives. However, repeated mistakes, misinformation, or unverified claims can undermine trust and lead audiences to question the intentions of the media.
- 2. Objectivity and Fairness:** Audiences are more confident in media outlets that present information without bias or favoritism. Balanced coverage, particularly in

political reporting, signals that the media are not advancing a particular agenda or serving partisan interests. When broadcasters are perceived as siding with specific political groups or promoting certain narratives, public trust declines. Fair and impartial reporting is therefore essential for maintaining credibility and legitimacy in the eyes of the audience.

3. **Transparency in News Production:** Transparency refers to the openness of media organizations in explaining how news is gathered, why certain stories are prioritized, and what editorial principles guide their reporting. According to BBC editorial guidelines, media houses that disclose sources, clarify methodologies, and acknowledge limitations tend to earn greater public trust. A lack of transparency, on the other hand, fosters suspicion and may lead audiences to doubt the authenticity or motives behind news coverage.
4. **Professionalism and Ethical Conduct:** The competence and ethical integrity of journalists are pivotal in shaping trust. Nigerian broadcast journalists are expected to adhere to established codes of conduct, which include fairness, accuracy, accountability, and respect for confidentiality. Media organizations that uphold high ethical standards are viewed as more reliable. Conversely, practices such as sensationalism, bribery, or politically motivated reporting quickly erode credibility.

5. **Consistency of Reporting:** Regular and dependable updates enhance audience trust by demonstrating a media outlet's commitment to informing the public. McQuail (2010) suggests that consistent reporting over time signals competence and reliability, whereas irregular coverage, contradictory reports, or sudden shifts in narrative can weaken public confidence in the broadcaster.
6. **Audience Engagement and Responsiveness:** Trust is also influenced by the extent to which media organizations interact with their audiences. Stations that facilitate participation through call-in segments, social media engagement and public forums are perceived as more accountable and responsive. When broadcasters acknowledge audience feedback and address concerns, they foster stronger trust. Failure to engage audiences or respond to complaints can diminish credibility.
7. **Perceived Independence from Political and Corporate Influence:** The perception that a media organization operates independently is crucial for public confidence. Audiences are likely to distrust outlets seen as controlled or influenced by government authorities, politicians, or corporate sponsors. Independent media that maintain editorial autonomy are generally regarded as more trustworthy because their content is perceived as unbiased and objective.

8. **Quality of News Presentation:** Professional delivery, clarity of language, and high production standards contribute to audience trust. Well-structured reports, articulate presenters, and polished programming demonstrate care and competence. Poorly presented content, including technical errors, confusing narratives, or sensational headlines, can create doubts about the media's professionalism and reliability.
9. **Reputation and Track Record:** Historical performance plays a significant role in shaping trust. Long-established media organizations with a record of accurate, balanced, and reliable reporting, such as Channels TV or BBC Africa, tend to enjoy higher audience confidence. Trust is cumulative, built through years of consistent, credible reporting. But, a history of controversy, misinformation, or propaganda can permanently damage a broadcaster's credibility.
10. **Alignment with Audience Values and Lived Experiences:** Trust is strengthened when media content resonates with the audience's cultural, social, and personal realities. When citizens feel that broadcasters understand their needs, reflect their perspectives, and prioritize ordinary people's concerns, confidence in the media increases. However, coverage that appears disconnected from the audience's experiences and favors elites over the general population reduces trust.

2.2.3. Broadcast Media and Democratic Governance

According to McQuail (2010), broadcast media serve as a critical channel for shaping public understanding and reactions to government policies. Radio and television programmes play an important role in presenting information, interpreting events, and guiding citizens in forming judgments about political decisions. The media can influence what the public considers important by determining which issues receive attention and how they are reported. For instance, consistent coverage of policies such as fuel subsidy removal, security reforms, and economic initiatives signals to audiences that these matters are national priorities. This agenda-setting function of the media draws attention to particular issues and also helps steer discussions in homes, schools, workplaces, and community spaces, shaping collective awareness and public discourse.

In addition to highlighting issues, broadcast media shape opinion through news framing, which refers to how information is organized and presented to audiences. Entman (1993), as cited in Asemah (2016), argues that framing helps viewers interpret whether a policy is advantageous, problematic, urgent, or controversial. Television coverage which emphasises on the benefits of a government economic policy such as job creation, improved infrastructure, or business incentives can lead audiences to perceive the policy positively. However, if the media highlight negative consequences, such as rising prices, protests, and implementation challenges, public opinion may become

critical or skeptical. This indicates that the tone, emphasis, and narrative angle employed by broadcasters are instrumental in shaping citizens' evaluations of government decisions and their potential impact on society.

Baran and Davis (2013) explain that aside from highlighting and framing policies, broadcast media function as educational tools, making difficult governmental issues understandable to the general public. They note that technical policy documents and official statements are often inaccessible to many citizens, but media discussions, expert interviews, and political programmes translate this information into clear, digestible messages. This promotes political literacy, enabling citizens to make informed decisions about the fairness, necessity, and effectiveness of government policies. Furthermore, media credibility plays a pivotal role in influencing public perception. Kiouisis (2001) notes that when radio and television stations provide accurate, balanced, and impartial reporting, they gain audience trust, which in turn affects acceptance of government policies. Conversely, perceived bias or political manipulation can lead to public skepticism and rejection of policy initiatives.

Nabi (2003) asserts that the broadcast media also wield influence by appealing to emotions, shaping how people feel about government actions. The media use human-interest stories, documentaries, interviews, and live reports to evoke emotional responses such as hope, fear, anger, or empathy. For example, coverage showing farmers or

workers affected by agricultural or economic policies can generate sympathy, stimulate public debate, and even pressure the government to adjust policies. Emotional engagement makes abstract or technical policies feel personally relevant, motivating citizens to take actions ranging from advocacy and protest to support for reforms.

Finally, broadcast media contribute to political participation and civic engagement by providing platforms for dialogue, discussion, and debate. Programmes like political talk shows, phone-in sessions, and televised town halls allow citizens to express opinions, ask questions, and challenge government officials directly. Such interactions promote informed citizenship, enhance democratic participation, and enable the public to critically evaluate policy decisions. As Curan (2011) notes, media-facilitated participation fosters an active and politically conscious citizenry, reinforcing the idea that broadcast media are not just channels of information but central actors in shaping public opinion and encouraging civic responsibility.

2.3 Empirical Review

Asodiye and Udoh (2014) conducted a study examining the influence of private and government-owned broadcast media on public opinion in Nigeria. Their research involved a survey of 100 respondents in Onitsha, Anambra State, aimed at comparing how citizens perceive the credibility, inclusivity, and overall impact of news and programmes from private versus government-owned media outlets. Data collected

through structured questionnaires revealed that private broadcast media were regarded more favorably by the respondents. Specifically, private stations were perceived to encourage diverse viewpoints, provide more balanced and reliable reportage, and generally exert a stronger influence on shaping public opinion than their government-owned counterparts. This study highlighted the importance of media ownership as a key factor affecting public trust and acceptance of information disseminated through broadcast channels.

In a related study, Chukwuemeka et al. (2024) investigated the framing of President Bola Ahmed Tinubu's first-year leadership in selected Nigerian newspapers, focusing on the Renewed Hope Agenda. Using content analysis of *The Nation* and *Vanguard*, the study found that 56% of the coverage was positive, emphasizing economic reforms, job creation, and infrastructure development, while 32% was critical. The researchers noted that persuasive framing techniques were frequently employed to influence readers' perception, portraying Tinubu's administration as committed to national progress. Although the study centered on print media, its findings revealed the significant role that media framing plays in shaping public perception and opinion about government policies, providing a conceptual basis for understanding how broadcast media might similarly influence citizens' awareness and attitudes toward the Renewed Hope Agenda.

Nwabunwene, Oboko, Waive-Aghante, and Enisire (2024) conducted a critical discourse analysis of President Tinubu's inaugural speech, focusing on the rhetorical strategies used to communicate his policy agenda, including the Renewed Hope Agenda. Their study demonstrated that the President employed ethos, pathos, and logos to establish credibility, connect emotionally with citizens, and present logical solutions to national challenges. While the study did not directly examine media coverage, it highlighted the content that media outlets are likely to report. This shows that the manner in which media transmit these speeches can significantly influence public understanding and perception of government policies.

Although these studies provide information into media influence, framing, and rhetorical strategies, there remains a notable gap in the literature regarding the role of broadcast media in shaping public perception of the Renewed Hope Agenda among residents of Benin City, Egor, and Ikpoba-Okha Local Government Areas. Asodike and Udoh (2014) concentrated on general comparisons between private and government-owned media and their influence on public opinion but did not investigate responses to specific government programmes. Chukwuemeka et al. (2024) focused exclusively on print media, leaving the impact of radio and television largely unexplored. Similarly, Nwabunwene et al. (2024) analyzed Tinubu's rhetorical strategies but did not consider how the dissemination of these speeches through broadcast media affects public

perception or attitudes. Consequently, there is limited empirical evidence on how broadcast media coverage of the Renewed Hope Agenda directly shapes UNIBEN Students' awareness, opinions, and perceptions in Benin City and surrounding areas. Addressing this gap is critical for understanding the effectiveness of broadcast media in communicating government policies and identifying factors that influence public trust, engagement, and acceptance of such initiatives.

2.4. Theoretical Framework

2.4.1. Agenda-Setting Theory

This study is anchored on the Agenda-Setting Theory, originally developed by McCombs and Shaw in 1972. The central premise of the theory is that the media do not dictate what individuals should think; rather, they influence what issues the public perceives as important. With the prioritization of certain topics, events, or policies in their coverage, the media make these issues more salient in the minds of the audience. Essentially, the prominence, frequency, and intensity of media reporting can shape public awareness and establish the perceived importance of specific societal or political matters. This shows that media outlets, through repeated emphasis on particular themes, have the power to guide public attention and influence collective thinking about what deserves consideration or concern.

The relevance of the Agenda-Setting Theory to this study lies in its application to broadcast media in Nigeria, particularly in how television and radio stations report on government policies. In the context of President Bola Ahmed Tinubu's Renewed Hope Agenda, the theory provides a framework for understanding how the focus of media coverage on economic reforms, infrastructural development, job creation, social welfare programmes, or other policy initiatives, affects the public's perception of these efforts. For instance, consistent media emphasis on successful projects or policy announcements may elevate public confidence in the administration, while underreporting or selective coverage could create gaps in public understanding or even skepticism. By applying the Agenda-Setting Theory, the study can explore the mechanisms through which broadcast media shape residents' awareness, highlight certain policy areas, and influence how citizens prioritize governmental actions.

Also, the theory facilitates a systematic analysis of the link between media framing and public perception, enabling researchers to investigate how exposure to broadcast reports translates into attitudes, beliefs, and evaluations of government initiatives. In practical terms, the Agenda-Setting Theory allows the study to examine the quantity of coverage given to the Renewed Hope Agenda which collectively inform the public's interpretation. The research can determine how media reporting contributes to the formation of informed opinions, guides public discourse, and potentially shapes civic

engagement. In UNIBEN, Benin and surrounding areas, this perspective will provide data into how the broadcast media influence residents' perception of Tinubu's policies and their perceived relevance to local socio-economic conditions.

2.4.2. Uses and Gratifications Theory

This study also draws on the Uses and Gratifications Theory (UGT), which was formulated by Katz, Blumler, and Gurevitch in 1973. The theory posits that media audiences are not passive recipients of information; rather, they are active participants who deliberately select and engage with media to fulfill specific needs or desires. These needs can include acquiring information, seeking personal identity reinforcement, connecting socially, or finding entertainment. Unlike other media theories that emphasize the effects of media on passive viewers, UGT focuses on the motivations behind media consumption and how these motivations shape attitudes, perceptions, and behaviors. By recognizing the active role of the audience, UGT shifts the analytical lens toward understanding why individuals choose certain media platforms and content over others.

The relevance of UGT to this study is pronounced in the students of UNIBEN who engage with broadcast media to follow government policies and programmes, including President Bola Ahmed Tinubu's Renewed Hope Agenda. These students actively decide which radio or television programmes to watch or listen to, often with the intention of staying informed about economic reforms, social welfare initiatives, infrastructure

projects, and other policy measures. Through this theory, the study can explore how media consumption influences public perception by examining why individuals choose specific programmes and how this engagement shapes their understanding of the agenda.

Furthermore, the Uses and Gratifications Theory provides a framework for analyzing the relationship between media consumption, audience motivations, and public perception. It enables researchers to assess not only what people know about government initiatives like the Renewed Hope Agenda but also why they seek out certain information and how it influences their evaluations of these policies. Through the linking of audience needs and gratifications to attitudes and perceptions, UGT provides a deeper understanding of how broadcast media shape public awareness, opinions, and reactions to government programmes. In this study, applying UGT helps explain the active role UNIBEN students play in interpreting media content, forming opinions about the Renewed Hope Agenda, and making informed judgments regarding the relevance, credibility, and effectiveness of Tinubu's policies.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

The research design adopted for this study is the descriptive survey design. This design is considered appropriate because it enables the researcher to systematically collect data from a sample of respondents in order to describe and explain their opinions, perceptions, and behaviours regarding a particular phenomenon. It is based on the assumption that the population under study is large and cannot be directly observed in its entirety. A survey design therefore allows the researcher to gather primary data from a representative sample of respondents and generalize the findings to the larger population (Asemah, Gujbawu, Ekhareafo, & Okpanachi, 2012).

In addition, the descriptive survey design is particularly suitable for studies involving human opinions and media-related issues, such as this study, because it captures respondents' real-life experiences and perceptions as they relate to broadcast media exposure and political communication. Unlike experimental research, no variables are manipulated; rather, the focus is on collecting authentic responses from participants in their natural setting. This makes the design effective for understanding how UNIBEN students are exposed to and interpret broadcast media reports on the Renewed Hope

Agenda, as well as how such exposure influences their perceptions and trust in governance.

3.2 Population of the Study

The population of this study consists of all undergraduate students of the University of Benin (UNIBEN). According to available institutional records, the total population of students in the university is approximately 77,000. This population includes students across various faculties, departments, levels of study, and modes of study (full-time and part-time). The large population provides a broad base from which a representative sample can be drawn for the study.

3.3 Sample Size

From the total population of 77,000 students, a sample size of 398 respondents was determined for the study. The sample size was derived using the Taro Yamane formula:

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

Where:

$$N = 77,000$$

$$e = 0.05 \text{ (5\% margin of error)}$$

$$n = 77,000 / (1 + 77,000 \times 0.0025)$$

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

$$n = 77,000 / 193.5$$

$$n = 398$$

Thus, a total of 398 respondents were selected to represent the population of UNIBEN students.

3.4 Sampling Technique

The study adopted a multi-stage sampling technique to ensure a systematic and representative selection of respondents from the University of Benin (UNIBEN). This approach was considered appropriate because the population is large and spread across different faculties and departments, making it necessary to progressively narrow down the sample in a structured manner.

In the first stage, three faculties were purposively selected based on their relevance to communication, media exposure, and human perception studies. The selected faculties are the Faculty of Communication and Media Studies, the Faculty of Arts, and the Faculty of Education. These faculties were chosen because students within them are more likely to be exposed to broadcast media content and political communication issues such as the Renewed Hope Agenda.

In the second stage, specific departments were identified within the selected faculties. These include the Department of Mass Communication from the Faculty of Communication and Media Studies, the Department of Theatre Arts and the Department of Fine and Applied Arts from the Faculty of Arts, and the Department of Childhood Education from the Faculty of Education. These departments were selected because they

consist of students whose academic training and daily activities make them relevant to media-related perception and interpretation studies.

In the third stage, respondents were selected from the identified departments using the simple random sampling technique. This ensured that every student within the selected departments had an equal and fair chance of being included in the study, thereby reducing bias and enhancing the representativeness of the sample.

3.5 Instrument of Data Collection

The instrument for data collection in this study is a structured questionnaire designed to obtain relevant information from respondents. The questionnaire is divided into two sections to ensure clarity and ease of response. Section A focuses on the demographic characteristics of respondents, such as age, gender, level of study, and faculty. This section provides background information that helps in describing the respondents' profile.

Section B contains items that address the specific objectives of the study, including students' exposure to broadcast media reports on the Renewed Hope Agenda, their perception of the credibility of such reports, the influence of broadcast media on their understanding of the policy, and the relationship between media perception and trust in government implementation. A 5-point Likert scale is used in Section B, ranging from Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), to Strongly Disagree (1). This

scale enables respondents to express the intensity of their opinions, which can then be quantified for statistical analysis.

3.6 Validity of Instrument

The validity of the instrument will be ensured through expert review. Lecturers in Mass Communication and research methodology experts will carefully examine the questionnaire items to ensure that they are clear, relevant, and properly aligned with the research objectives. Their comments and corrections will be used to revise the instrument. The improved questionnaire will further be submitted to the project supervisor for final validation and approval before administration.

3.7 Reliability of Instrument

To ensure the reliability of the instrument, a pilot study will be conducted using 30 students from Benson Idahosa. The responses obtained will be analyzed using Cronbach's Alpha to determine the internal consistency of the instrument. A reliability coefficient of 0.70 and above will be considered acceptable, indicating that the instrument is reliable for the study.

3.8 Method of Data Collection

Data will be collected using the face-to-face administration method. The researcher will personally distribute copies of the questionnaire to selected respondents across different faculties and levels. This method allows for immediate clarification of any

misunderstood questions and ensures a higher response rate. Completed questionnaires will be retrieved on the spot to minimize loss and improve data accuracy.

3.9 Method of Data Analysis

The data collected from the field will be analyzed using descriptive statistical tools, including frequency counts, simple percentages, mean scores, and standard deviation. The results will be presented in tables for clarity and ease of interpretation. Each table will be followed by a brief explanation highlighting key findings in relation to the research objectives.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

This chapter presents the data collected from the survey. A total of 398 questionnaires were distributed, out of which 387 were completed and returned for analysis. The information is presented in tables and analysed using simple percentages and frequency counts. The returned questionnaires represent a response rate of 97.2% and form the sample for this study.

4.2 Data presentation and analysis

SECTION A

This section covers the demography of respondents in the study

Table 1: Distribution of respondents by age

Age	No of respondents	Percentage
16 -20	172	44%
21 - 25	149	39%
26- 30	66	17%
31 and above	0	0%
Total	387	100%

Source: field survey 2026

Table 1 show that the respondents were predominantly young adults, with those between 16 and 20 years forming the largest category (44%). This indicates that the study

was mainly centred on younger respondents who are more likely to be actively involved in modern communication and media-related activities

Table 2: Distribution of respondents by Sex

Sex	No of respondents	Percentage
Male	163	42.1%
Female	224	58.9%
Total	387	100%

Source: field survey 2026

Table 2 reveals that female respondents constituted a greater proportion of the study population compared to their male counterparts. This indicates that the study recorded higher participation from females, indicating a stronger representation of their views and opinions in the research

Table 3: Distribution of respondents by Level

Department	No of respondents	Percentage
Childhood Education	60	15%
Theatre Arts	101	26%
Fine Arts	93	24%
Mass Communication	133	35%
Total	387	100%

Source: field survey 2026

Table 3 shows respondents were drawn from different departments within the selected faculties, with students from Mass Communication (35%), forming the largest group in the study. This implies that students in communication-related disciplines were more actively represented in the research

Table 4: Distribution of respondents by Level

Level	No of respondents	Percentage
100	70	18%
200	95	25%
300	90	23%
400	132	34%
Total	387	100%

Source: field survey 2026

Table 4 shows that the respondents were represented across all academic levels, with students in 400 levels accounting for the highest proportion of the sample (34%). This indicates a stronger participation from final-year students, revealing that more experienced undergraduates had greater representation in the study.

SECTION B:

This section covers questions that provided data concerning the study from the respondents.

Table 5: I frequently listen to or watch broadcast media reports about the Renewed Hope Agenda.

Variables	No of respondents	Percentage
Strongly agree	150	39%
Agree	145	38%
Neutral	42	11%
Disagree	30	7%
Strongly Disagree	20	5%
Total	387	100%

Source: field survey 2026

Table 5 shows that a majority of the respondents indicated a positive exposure to broadcast media reports on the Renewed Hope Agenda, as represented in the combined proportion of those who agreed and strongly agreed (77%). This implies that awareness levels of the agenda through broadcast media are generally high among the respondents

Table 6: Radio and television stations regularly provide information about the Renewed Hope Agenda.

Variable	No of respondents	Percentage
Strongly agree	179	46%
Agree	183	47%
Neutral	25	7%
Disagree	0	0%
Strongly disagree	0	0%
Total	387	100%

Source: field survey 2026

Table 6 reveals that a large majority of respondents agree that radio and television stations regularly provide information about the Renewed Hope Agenda. This is evidenced by the dominance of agreement-based responses (47%), showing that broadcast media are perceived as active channels for disseminating information on the agenda

Table 7: I receive most information about the Renewed Hope Agenda through broadcast media.

Variable	Number of respondents	Percentage
Strongly Agree	143	37%
Agree	137	35%
Neutral	80	21%
Disagree	15	4%
Strongly Disagree	12	3%
Total	387	100%

Source: field survey 2026

The results in table 7 show that most respondents affirmed that they receive information about the Renewed Hope Agenda through broadcast media (72%), as indicated by the high concentration of responses in the agreement categories. This shows that radio and television play a significant role in disseminating information on the policy

Table 8: Broadcast media reports have increased my awareness of the Renewed Hope Agenda.

Variable	Number of respondents	Percentage
Strongly agree	167	43%
Agree	132	34%
Neutral	19	5%
Disagree	43	11%
Strongly Disagree	26	7%
Total	387	100%

Source: field survey 2026

Table 8 shows that a majority of the respondents affirmed that broadcast media reports have contributed to increased awareness of the Renewed Hope Agenda. This is evident from the high combined proportion of respondents who agreed with the statement

(74%), implying that radio and television remain influential tools for creating awareness of government initiatives.

Table 9: Broadcast media reports on the Renewed Hope Agenda are accurate and reliable

Variable	Number of respondents	Percentage
Strongly Agree	156	40%
Agree	129	33%
Can't tell	22	6%
Disagree	47	12%
Strongly Disagree	33	8%
Total	387	100%

Source: field survey 2026

Table 9 reveals that a majority of respondents perceive broadcast media reports on the Renewed Hope Agenda as accurate and reliable (40%). This is reflected in the combined proportion of respondents who agreed with the statement, indicating a generally positive trust level in broadcast media content

Table 10: I believe broadcast stations provide balanced information about the Renewed Hope Agenda.

Variable	Number of respondents	Percentage
Strongly Agree	151	39%
Agree	134	35%
Neutral	28	7%
Disagree	45	12%
Strongly Disagree	29	8%
Total	387	100%

Source: field survey 2026

Table 10 shows that a majority of the respondents believe that broadcast stations provide balanced information about the Renewed Hope Agenda. This is evident in the proportion of respondents who agreed with the statement (39%), indicating a generally positive perception of fairness in media coverage

Table 11: Broadcast media coverage of the Renewed Hope Agenda is free from bias.

Variable	Number of respondents	Percentage
Strongly Agree	148	38%
Agree	136	35%
Neutral	30	8%
Disagree	44	11%
Strongly Disagree	29	8%
Total	387	100%

Source: field survey 2026

Table 11 shows that a greater percentage of the majority of the respondents believe broadcast media coverage of the Renewed Hope Agenda are free from bias. This is shown in the combined proportion of respondents who agreed with the statement (38%), revealing a generally positive perception of fairness in broadcast reporting.

Table 12: I trust the information provided by broadcast media concerning the Renewed Hope Agenda.

Variable	Number of respondents	Percentage
Strongly Agree	128	33%
Agree	162	42%
Neutral	25	7%
Disagree	44	11%
Strongly Disagree	28	7%
Total	387	100%

Source: field survey 2026

Table 12 reveals that a majority of the respondents expressed trust in the information provided by broadcast media concerning the Renewed Hope Agenda. This is indicated 42% of the respondents who agreed with the statement, showing that broadcast media are generally regarded as credible sources of information.

Table 13: Broadcast media coverage has improved my understanding of the Renewed Hope Agenda.

Variable	Number of respondents	Percentage
Strongly agree	116	30%
Agree	128	33%
Neutral	39	15%
Disagree	62	12%
Strongly disagree	42	10%
Total	387	100%

Source: field survey 2026

Table 13 indicates that a majority of the respondents believe that broadcast media coverage has improved their understanding of the Renewed Hope Agenda. This is shown in the proportion of the respondents who agreed with the statement (33%), revealing that broadcast media play a significant role in enhancing public comprehension of the policy.

Table 14: Broadcast media reports help me understand the government’s policies under the Renewed Hope Agenda

Variable	Number of respondents	Percentage
Strongly agree	158	41%
Agree	134	35%
Neutral	29	7%
Disagree	42	11%
Strongly disagree	24	6%
Total	387	100%

Source: field survey 2026

Table 14 indicates that a majority of the respondents agree that broadcast media reports help them understand government policies under the Renewed Hope Agenda. This is evident in the percentage of the respondents who agreed with the statement (41%), indicating that broadcast media serve as an effective channel for communicating government policies.

Table 15: The way broadcast media explain the Renewed Hope Agenda affects my opinion about its impact.

Variable	Number of respondents	Percentage
Strongly Agree	124	32%
Agree	143	37%
Neutral	58	15%
Disagree	39	10%
Strongly Disagree	23	7%
Total	387	100%

Source: Field survey 2026

Table 15 indicates that a majority of the respondents are influenced by the way broadcast media explain the Renewed Hope Agenda in forming their opinions about its impact. This is shown by the higher proportion of the respondents who affirmed with the

statement (37%), showing that media framing and presentation significantly shape audience perception.

Table 16: Broadcast media discussions have shaped my understanding of the successes and challenges of the Renewed Hope Agenda.

Variable	Number of respondents	Percentage
Strongly agree	138	36%
Agree	152	39%
Neutral	30	8%
Disagree	43	11%
Strongly disagree	24	6%
Total	387	100%

Source: field survey 2026

Table 16 shows that a majority of respondents agree (39%), that broadcast media discussions have shaped their understanding of the successes and challenges of the Renewed Hope Agenda. This indicates that broadcast media serve as an important platform for public enlightenment and discourse on government policies

Table 17: Positive broadcast media coverage increases my trust in the government's implementation of the Renewed Hope Agenda.

Variable	Number of respondents	Percentage
Strongly agree	165	43%
Agree	120	41%
Neutral	38	10%
Disagree	40	10%
Strongly disagree	24	6%
Total	387	100%

Source: field survey 2026

Table 17 shows that a majority of the respondents (84%), believe that positive broadcast media coverage increases their trust in the government's implementation of the

Renewed Hope Agenda. This shows that favourable media framing plays a significant role in shaping public perception and enhancing confidence in government initiatives.

Table 18: Negative broadcast media reports reduce my confidence in the government’s ability to implement the Renewed Hope Agenda.

Variables	Number of Respondents	Percentage
Strongly agree	132	34%
Agree	145	37%
Neutral	55	14%
Disagree	35	9%
Strongly disagree	20	5%
Total	387	100%

Source: Field Survey 2026

Table 18 shows that most of the respondents agree (37%) that negative broadcast media reports reduce their confidence in the government’s ability to implement the Renewed Hope Agenda. This shows that unfavourable media coverage significantly influences public perception and can weaken trust in government performance

Table 19: My trust in the government is influenced by how broadcast media present the Renewed Hope Agenda.

Variable	Number of respondents	Percentage
Strongly agree	120	31%
Agree	135	35%
Neutral	18	5%
Disagree	74	19%
Strongly disagree	40	10%
Total	387	100%

Source: field survey 2026

Table 18 shows that a majority of the respondents agree that their trust in government is influenced by how broadcast media present the Renewed Hope Agenda. This shows that media framing plays an important role in shaping public perception and confidence in government initiatives.

Table 20: Broadcast media coverage plays an important role in shaping public trust in the Renewed Hope Agenda.

Variables	Number of Respondents	Percentage
Strongly agree	1158	41%
Agree	146	38%
Neutral	45	12%
Disagree	25	6%
Strongly disagree	13	3%
Total	387	100%

Source: Field Survey 2026

Table 20 indicates that majority of the respondents agree (41%) that broadcast media coverage plays an important role in shaping public trust in the Renewed Hope Agenda. This shows that broadcast media are widely regarded as influential channels for fostering public confidence through regular dissemination of information.

4.2. Discussion of Findings

Research Question One: To what extent are UNIBEN students exposed to broadcast media coverage of President Bola Tinubu’s Renewed Hope Agenda?

The findings show that university students are highly exposed to broadcast media reports on the Renewed Hope Agenda. The respondents consistently agreed that

television and radio serve as major channels through which they receive information on government policies, awareness campaigns, and development programmes under the Renewed Hope Agenda. This high level of exposure indicates that traditional media continue to play a dominant role in shaping students' awareness and perception of government initiatives.

The findings are further revealed in the tables. Table 5 indicates that a combined 77% of the respondents agreed that they frequently listen to or watch broadcast media reports about the Renewed Hope Agenda. This shows that broadcast media remain a major source of regular exposure to information about the agenda among respondents, reinforcing its role in shaping awareness. Similarly, Table 6 shows that 93% agreed that radio and television stations regularly provide information about the Renewed Hope Agenda. This indicates that broadcast media are widely perceived as consistent channels for disseminating information on government programmes.

Table 7 reveals that 280 respondents (72%) agreed that they receive most information about the Renewed Hope Agenda through broadcast media. This implies that although broadcast media remain dominant, some respondents still rely on other sources such as social media or interpersonal communication for information. Table 8 further shows that 299 respondents (77%) agreed that broadcast media reports have increased their awareness of the Renewed Hope Agenda. This indicates that broadcast media

significantly contribute to enhancing public awareness of government initiatives, although their influence is not uniform across all respondents.

The findings align with Asemah (2016), who argues that media may not tell people what to think, but strongly influence what they think about. In this case, consistent exposure to broadcast media coverage of the Renewed Hope Agenda has significantly shaped students' awareness and prioritisation of government programmes and policies.

Research Question Two: How do UNIBEN students perceive the credibility of broadcast media reports on the Renewed Hope Agenda?

The findings show that UNIBEN students generally perceive broadcast media content on the Renewed Hope Agenda as credible, balanced, and largely free from bias. The respondents consistently indicated that radio and television reports are not only widely consumed but also trusted sources of information on government initiatives. This shows that beyond awareness creation, broadcast media also play a significant role in shaping perceptions of credibility and fairness in public communication.

The findings are further revealed in the tables. Table 9 indicates that 285 respondents (73%) agreed that broadcast media reports on the Renewed Hope Agenda are accurate and reliable. This shows a generally strong trust in the accuracy of broadcast media content. Similarly, Table 10 shows that 285 respondents (74%) agreed that broadcast stations provide balanced information about the Renewed Hope Agenda. This

implies that while broadcast media are largely perceived as balanced, a noticeable minority still question the fairness of their coverage.

Table 11 reveals that 284 respondents (73%) agreed that broadcast media coverage of the Renewed Hope Agenda is free from bias. This indicates a generally positive perception of objectivity in broadcast reporting, although concerns about bias still exist among some respondents. Table 12 further shows that 290 respondents (75%) agreed that they trust the information provided by broadcast media concerning the Renewed Hope Agenda. This shows that broadcast media are largely regarded as credible and trustworthy sources of information on government programmes, even though a minority of respondents remains skeptical.

The findings align with Nwabueze (2015), who noted that audience trust in media is influenced by perceived accuracy, balance, and objectivity of reporting. In this case, the generally high levels of agreement across the tables indicate that broadcast media maintain a strong credibility status among respondents in relation to the Renewed Hope Agenda.

Research Question Three: How does broadcast media coverage influence UNIBEN students' understanding of the impact of the Renewed Hope Agenda?

The findings show that broadcast media play a significant role in influencing understanding, interpretation, and opinion formation regarding the Renewed Hope Agenda among respondents. The consistent pattern across the tables shows that exposure

to broadcast media contents inform the respondents and also influences how they interpret government policies, assess outcomes, and form judgments about the effectiveness of the agenda.

The findings are further revealed in the tables. Table 13 indicates that 244 respondents (63%) affirmed that broadcast media coverage has improved their understanding of the Renewed Hope Agenda. This shows that broadcast media contribute positively to policy comprehension. Table 14 reveals that 292 respondents (76%) agreed that broadcast media reports help them understand government policies under the Renewed Hope Agenda. This indicates that broadcast media are regarded as effective tools for explaining government policies to the public.

Table 15 shows that 267 respondents (69%) agreed that the way broadcast media explain the Renewed Hope Agenda affects their opinion about its impact. This implies that media framing influences opinion formation among respondents, although some individuals remain less influenced by media presentation. Table 16 further reveals that 290 respondents (75%) agreed that broadcast media discussions have shaped their understanding of the successes and challenges of the Renewed Hope Agenda. This indicates that broadcast media serve as a strong interpretive framework through which respondents understand both the achievements and limitations of government policies.

The findings align with the framing theory, which posits that the way media present information significantly influences audience interpretation and meaning-making. Hence, broadcast media informs the respondents about the Renewed Hope Agenda and also shape how they evaluate its effectiveness, successes, and challenges.

Research Question Four: What is the relationship between UNIBEN students' perception of broadcast media coverage and their trust in the government's ability to implement the Renewed Hope Agenda effectively?

The findings show that there is a clear relationship between broadcast media coverage and public trust, perception, and evaluation of the Renewed Hope Agenda among respondents. The responses consistently indicate that variations in media exposure and presentation are associated with corresponding changes in awareness, understanding, and trust levels. This shows that broadcast media variables and audience responses are not independent, but rather interrelated in shaping perceptions of government performance.

The findings are further revealed in the tables. Table 17 indicates that 285 respondents (74%) agreed that there is a relationship between positive broadcast media coverage and increased trust in the government's implementation of the Renewed Hope Agenda, while a smaller proportion showed neutrality or disagreement. This suggests a positive association between favourable media coverage and levels of trust in government initiatives. Table 18 reveals that 277 respondents (71%) agreed that there is a relationship

between negative broadcast media reports and reduced confidence in government implementation of the Renewed Hope Agenda, indicating that unfavourable coverage is associated with lower trust levels among respondents.

Table 19 shows that 255 respondents (66%) agreed that their trust in government is influenced by how broadcast media present the Renewed Hope Agenda. This implies a moderate but significant relationship between media presentation style and trust in government. Table 20 further reveals that 261 respondents (67%) agreed that there is a relationship between broadcast media coverage and public trust in the Renewed Hope Agenda. This indicates that broadcast media coverage is positively associated with the level of public trust in government programmes.

The findings align with Agba (2012), who explained that media effects are relational rather than direct. In this study, broadcast media coverage is associated with changes in perception, trust, and evaluation of the Renewed Hope Agenda, confirming a measurable relationship between media exposure and audience response.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This chapter summarized the study, which focused on assessing the perception of UNIBEN students on the broadcast media reportage of President Bola Tinubu's Renewed Hope Agenda. The study examined the extent of exposure to broadcast media reports, students' perceptions of credibility and reliability, their understanding of the agenda, and the relationship between media coverage and trust in government performance. A survey research design was adopted, and 387 copies of questionnaire were successfully retrieved and used for analysis. The major findings derived from the respondents' feedback are outlined below:

1. University students are highly exposed (93%), to broadcast media reportage of the Renewed Hope Agenda. The study revealed that students consistently receive information through television and radio, which serve as dominant channels for government communication, policy awareness, and development updates.
2. The findings further showed that students frequently (77%) engage with broadcast media content on the Renewed Hope Agenda. A significant proportion of respondents indicated that they regularly listen to or watch such reports, while

many also confirmed that radio and television stations consistently provide information on government programmes.

3. The study also revealed that broadcast media significantly contribute to students' awareness of the Renewed Hope Agenda, (77%). Respondents indicated that most of their information is derived from broadcast media, although some still rely on alternative sources such as social media and interpersonal communication.
4. Furthermore, the findings indicated that broadcast media exposure enhances awareness and understanding of the Renewed Hope Agenda. Many respondents agreed (63%) that media reports have increased their awareness and improved their general knowledge of the programme. However, the influence is not uniform, as a smaller proportion of respondents expressed disagreement.

5.2 Conclusion

From the investigation, it can be concluded that UNIBEN students are highly exposed to broadcast media coverage of the Renewed Hope Agenda, and this exposure shapes their awareness and understanding of government programmes. The study further concluded that broadcast media play a dominant role in disseminating information about the agenda, making them a major channel for public enlightenment among students.

It is therefore noted that broadcast media coverage contributes positively to students' awareness and understanding of the Renewed Hope Agenda, although

differences in exposure levels and information sources shows that media influence is not entirely uniform across all respondents.

5.3 Recommendations

Based on the findings, the following recommendations are made:

1. Broadcast media organisations should ensure sustained and consistent coverage of government development programmes such as the Renewed Hope Agenda to enhance public awareness and understanding.
2. Government communication units should strengthen collaboration with broadcast stations to ensure accurate and continuous dissemination of policy information.
3. Media organisations should present information in clear and simplified formats to improve comprehension among young audiences such as university students.

Universities should introduce media literacy programmes to help students critically evaluate broadcast content and improve their interpretation of policy-related information.

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QUESTIONNAIRE

Department of Mass Communication,
Faculty of Communication and Media Studies,
University of Benin,
Edo State.

May 2026.

Dear Respondent,

REQUEST FOR COMPLETION OF ITEMS IN QUESTIONNAIRE

I am a final year student of the above named department/institution. I am conducting a research on **“Perception of UNIBEN Students on the Broadcast Media reportage of President Bola Tinubu’s Renewed Hope Agenda”** This research is in partial fulfillment of the requirement for the award of a Bachelor of Arts degree in Mass Communication. You have been carefully selected for this study to provide reliable data. This study is strictly guided by research ethics which protects the anonymity of its respondents. All information you provide would be used for only academic purpose.

Thank you for your understanding and cooperation.

Yours Faithfully,

Jennifer Osanebi
Researcher

SECTION A: DEMOGRAPHIC INFORMATION

INSTRUCTION: Please tick (✓) in the box against the option that best explains your disposition to each item below:

7. Gender: Male [] Female []
8. Age () 15–20 years [] (b) 21–25 years [] (c) 26–30 years []
9. Department: Mass Communication [] Theatre Arts [] Fine and Applied Arts []
Childhood Education []
10. Level: 100 [] 200 [] 300 [] 400 []

SECTION B: PSYCHOGRAPHIC INFORMATION

11. I frequently listen to or watch broadcast media reports about the Renewed Hope Agenda. (a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree
12. Radio and television stations regularly provide information about the Renewed Hope Agenda. (a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree
13. I receive most information about the Renewed Hope Agenda through broadcast media. (a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree
14. Broadcast media reports have increased my awareness of the Renewed Hope Agenda. (a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree
15. Broadcast media reports on the Renewed Hope Agenda are accurate and reliable. (a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree

16. I believe broadcast stations provide balanced information about the Renewed Hope Agenda. (a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree
17. Broadcast media coverage of the Renewed Hope Agenda is free from bias. (a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree
18. I trust the information provided by broadcast media concerning the Renewed Hope Agenda. (a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree
19. Broadcast media coverage has improved my understanding of the Renewed Hope Agenda. (a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree
20. Broadcast media reports help me understand the government's policies under the Renewed Hope Agenda. (a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree
21. The way broadcast media explain the Renewed Hope Agenda affects my opinion about its impact. (a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree
22. Broadcast media discussions have shaped my understanding of the successes and challenges of the Renewed Hope Agenda. (a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree

23. Positive broadcast media coverage increases my trust in the government's implementation of the Renewed Hope Agenda. (a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree
24. Negative broadcast media reports reduce my confidence in the government's ability to implement the Renewed Hope Agenda. (a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree
25. My trust in the government is influenced by how broadcast media present the Renewed Hope Agenda. (a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree
26. Broadcast media coverage plays an important role in shaping public trust in the Renewed Hope Agenda. (a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree