

**ATTITUDE OF BENIN CITY RESIDENTS TOWARDS BROADCAST MEDIA
REPORTAGE OF PRESIDENT TINUBU’S RENEWED HOPE AGENDA.**

BY

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BENIN CITY.**

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
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ARTS (B.A HONS) DEGREE IN MASS COMMUNICATION**

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DECLARATION

This project is based on a study undertaken by me, in the Department of Mass Communication, Faculty of Arts under the supervision of Dr. Ndubuisi N. Umoro.

All ideas are the products of my personal research where the views of others were used, they were duly acknowledged.

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CERTIFICATION

This is to certify that this research work was written and submitted by Akanbiemu Rotimi Felix with Matriculation number: Art2013136, to the Department of Mass Communication, Faculty of Arts, University of Benin, Benin City, Edo State.

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HEAD OF DEPARTMENT

DATE

DEDICATION

This research work is dedicated to God Almighty for his guidance, strength and wisdom during the period of this study.

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ABSTRACT

This study is focused on assessing attitudes of Benin residents towards broadcast media reportage of President Tinubu's Renewed Hope Agenda. The objectives of the study were to examine the level of exposure of Benin residents to broadcast media reports on President Tinubu's Renewed Hope Agenda assess the attitudes of Benin residents towards the credibility and accuracy of broadcast media reportage on the Renewed Hope Agenda, ascertain the influence of Benin residents towards broadcast media reportage of President Tinubu Renewed Hope Agenda and to determine the perception of Benin residents towards broadcast media reportage of President Tinubu Renewed Hope Agenda. In terms of the theoretical framework, the Agenda Setting Theory and the Uses and Gratification Theory was adopted by the researcher, while the research method employed was the survey research method. Questionnaire was used by the researcher to gather data for the study. The findings show that residents rely on television and radio as major sources of information, and media programmes effectively improve understanding and draw attention to government activities.

The findings also showed that public trust in media accuracy, balance, and credibility is low, with many respondents perceiving bias and skepticism in coverage. While broadcast media influence understanding and opinion formation, they are less effective in stimulating interest or satisfaction with government programmes. It was concluded that broadcast media play a significant but complex role in political communication. Although they educate and shape awareness, issues of credibility, bias, and framing limit their impact on public perception and engagement.

It was recommended that broadcast media should improve accuracy, professionalism, and fact-based reporting to enhance public trust in political coverage. It was also recommend that journalists should receive training on ethical reporting, balanced coverage, and clear separation of facts and opinions to ensure credibility and objectivity.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Broadcast media play an important role in shaping public understanding of government policies, national issues, and political agendas. Through news reports, interviews, programmes, and public affairs discussions, the media help citizens make sense of decisions made by leaders and how those decisions affect their daily lives. In Nigeria, radio and television stations are very influential, most especially in urban centres like Benin City, where people rely on the media for updates on governance, the economy, and social development, (Ojebode, 2014)

According to McQuail (2010) 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.

Folarin (2021) states that the media informs and also influence public attitudes by framing issues in ways that appeal to people's logic, emotions, and values. This makes media reportage an important tool through which citizens form opinions about the policies of political leaders, including President Bola Ahmed Tinubu's administration. The Punch (2018) highlights that since assuming office in May 2023, President Bola Ahmed Tinubu has introduced what he calls the Renewed Hope Agenda, a policy framework aimed at addressing Nigeria's economic challenges, restoring confidence in government, and improving national development. The agenda focuses on areas such as economic reforms, job creation, infrastructural development, poverty reduction, and national security. Tinubu's speeches and policy statements highlight his commitment to stabilising the economy, attracting investments, supporting small businesses, and creating opportunities for young people. As noted by Adeyemi (2023), the President usually uses persuasive communication in his public addresses to build trust, reassure citizens, and defend the necessity of difficult reforms such as fuel subsidy removal and exchange rate unification. Through rhetoric, Tinubu seeks to convince Nigerians that these measures, though painful, are essential for long-term growth.

Oghenekaro (2024) maintains that the broadcast media in Nigeria have widely reported these policies, providing explanations, analyses, and public reactions. Media stations in Benin City, including both private and public outlets, frequently discuss the Renewed Hope Agenda through news bulletins, talk shows, and special programmes. Oghenekaro points out that the way the media frame government policies can influence how people interpret their purpose and effectiveness. Positive reportage may increase public support and trust, while negative or critical coverage can lead to doubts, resistance, or skepticism. For residents of Benin City, whose daily lives are affected by rising prices, unemployment, and economic uncertainty, broadcast media becomes a major source of interpreting whether Tinubu's promises are realistic and beneficial.

Notably, the attitude of Benin residents towards media reportage of the Renewed Hope Agenda is important because it mirrors how people perceive the agenda itself. Some residents may view the media's reports as informative and truthful, helping them understand government efforts. Others may see the reportage as biased, exaggerated, or disconnected from their lived experiences. Attitude also depends on whether individuals believe the media are accurately presenting the impact of policies or simply repeating political rhetoric. As these perceptions differ across social groups, it becomes necessary to examine how residents respond to the media's coverage of Tinubu's economic and social reforms. Given the central role of the media in shaping

public opinion and the continued debates surrounding the effectiveness of the Renewed Hope Agenda, this study seeks to investigate the attitude of Benin City residents towards broadcast media reportage of President Tinubu's Renewed Hope Agenda.

1.2 Statement of the Problem

Broadcast media in Nigeria frequently report on President Bola Ahmed Tinubu's Renewed Hope Agenda, presenting it as a set of policies aimed at economic recovery and national development. However, many Benin residents seem to face daily challenges such as rising living costs, unemployment, and economic uncertainty, leading to questions about whether media reports truly reflect the realities on ground. This situation has created mixed attitudes among the public, with some trusting the media's presentation of the agenda while others view the coverage as overly positive or politically driven. The lack of clear understanding of how Benin residents perceive this reportage makes it difficult to determine the level of media credibility and public trust in relation to the Renewed Hope Agenda. Therefore, the problem this study seeks to address is the unclear and varying attitudes of Benin residents towards broadcast media reportage of President Tinubu's Renewed Hope Agenda.

1.3 Objectives of the Study

The specific objectives of the study are to:

1. To examine the level of exposure of Benin residents to broadcast media reports on President Tinubu's Renewed Hope Agenda.
2. To assess the attitudes of Benin residents towards the credibility and accuracy of broadcast media reportage on the Renewed Hope Agenda.
3. To ascertain the influence of Benin residents towards broadcast media reportage of President Tinubu Renewed Hope Agenda
4. To determine the perception of Benin residents towards broadcast media reportage of President Tinubu Renewed Hope Agenda

1.4 Research Questions

1. What is the level of exposure of Benin residents to broadcast media reports on President Tinubu's Renewed Hope Agenda?
2. What are the attitudes of Benin residents towards the credibility and accuracy of broadcast media reportage on the Renewed Hope Agenda?
3. What is the influence of Benin residents towards broadcast media reportage of President Tinubu Renewed Hope Agenda?
4. What is the perception of Benin residents towards broadcast media reportage of President Tinubu Renewed Hope Agenda?

1.5 Significance of the Study

This study is significant to several stakeholders including policymakers, broadcast media, scholars, researchers and Benin residents. For the media, this study is relevant because it provides information into how broadcast media influence public attitudes toward government policies, specifically President Tinubu's Renewed Hope Agenda. Understanding residents' perceptions can help media organisations assess whether their reportage effectively communicates policy objectives and meets the informational needs of the public. By identifying gaps in coverage or areas of misunderstanding, media houses can improve the accuracy, clarity, and impact of their broadcasts.

Secondly, the study benefits policymakers and government officials by revealing how citizens interpret media messages related to national development plans. Insights from this research can guide communication strategies, ensuring that policy messages are presented in ways that are clear, persuasive, and relatable to the general public. This can foster better engagement between the government and citizens, promoting transparency and trust.

Thirdly, the research is valuable to scholars, students, and researchers in the fields of mass communication, political science, and media studies. It adds to the existing literature on media effects, public opinion, and political communication in Nigeria.

The findings can serve as a reference point for future studies on media influence, political agendas, and civic engagement, particularly in urban Nigerian settings.

Fourthly, the study is relevant to citizens themselves, as it raises awareness about the role of media in shaping opinions and attitudes toward national policies. By understanding how media framing affects perceptions, individuals can become more critical consumers of information, distinguishing between factual reporting and political rhetoric. This promotes informed citizenship and enhances public participation in governance.

Finally, the study contributes to national development by highlighting the importance of effective communication in implementing economic and social policies. When media reportage resonates positively with the public, it can encourage support for reforms, reduce resistance to policy measures, and motivate collective action toward national goals. Thus, the research shows the role of media as a bridge between government intentions and public understanding.

1.6 Scope of the Study

This study focuses on the attitudes of residents in Benin City toward broadcast media reportage of President Tinubu's Renewed Hope Agenda. The geographical scope covers the three major local government areas that make up Benin City: Oredo, Egor, and Ikpoba-Okha. Benin residents were chosen because the city is a major urban centre in southern Nigeria with high access to radio and television, making it an ideal

location to study media influence on public perception. Additionally, residents of Benin City are exposed to diverse media sources, which provides a good perspective on how broadcast media frame national policies. The study concentrates on radio and television coverage, including news reports, talk shows, and public affairs programmes, while excluding social media and print platforms. The focus is on public attitudes and perceptions rather than the actual implementation or success of the Renewed Hope Agenda.

1.7 Operational Definitions of Terms

The terms are defined according to how they were used:

Attitude: In this study, attitude refers to the feelings, opinions, and perceptions of Benin residents toward broadcast media coverage of President Tinubu's Renewed Hope Agenda. It includes both positive and negative evaluations of how the media reports and frames the agenda.

Broadcast Media: Broadcast media refers to television and radio stations in Benin City that deliver news, programmes, and public affairs discussions to the public. For this study, it excludes newspapers, social media, and online platforms.

Renewed Hope Agenda: This refers to the policy framework and development programmes introduced by President Bola Ahmed Tinubu, aimed at addressing Nigeria's economic challenges, promoting national development, and creating opportunities for citizens.

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 Broadcast Media

Broadcast media are communication channels that transmit information through radio and television to a large and diverse audience. These media operate by sending signals over the airwaves or through digital platforms, making it possible for messages to reach people regardless of their location. According to McQuail (2010), broadcast media play a central role in mass communication because they combine sound, visuals, and spoken words to deliver information quickly and effectively. This means that radio and television are powerful tools for sharing news, entertainment, education, and public service messages with the general population. Over the years, broadcast media

have remained essential in shaping public discussions and influencing how people understand issues in society.

Dominick (2011) notes that the concept of broadcast media is built on accessibility, immediacy, and wide reach. Radio, for instance, can reach remote areas where other forms of media may not exist, while television adds visual elements that help audiences better understand events and issues. These features make broadcast media an important channel for informing citizens and supporting national development. Similarly, Baran (2013) explains that broadcast media are designed to engage audiences emotionally and intellectually by combining sound, images, and storytelling. This allows them to communicate messages that educate, entertain, and mobilize people. As a result, broadcast media are essential in helping individuals stay connected to societal events and participate in national conversations.

Furthermore, the broadcast media serve as a major platform for public communication by shaping how people interpret social, political, and economic issues. For example, when reporting on government policies, the media use interviews, discussions, and analysis to explain policies in ways the public can understand. This helps bridge the gap between the government and the citizens. Olayiwola (2014) observes that radio and television not only deliver information but also provide a space for debate and dialogue. Through talk shows, live discussions, and documentaries, broadcast media create opportunities for the public to express their views and engage with matters that

affect their daily lives. This interaction strengthens democratic participation and fosters accountability.

Nwabueze (205) maintains that another significant aspect of the broadcast media is their ability to promote national unity and shared cultural experiences. Television programmes, radio drama, cultural shows, and national broadcasts help promote cultural identity and bring people together. In times of crisis such as health emergencies or security issues, broadcast media play a vital role in providing verified information and reducing public fear. He explains that the credibility of broadcast media makes them trusted sources during emergencies because they can communicate updates immediately and reach millions of people at once. Their influence extends into education, public health, politics, and developmental campaigns, making them essential for community growth.

In modern society, broadcast media continue to evolve as new technologies change how people consume information. Digital broadcasting, online radio, and live-streaming platforms have expanded the reach of traditional media and created new ways for audiences to access content. However, with this wider reach also comes the challenge of misinformation and biased reporting. Therefore, media literacy and responsible broadcasting have become important. The strength of broadcast media lies in their ability to shape public opinion, set agendas, and influence the direction of national conversations. This shows that broadcast media are not just channels of

communication but key institutions that support democracy, cultural identity, and societal development, (McGregor and Comrie, 2002).

2.1.2 President Tinubu's Renewed Hope Agenda.

President Tinubu's Renewed Hope Agenda is a comprehensive national development blueprint introduced by President Bola Ahmed Tinubu after assuming office in May 2023. The agenda serves as the foundational policy direction of the current administration which is rooted in economic reform, social welfare expansion, security strengthening, and institutional renewal. According to Adebayo (2023), the Renewed Hope Agenda is designed to address Nigeria's long-standing structural challenges and reposition the country on a path of sustainable growth. The document outlines strategic priorities across key sectors such as the economy, agriculture, health, education, infrastructure, digital innovation, and governance. It emphasizes inclusivity, efficiency, and accountability as core pillars for rebuilding public trust and improving citizens' quality of life. From inception, the agenda distinguished itself through its focus on market-driven reforms, targeted social interventions, and private-sector partnerships aimed at stimulating long-term productivity. This direction reflects President Tinubu's long-standing advocacy for economic liberalization and institutional strengthening (Adegoke, 2023).

Anyanwu (2024) explains that the Renewed Hope Agenda is structured around eight priority areas that include economic stability, job creation, poverty reduction,

improved security, food security, healthcare reform, education and human capital development, and the promotion of rule of law. To actualize these goals, the administration introduced several policy actions such as fuel subsidy removal, exchange rate unification, agricultural investment programmes, and expanded social welfare schemes. These initiatives, according to Odili (2023), are intended to curb financial leakages, encourage foreign investment, and restore macroeconomic stability. The agenda also expands its reach through national policy documents, ministerial briefings, and continuous communication from the presidency. This multi-platform dissemination allows citizens, researchers, and policy analysts to access updated information about ongoing government reforms. The availability of the agenda through government websites, press briefings, and multimedia platforms enhances its visibility and ensures that Nigerians across diverse regions can follow the progress of national policy implementation (Okoli, 2024).

Scholars such as Ibrahim (2024) note that the strength of the Renewed Hope Agenda lies in its attempt to balance tough economic reforms with social protection programmes. The administration introduced targeted initiatives such as conditional cash transfers, support for micro and small enterprises, and the Renewed Hope Housing Scheme aimed at reducing poverty and improving living standards. Efforts to boost food security were also intensified through large-scale agricultural interventions, fertilizer distribution frameworks, and mechanization support for farmers. These

measures, according to Olawale (2023), reveals the agenda's commitment to addressing immediate economic hardships while laying a structural foundation for long-term prosperity. The agenda has equally drawn attention from scholars and policy think-tanks who examine the impact of its reforms on inflation, employment rates, and national productivity. Awards and recognitions from regional bodies for its digital governance initiatives and infrastructure planning further underscore its relevance in shaping Nigeria's developmental trajectory (Eze, 2024).

The Renewed Hope Agenda also highlights governance reform, transparency, and institutional strengthening as crucial elements of national development. The administration has prioritized improved public service delivery, anti-corruption efforts, and judicial system reform. Initiatives such as civil service digitization, financial reporting reforms, and performance-based ministerial scorecards reflect the agenda's focus on accountability and measurable outcomes (Adetunji, 2024). Furthermore, the agenda includes strategic programmes to enhance national security through improved intelligence coordination, acquisition of security equipment, and strengthened collaboration with international partners. These efforts are designed to address insurgency, banditry, kidnapping, and other security threats that have affected Nigeria's stability for years. As scholars argue, national security remains central to the success of all other elements of the Renewed Hope Agenda (Usman, 2023).

In addition, Folarin (2024) states that the Renewed Hope Agenda promotes citizen engagement and nation-building through initiatives that encourage civic participation and public awareness. The government frequently communicates policy updates through media interviews, national broadcasts, town hall meetings, and digital platforms. According to Folarin, these communication strategies are intended to improve government–citizen relations and provide transparent insights into policy actions. The agenda also includes capacity-building programmes designed to equip young people with digital, vocational, and entrepreneurial skills, recognizing youth development as a key driver of national growth. Today, the Renewed Hope Agenda remains one of Nigeria’s most comprehensive policy documents, shaping public discourse, influencing policy debates, and guiding national development efforts. Its emphasis on reform-driven governance, technological integration, economic stability, and social welfare positions it as a blueprint intended to rebuild public trust and enhance national prosperity while responding to Nigeria’s evolving socio-economic realities.

2.1.3 Public Attitude

Fishbein and Ajzen (2010) define public attitude as the collective feelings, beliefs, evaluations, and behavioural tendencies that individuals within a society hold toward a particular issue, event, policy, or institution. It shows how people make sense of their environment and respond to societal developments. According to Fishbein and Ajzen

(2010), attitudes are learned predispositions that influence how individuals think and behave. This means that public attitude is not formed randomly but develops through personal experiences, information from the media, cultural background, social interactions, and ongoing societal conversations. In this sense, public attitude serves as an important indicator of how people perceive policies, public officials, or events taking place around them.

Eagly and Chaiken (2013) explain that attitudes consist of three components:

- i. **Cognitive Element:** The cognitive element of attitude refers to what a person believes, thinks, or knows about something. It includes the ideas, facts, and information that shape how individuals understand an issue. For example, if people believe that a government policy will improve the economy because they have heard positive reports, that belief becomes part of their cognitive attitude. This element is based on reasoning, knowledge, and personal experiences, and it influences how people form opinions about events and situations around them.
- ii. **Affective Element:** The affective element relates to the emotions or feelings a person has toward an issue, person, or event. These feelings can be positive, negative, or neutral, and they play a strong role in shaping attitudes. For instance, someone may feel hopeful, angry, or worried after listening to broadcast news about a government decision. These emotional reactions form

the affective part of their attitude. On the basis that emotions can be powerful, this element influences how quickly people respond to information.

- iii. **Behavioural Element:** The behavioural element refers to the actions, reactions, or intentions that result from a person's beliefs and feelings. It shows how individuals behave based on their cognitive and affective attitudes. For example, if someone believes a policy is helpful (cognitive) and feels strongly in favour of it (affective), they may decide to support it openly or discuss it positively with others. This element is important because it shows how attitudes are expressed in real-life behaviour, such as participating in discussions, supporting initiatives, or avoiding issues they disagree with.

Furthermore, the formation of public attitude is strongly influenced by the media, social networks, cultural norms, and personal values. McLeod, Kosicki, and McLeod (2009) argue that the media play a major role in shaping public attitudes by selecting and framing the information people consume. This means that how the broadcast media present an issue, whether positively or negatively, with emphasis or neglect, affects how the public interprets and responds to it. Social influences also matter. People tend to adopt attitudes that align with the opinions of their family, peers, religious groups, and community networks. In addition, cultural beliefs guide how individuals interpret events and make value judgments, showing that attitude formation is both personal and socially constructed.

Perloff (2017) notes that public attitude is important in democratic societies because it affects decision-making, policy acceptance, and civic participation. When people hold positive attitudes toward a policy or institution, they are more likely to support its implementation. Conversely, negative attitudes may lead to resistance or distrust. Perloff also notes that understanding public attitude helps governments, researchers, and communicators gauge the level of public approval or concern regarding societal issues. This highlights why studying public attitude is important, especially in contexts where public opinion can influence governance, political stability, and development outcomes. As a result, public attitude is not only a psychological concept but also a social force that shapes collective behaviour and national progress.

2.2 Opinion Review

2.2.1 Functions of the Broadcast Media in the Society

As described by Olayiwola (2014) and Dominick (2011) broadcast media mainly radio and television, play several essential role in the society. These functions include:

1. **Information to the public:** The broadcast media keep individuals aware of daily events, including politics, economy, security, health, weather, and community issues. As a result of their wide reach and immediacy, radio and television deliver timely news that helps people understand their environment and make informed decisions. This information function remains the foundation of the media's relevance in every society.

2. **Education:** Through programmes such as documentaries, talk shows, public service announcements, instructional broadcasts, and expert interviews, the media help to enlighten citizens. They simplify complex topics and provide knowledge on health, civic responsibilities, culture, and national development. In many developing countries, radio and television are used to teach students in rural areas where formal education is limited.
3. **Entertainment:** The broadcast media provide music, movies, comedy shows, drama series, sports, and reality programmes that help people relax and reduce stress. Entertainment programmes contribute to social cohesion because they create shared experiences among audiences. They also shape cultural tastes, lifestyle choices, and youth behaviour through the content they promote.
4. **Social mobilisation:** Governments, NGOs, and community organisations rely on radio and television to mobilise citizens during elections, health campaigns, emergency responses, environmental sanitation exercises, and national programmes. Their ability to reach large audiences quickly makes them effective channels for encouraging collective action and public participation in societal development.
5. **Watchdog function:** By monitoring government actions, exposing social injustices, and highlighting issues of corruption and mismanagement, the media help promote accountability and transparency. Investigative reports,

interviews, and critical analyses ensure that those in authority are questioned and held responsible for their decisions. This watchdog role strengthens democracy and empowers citizens to demand better governance.

2.2 Factors influencing public trust in media

Public trust in broadcast media is shaped by several key factors that determine how audiences perceive the credibility, reliability, and integrity of the information they receive. Trust is essential because it influences whether people believe the news, accept policy explanations, and rely on media for decision-making. McQuail (2010) explains that trust in the media arises when audiences feel that broadcasters are honest, balanced, and committed to public interest. The following factors are major determinants of public trust in broadcast media as noted by Kovach and Rosenstiel (2014), Oso (2012) and Akinfeleye (2014):

- I. Accuracy and Reliability of Information:** One of the strongest factors influencing public trust is the accuracy of news content. When media organizations provide factual, well-researched, and verified information, they build strong credibility. Kovach and Rosenstiel (2014) assert that audiences trust media outlets that consistently avoid misinformation and correct errors when they occur. Accurate reporting reassures the public that broadcasters are committed to truth rather than speculation or political propaganda. On the

other hand, repeated inaccuracies weaken trust and make audiences question the media's intentions.

II. Objectivity and Fairness: Objectivity refers to presenting news without bias or favoritism. Fair and balanced coverage increases audience confidence because it shows that the media are not serving specific political or commercial interests. According to Oso (2012), public trust grows when broadcasters give equal attention to different viewpoints, especially in political reporting. When the media are perceived as partisan, aligned with a political party, or pushing a particular agenda, public trust declines. Balanced reporting is therefore essential for maintaining credibility.

III. Transparency in News Production: Transparency involves explaining how news is gathered, why certain stories are prioritized, and what editorial decisions guide reporting. BBC frameworks highlight that transparent newsrooms earn more trust because audiences understand the process behind content creation. When broadcasters disclose their sources, methodologies, and limitations, they appear more honest and professional. A lack of transparency, however, creates suspicion and reduces confidence in the media's motives.

IV. Professionalism and Ethical Standards: The professionalism of journalists including adherence to ethical codes strongly influences public trust. Media organizations that follow ethical guidelines such as fairness, accuracy,

confidentiality, and accountability are seen as more credible. Akinfeleye (2014) emphasizes that Nigerian broadcast journalists are expected to uphold high ethical standards to avoid misinformation and political manipulation. When broadcasters are caught in unethical practices such as brown-envelope journalism or sensationalism, their public trust quickly declines.

V. Consistency of Coverage: Consistent reporting where media organizations regularly provide reliable updates helps audiences depend on them. Consistency signals competence and commitment to informing the public. According to McQuail (2010), trust increases when the media maintain a steady pattern of credible reporting over time. Inconsistent coverage, missing details, or sudden shifts in narrative make audiences doubt the media's reliability.

VI. Audience Engagement and Responsiveness: Public trust also depends on how well broadcasters engage with their audiences. Radio and TV stations that allow public feedback through phone-ins, social media, and town-hall programmes are perceived as more accountable. Participatory communication strengthens trust because audiences feel heard and respected. When broadcasters ignore public concerns or fail to address complaints, trust weakens.

- VII. Perceived Independence from Government and Corporate Influence:** A major factor shaping public trust is whether audiences believe the media are independent. When media organizations are perceived as being controlled by government officials, influential politicians, or corporate sponsors, their credibility is questioned. Political interference reduces trust because audiences suspect that content may be manipulated. Independent broadcasters with editorial freedom earn stronger public confidence.
- VIII. Quality of News Presentation:** Clear language, professional delivery, and high production quality contribute to trust. Well-structured news reports, articulate newscasters, and organized programmes make audiences believe the content is prepared carefully. Poor presentation such as unclear explanations, technical errors, or sensational headlines often leads to mistrust because it appears unprofessional.
- IX. Reputation and Track Record:** A broadcaster's history plays an important role in shaping trust. Stations with long-standing reputations for credible reporting, such as Channels TV or BBC Africa, often enjoy higher trust than newer or less established stations. McCombs (2004) highlights that public trust is cumulative—built over years of consistent performance. On the contrary, a history of controversies or propaganda damages credibility permanently.

X. Alignment with Audience Values and Experiences: Finally, trust grows when media content reflects the realities, values, and cultural expectations of the audience. When people feel that broadcasters understand their struggles, speak their language, and represent their interests, they develop stronger confidence in the media. Audiences distrust the media when reports seem disconnected from their lived experiences or appear to favor elites over ordinary citizens.

2.2.3 The Role of Broadcast Media in Influencing Public Opinion about Government Policy

According to McQuail (2010) the broadcast media play a major role in shaping how people understand and react to government policies. Through radio and television programmes, the media present information, interpret events, and guide citizens in forming opinions about political decisions. He explains that the broadcast media influence public opinion by selecting which issues to highlight and how they are discussed. When the media consistently report on a particular policy such as subsidy removal, security reforms, or economic programmes, it makes people see these issues as important national priorities. This agenda-setting function helps direct public attention and shapes conversations in homes, schools, and communities.

Entman (1993) cited in Asemah (2016) maintains that the broadcast media also influence opinion through news framing, which is the way information is organized

and presented. He contends that framing helps the audience interpret whether a policy is beneficial, harmful, urgent, or controversial. For example, if a television station reports a government economic policy by emphasizing its benefits such as job creation or improved infrastructure, viewers may see the policy as positive. But if the media focus on negative outcomes, like price increases or public complaints, people may develop unfavorable opinions. This shows how the tone and angle of a news report can shape public perception of government actions.

Another major role of broadcast media is educating citizens about complex government issues. Not all members of the public understand policy documents or official statements, but television discussions, expert interviews, and political programmes help simplify information. According to Baran and Davis (2013), broadcast media help transform technical policy language into clear messages that ordinary people can understand. This promotes political awareness and allows citizens to make informed judgments about government decisions. In many cases, people rely on media explanations to decide whether a policy is fair, effective, or necessary.

Kiousis (2001) points out that the broadcast media also influence public opinion through their role in building trust. When radio and television stations present accurate and balanced reports, they become credible sources of information. Kiousis (2001) notes that media credibility strongly affects how audiences accept or reject policy messages. When people trust a station, they are more likely to support policies

discussed positively by that station. However, if the media are perceived as biased or politically influenced, the public may doubt the information and reject the policy being promoted. Nabi (2003) avers that emotion is another tool through which broadcast media shape opinion. Through documentaries, human-interest stories, interviews, and live reports, the media can evoke sympathy, anger, hope, or fear. Emotional messaging influences how people evaluate political issues. For example, when television shows stories of farmers affected by new agricultural policies, viewers may feel sympathy and pressure the government to adjust the policy. Emotional reports makes public issues feel personal and motivates people to take action including protests, advocacy, or support for reforms.

In the same vein, broadcast media also influence political behavior by providing platforms for debate and public participation. Programmes such as political talk shows, phone-in programmes, and town-hall broadcasts allow citizens to express opinions and challenge government officials directly. These interactions contribute to democratic engagement and help the public critically evaluate government policies. When citizens participate in media discussions, they become more informed, active, and politically conscious, (Curan, 2011).

2.3 Empirical Review

Asodike & Udoh (2014) carried a study on the effects of private and government owned broadcast media on Nigerian Public Opinion. The authors carried out a survey

among 100 respondents in Onitsha, Anambra State, to compare how private versus government-owned broadcast media influence public opinion. Using a structured questionnaire, they gathered data on how viewers perceived credibility, inclusivity of divergent views, and general influence of news and programmes from both types of broadcasters. Their analysis revealed that private broadcast media were perceived far more positively: respondents indicated that private stations encouraged the expression of divergent opinions, provided more credible and balanced reportage, and generally had a stronger influence on shaping public opinion compared to government-owned media. This finding showed the relevance of media ownership in influencing trust and public acceptance of broadcast content.

Chukwuemeka et al. (2024) in *Framing of President Bola Tinubu's One-Year Leadership Administration in Selected Nigerian Newspapers* conducted a content analysis of *The Nation* and *Vanguard* newspapers to examine how Tinubu's early administration, including the Renewed Hope Agenda, was reported. The study found that 56 % of the coverage was positive, highlighting economic reforms, job creation, and infrastructural development, while 32 % was critical. The researchers noted that persuasive framing strategies were commonly used to influence public perception, portraying the administration as committed to national progress. Although focused on print media, the findings show that media framing plays a significant role in shaping public attitudes toward government policies. This provides a conceptual foundation for

investigating how broadcast media reportage influences residents' awareness, attitudes, perception, and factors shaping their opinions about the Renewed Hope Agenda.

Nwabunwene, Oboko, Waive-Aghante, and Enisire (2024) in *A Critical Discourse Analysis of President Bola Ahmed Tinubu's Inaugural Speech* analysed the rhetorical strategies used in Tinubu's speech to communicate his policy agenda, including the Renewed Hope Agenda. The study revealed that the President used ethos, pathos, and logos to establish credibility, connect emotionally with citizens, and present logical solutions to national challenges. While the research did not directly assess media coverage, it highlighted the content that broadcast media would likely report, indicating that the framing of such speeches in the media could influence public perception. The study supports the idea that the rhetoric of leaders, when transmitted by media outlets, significantly shapes how the public interprets government policies and programmes.

While the reviewed studies provide data into media influence, framing, and rhetorical strategies, a clear gap exists regarding the specific role of broadcast media in shaping public attitudes toward President Tinubu's Renewed Hope Agenda among residents of Benin City, Egor, and Ikpoba-Okha. Asodike and Udoh (2014) focused on general differences between private and government-owned media and their influence on public opinion but did not examine responses to specific government policies. Chukwuemeka et al. (2024) analyzed newspaper coverage of Tinubu's early

administration, yet their study was limited to print media, leaving the impact of television and radio reportage largely unexplored. Similarly, Nwabunwene et al. (2024) provided a detailed analysis of Tinubu's rhetorical strategies, highlighting how ethos, pathos, and logos could influence citizens, but they did not investigate how media transmission of these speeches affects public understanding, perception, or attitudes. Consequently, there is limited empirical evidence on how broadcast media coverage of the Renewed Hope Agenda directly shapes residents' awareness, attitudes, and perceptions in Benin City and its surrounding local government areas. Addressing this gap is crucial for understanding the effectiveness of media in communicating government policies and the factors that influence public trust and acceptance of such initiatives.

2.4 Theoretical Framework

2.4.1 Agenda-Setting Theory

This study adopts the Agenda-Setting Theory, which was developed by McCombs and Shaw in 1972. The theory posits that the media do not tell people what to think, but they are highly effective in telling the public what to think about. In other words, the media influence the salience of issues by highlighting certain topics, events, or policies, which in turn shapes public perception and priorities. The agenda-setting process occurs when the prominence and frequency of media coverage lead the audience to perceive these issues as important.

The theory is relevant for this study because broadcast media in Nigeria play a critical role in shaping public awareness and perception of government policies, including President Tinubu's Renewed Hope Agenda. This theory allows the study to analyze how media coverage influences residents' attitudes and perceptions by examining how television and radio reports frame the agenda, emphasize economic reforms, job creation, infrastructural development, or social programmes. Agenda-Setting Theory provides a systematic way to assess the connection between media emphasis and public opinion, showing how broadcast reportage can guide the priorities and viewpoints of Benin residents regarding government initiatives.

2.4.2 Uses and Gratifications Theory

This study also adopts the Uses and Gratifications Theory (UGT), which was developed by Katz, Blumler, and Gurevitch in 1973. The theory explains that media audiences are active participants who select and use media to satisfy specific needs and desires, such as information, personal identity, social interaction, or entertainment. Unlike other theories that focus on the effects of media on passive audiences, UGT highlights the motivations behind media consumption and how these motivations influence attitudes, perceptions, and behaviors.

The theory is relevant to this study because residents of Benin City, Egor, and Ikpoba-Okha actively engage with broadcast media to obtain information about government policies, including President Tinubu's Renewed Hope Agenda. The study

can assess how media usage shapes their attitudes and perception of the agenda by understanding why audiences watch or listen to certain programmes whether to stay informed, evaluate government performance, or discuss policies with others. UGT provides a framework for analyzing the link between media consumption patterns, the gratifications sought by audiences, and the resulting opinions about government initiatives. It helps explain not just what people know about the Renewed Hope Agenda, but why and how media influence their understanding and evaluation of these policies.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Preamble

This chapter presents the methodology employed in conducting this study. It provides a detailed explanation of the research design, population, sample size, sampling techniques, data collection instruments, administration of instruments, validity and reliability measures, data collection procedures, and data analysis techniques. The methodology is structured to ensure that the study effectively examines the attitudes of Benin residents toward broadcast media reportage of President Tinubu's Renewed Hope Agenda.

3.1 Research Design

This study adopts a survey research design. According to Wimmer and Dominick (2004), surveys are used to collect information from a population to describe characteristics, attitudes, or opinions. The survey method is suitable for this study because it allows the researcher to gather data directly from residents of Benin City, Egor, and Ikpoba-Okha Local Government Areas regarding their perceptions of broadcast media coverage.

The survey method also allows for the collection of quantitative data that can be easily measured and analyzed to reveal patterns, trends, and relationships between variables. With the use of structured questionnaire, the researcher can systematically record

respondents' attitudes and opinions, ensuring consistency and reliability in the data. This approach helps in drawing meaningful conclusions about the general sentiments of residents toward media coverage and how these attitudes may differ across demographic groups such as age, education, and occupation. Additionally, surveys are efficient and cost-effective for reaching a relatively large population, making it feasible to obtain a representative sample that reflects the views of the community regarding the Renewed Hope Agenda and the role of broadcast media in shaping public opinion.

3.2 Population of the Study

The population for this study consists of adult residents of Benin City, including the three major local government areas: Oredo, Egor, and Ikpoba-Okha. Based on the most estimates from the National Population Commission (2022):

- i. Oredo LGA (core Benin City): 553,300 residents
- ii. Egor LGA: 339,900 residents
- iii. Ikpoba-Okha LGA: approximately 549,700 residents

The total population for the study is therefore 1,442,900 residents. This population is suitable because it involves different group of residents with exposure to broadcast media, providing a representative sample of the urban public whose attitudes toward media coverage of government policies are being investigated.

3.3 Sample Size

To determine the sample size, the Taro Yamane formula will be used:

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

Where:

N = Population size (1,442,900)

(margin of error): 0.05²

$$n = 1,442,900 (1 + 1,442,900 \times 0.0025)$$

$$n = 1,442,900 \{1 + 3,607.25\}$$

$$n = 400$$

Thus, the sample size for this study is 400 residents,

3.4 Sampling Techniques

This study uses a combination of purposive and systematic random sampling techniques. The Purposive sampling is applied to ensure that only residents who regularly consume broadcast media (radio and television) are included, as they are directly exposed to coverage of the Renewed Hope Agenda. While the Systematic random sampling is applied to select participants fairly across the three LGAs. Every nth resident in public spaces, households, or community centres is selected to avoid bias and ensure broad representation. Through the combination of these techniques, the study achieves both relevance and representativeness, ensuring the data accurately reflects public attitudes.

3.5 Instrument for Data Collection

A structured questionnaire serves as the primary tool for data collection. It is divided into two sections: Section A focuses on the demographic information of respondents (age, gender, education, occupation, and media consumption habits). While section b examines the attitudes of Benin residents toward broadcast media reportage of the Renewed Hope Agenda, measured using a five-point Likert scale (Strongly Agree, Agree, Undecided, Disagree, Strongly Disagree). The questionnaire is designed to assess residents' perceptions of media credibility, accuracy, framing, and influence on public opinion.

3.6 Validity of the Research Instrument

To ensure validity, the questionnaire was developed based on relevant literature on media effects and political communication. It was reviewed by the researcher supervisor and communication experts to ensure alignment with the study objectives and clarity of questions. Their feedback was incorporated to refine the instrument.

3.7 Reliability of the Research Instrument

The test-retest method will be employed to ensure reliability. A small group of residents outside the selected sample will complete the questionnaire twice, with a two-week interval. Responses from both rounds will be compared to determine the consistency of results. A high correlation between responses will indicate that the instrument is reliable.

3.8 Method of Data Collection

Data will be collected primarily through face-to-face administration of questionnaires, ensuring a high response rate and clarification of any ambiguities. Secondary data will also be obtained from academic journals, government publications, and media content analyses to provide context for the study.

3.9 Method of Data Analysis

The collected data will be analyzed using frequency tables and percentages to describe trends in residents' attitudes toward broadcast media reportage. Cross-tabulation may also be used to examine relationships between demographic characteristics and perceptions of media credibility and influence. The analysis will help identify patterns, provide insights into public opinion, and inform recommendations for media practice and government communication strategies.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

This chapter reports the findings from the survey. Out of 400 questionnaire distributed, 370 were completed and returned, and these were used for the analysis. The data are presented in tables and analysed using frequency counts and simple percentages. The returned questionnaires represent a response rate of 92.5%, which constitutes the sample population 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	119	32%
21 - 25	150	41%
26 - 30	61	16%
31 and above	40	11%
Total	370	100%

Source: field survey 2026

The data in Table 1 show the age distribution of the respondents. The majority of participants, 41% (150 respondents), fall within the 21–25 years age group, indicating that young adults make up the largest portion of the sample. This shows that the survey captured the perspectives of younger individuals in their early twenties.

Table 2: Distribution of respondents by Sex

Sex	No of respondents	Percentage
Male	184	49.7%
Female	186	50.3%
Total	370	100%

Source: field survey 2026

Table 2 indicate that 186 (50.3%) of the respondents are female. This balanced representation ensures that both genders are equally considered in the study, providing a fair and unbiased perspective on the research topic.

Table 3: Distribution of respondents by Local Government

Local Government	No of respondents	Percentage
Oredo	135	37%
Egor	120	32%
Ikpoba-Okha	115	31%
Total	370	100%

Source: field survey 2026

Table 3 presents the distribution of respondents based on their local government areas. The highest number of respondents, 135 (37%), are from Oredo LGA, followed by from Egor LGA. This indicates a fairly even representation across the three local governments, with Oredo slightly leading.

Table 4: Distribution of respondents by Occupation

Occupation	No of respondents	Percentage
Entrepreneur	201	54%
Private Worker	50	14%
Non Employed	115	31%
Retiree	4	1%
Total	370	100%

Source: field survey 2026

Table 4 shows the distribution of respondents according to their occupation. A majority of the participants, 201 (54%), are entrepreneurs, indicating a strong representation of self-employed individuals in the study. The data shows that the study sample is basically made up of active working-age individuals, most especially entrepreneurs, which may influence the perspectives and experiences captured in the research.

SECTION B

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

Table 5: I regularly watch television news programmes that report on the Renewed Hope Agenda.

Religion	Number of respondents	Percentage
Strongly Agree	135	37%
Agree	204	55%
Neutral	31	8%
Disagree	0	0%
Strongly Disagree	0	0%
Total	370	100%

Source: field survey 2026

Table 5 presents the respondents' views on how regularly they watch television news programmes reporting on the Renewed Hope Agenda. A majority of the respondents (55%) agree that they regularly watch such programmes. This indicates a high level of engagement with television news coverage of the Renewed Hope Agenda among the respondents.

Table 6: I frequently listen to radio news updates about President Tinubu's policies and programmes

Variable	Number of respondents	Percentage
Strongly Agree	188	51%
Agree	106	29%
Neutral	19	5%
Disagree	46	12%
Strongly Disagree	11	3%
Total	370	100%

Source: field survey 2026

Table 6 presents respondents' frequency of listening to radio news updates on President Tinubu's policies and programmes. A combined (80%), affirmed that they frequently listen to such updates. This indicates that a significant majority of the respondents regularly access radio news for information on presidential policies.

Table 7: I follow special broadcast media programmes that explain government initiatives under the Renewed Hope Agenda

Variable	Number of respondents	Percentage
Strongly Agree	109	30
Agree	121	33
Can't tell	60	16
Disagree	49	13
Strongly Disagree	31	8
Total	370	100%

Source: field survey 2026

Table 7 indicates that the respondents' agreed that they engage with special broadcast media programmes that explain government initiatives under the Renewed Hope Agenda. A total of 121 respondents (33%) agreed to the statement. This shows that while many respondents actively follow media programmes explaining government initiatives..

Table 8: I often receive information about the Renewed Hope Agenda from broadcast media compared to other sources.

Variable	Number of respondents	Percentage
Strongly Agree	156	42%
Agree	117	32%
Neutral	27	7%
Disagree	48	13%
Strongly Disagree	22	6%
Total	370	100%

Source: field survey 2026

Table 8 shows the respondents' perceptions of receiving information about the Renewed Hope Agenda from broadcast media compared to other sources. A substantial proportion of respondents, 156 (42%), strongly agree that broadcast media is their major source of information, This implies that the broadcast media is a primary information source for many respondents.

Table 9: I believe that broadcast media reports on the Renewed Hope Agenda are generally accurate and truthful.

Variable	Number of respondents	Percentage
Strongly Agree	37	10%
Agree	20	5.4%
Neutral	8	2.1%
Disagree	200	54.1%
Strongly Disagree	105	28.4%
Total	370	100%

Source: field survey 2026

Table 9 presents the respondents' perceptions of the accuracy and truthfulness of broadcast media reports on the Renewed Hope Agenda. A large majority of the respondents expressed scepticism, with 200 respondents (54.1%) disagreeing to the statement. This reveals distrust in the accuracy of broadcast media reports on the Renewed Hope Agenda, indicating that many respondents question the credibility and reliability of such coverage.

Table 10: Broadcast media provide unbiased information about the government's policies under the Renewed Hope Agenda.

Variable	Number of respondents	Percentage
Strongly Agree	43	12%
Agree	57	15%
Neutral	29	8%
Disagree	130	35%
Strongly Disagree	111	30%
Total	370	100%

Source: field survey 2026

Table 10 shows the respondents' opinions on whether broadcast media provide unbiased information about government policies under the Renewed Hope Agenda. A considerable proportion of the respondents (65%) disagreed indicating that the respondents perceive broadcast media reports as biased. The findings indicate that most respondents perceive broadcast media coverage of government policies under the Renewed Hope Agenda as biased.

Table 11: I trust the information I receive from radio and television about President Tinubu’s economic and social programmes.

Variable	Number of respondents	Percentage
Strongly agree	30	8%
Agree	42	11%
Neutral	6	2%
Disagree	150	41%
Strongly disagree	142	38%
Total	370	100%

Source: field survey 2026

Table 11 shows that a majority of the respondents’ (79%) do not trust the information received from radio and television regarding President Tinubu’s economic and social programmes. This shows a high level of scepticism towards radio and television coverage of President Tinubu’s economic and social programmes, revealing limited public trust in broadcast media information on these issues.

Table 12: Broadcast media effectively distinguish between facts and opinions when reporting on the Renewed Hope Agenda

Variable	Number of respondents	Percentage
Strongly agree	11	3%
Agree	27	7%
Neutral	40	11%
Disagree	175	47%
Strongly disagree	117	32%
Total	370	100%

Source: field survey 2026

Table 12 presents the respondents' views on whether broadcast media effectively distinguish between facts and opinions when reporting on the Renewed Hope Agenda. A clear majority of the respondents (47%) disagreed, indicating that they do not believe broadcast media clearly separate facts from opinions in their reports. This implies that most respondents believe broadcast media do not clearly separate facts from opinions in their coverage of the Renewed Hope Agenda, indicating concerns about professionalism and clarity in such reports.

Table 13: Broadcast media reports make me more interested in President Tinubu's Renewed Hope Agenda.

Variable	Number of respondents	Percentage
Strongly Agree	0	0%
Agree	23	6%
Neutral	15	4%
Disagree	207	56%
Strongly Disagree	125	34%
Total	370	100%

Source: Field survey 2026

Table 13 shows the respondents' opinions on whether broadcast media reports increase their interest in President Tinubu's Renewed Hope Agenda. A large majority expressed disinterest with 56% to the statement. This shows that broadcast media reports have limited influence in stimulating respondents' interest in the Renewed Hope Agenda, as most respondents do not feel encouraged or motivated by such coverage.

Table 14: The way broadcast media explain the Renewed Hope Agenda affects my understanding of the programme

Variable	Number of respondents	Percentage
Strongly agree	182	49%
Agree	108	29%
Neutral	40	11%
Disagree	25	7%
Strongly disagree	15	4%
Total	370	100%

Source: field survey 2026

Table 14 presents the respondents' views on whether the manner in which broadcast media explain the Renewed Hope Agenda affects their understanding of the programme. A clear majority of the respondents (78%) believe media explanations significantly influence their understanding. This shows that broadcast media play an important role in shaping how respondents understand the Renewed Hope Agenda.

Table 15: Broadcast media reportage influences my opinion about the success of the Renewed Hope Agenda

Variable	Number of respondents	Percentage
Strongly agree	217	59%
Agree	153	41%
Neutral	0	0%
Disagree	0	0%
Strongly disagree	0	0%
Total	370	100%

Source: field survey 2026

Table 15 shows the respondents' perceptions of whether broadcast media reportage influences their opinion about the success of the Renewed Hope Agenda. All the respondents indicated agreement with the statement, with 217 respondents (59%) strongly agreeing. This indicates a unanimous view that broadcast media reportage plays a role in shaping public opinion regarding the success of the Renewed Hope Agenda.

Table 16: Frequent broadcast media coverage of the Renewed Hope Agenda encourages me to pay attention to government activities.

Variables	Number of Respondents	Percentage
Strongly agree	111	30%
Agree	155	42%
Neutral	30	8%
Disagree	56	15%
Strongly disagree	18	5%
Total	370	100%

Source: Field Survey 2026

Table 16 presents respondents' views on whether frequent broadcast media coverage of the Renewed Hope Agenda encourages them to pay attention to government activities. A majority of the respondents (72%) agreed that they are encouraged to listen due to frequent broadcast from the media. This shows that although the respondents are sceptical about the renewed hope agenda, regular media coverage plays an important role in drawing their attention to it.

Table 17: Broadcast media give balanced reports on President Tinubu’s Renewed Hope Agenda.

Variable	Number of respondents	Percentage
Strongly Agree	44	12%
Agree	56	15%
Neutral	29	8%
Disagree	131	35%
Strongly Disagree	110	30%
Total	370	100%

Source: field survey 2026

The results in table 17 indicate that the respondents believe (65%) that the broadcast media does not give full balanced reports about the Renewed Hope agenda. This may be as a result of the concerns raised about bias been reported by the broadcast media on the renewed hope agenda.

Table 18: I believe broadcast media reports on the Renewed Hope Agenda are credible and trustworthy.

Variables	Number of Respondents	Percentage
Strongly agree	25	6%
Agree	39	11%
Neutral	17	5%
Disagree	185	50%
Strongly disagree	104	28%
Total	370	100%

Source: Field Survey 2026

Table 18 presents respondents' views on the credibility and trustworthiness of broadcast media reports on the Renewed Hope Agenda. A majority expressed distrust, with the statement (50%) disagreeing. This shows that most respondents do not consider broadcast media reports on the Renewed Hope Agenda to be credible or trustworthy, indicating scepticism about the reliability of media coverage on government initiatives.

Table 19: The broadcast media portray the Renewed Hope Agenda in a positive manner.

Variables	Number of Respondents	Percentage
Strongly agree	41	11%
Agree	39	11%
Neutral	24	6%
Disagree	112	30%
Strongly disagree	154	42%
Total	370	100%

Source: Field Survey 2026

The data show respondents' opinions on the statement under consideration. A larger portion of respondents expressed disagreement, with 130 (35%) disagreeing. This indicate that most respondents hold a negative view regarding the statement, revealing that the majority do not support or perceive it positively.

Table 20: I am satisfied with how broadcast media report President Tinubu's Renewed Hope Agenda.

Variables	Number of Respondents	Percentage
Strongly agree	10	3%
Agree	24	6%
Neutral	30	8%
Disagree	52	14%
Strongly disagree	254	69%
Total	370	100%

Source: Field Survey 2026

Table 20 shows that a majority of the respondents (69%) expressed dissatisfaction with how broadcast media report President Tinubu's Renewed Hope Agenda. This shows that most respondents are unhappy with the way broadcast media cover the Renewed Hope Agenda, indicating a perceived lack of quality, accuracy, or fairness in the reporting.

4.3 Discussion of Findings

Research question one: What is the level of exposure of Benin residents to broadcast media reports on President Tinubu's Renewed Hope Agenda?

Data from Tables 5, 6, 7, and 8 were used to answer the above question. The findings revealed that broadcast media play a significant role in shaping public awareness and engagement with President Tinubu's Renewed Hope Agenda. The respondents generally rely on television and radio as primary sources of information, and they actively follow programmes that explain government initiatives. The data

showt that broadcast media remain an important channel for informing citizens, educating the public on policies, and influencing understanding of government programmes.

Table 5 shows that majority of the respondents strongly agreed (37%) and agreed (55%) that they regularly watch television news programmes reporting on the Renewed Hope Agenda. This high level of agreement indicates that respondents are highly engaged with television coverage of government initiatives, revealing the continued relevance of TV as a key source of political information in Nigeria. Table 6 further supports this finding, as 51% of respondents strongly agreed and 29% agreed that they frequently listen to radio news updates about President Tinubu's policies and programmes. While 5% were neutral, 12% disagreed, and 3% strongly disagreed, the data demonstrates that radio remains an influential platform for informing citizens about government activities, allowing for widespread outreach. In Table 7, the results show that a significant proportion of respondents (33% agreed and 30% strongly agreed) follow special broadcast media programmes that explain government initiatives under the Renewed Hope Agenda. Although some respondents were uncertain (16%) or disagreed (21%), the data highlights that media programmes are effective in providing detailed explanations of government policies and initiatives. This indicates that broadcast media are not only delivering news but also educating and clarifying government programmes for the public. Table 8 supports this trend by

showing that 42% of respondents strongly agreed and 32% agreed that they often receive information about the Renewed Hope Agenda from broadcast media compared to other sources. This shows that broadcast media is a primary source of information for most respondents, reinforcing its role as a key communication channel for government programmes.

The findings agree with Omoregie (2021) who highlighted high levels of media exposure and engagement in political contexts, these results underline public reliance on broadcast media to understand and follow government initiatives. The data shows that television and radio are important in modern political communication in Nigeria, as it shapes public awareness, understanding, and perception of the Renewed Hope Agenda.

Research Question two: What are the attitudes of Benin residents towards the credibility and accuracy of broadcast media reportage on the Renewed Hope Agenda?

Data from Tables 9, 10, 11, and 12 were used to answer the above question. The findings revealed that while broadcast media play a role in informing the public about the Renewed Hope Agenda, there is scepticism regarding the accuracy, impartiality, and trustworthiness of such coverage. The respondents generally question the credibility of radio and television reports and are concerned about the ability of broadcast media to clearly distinguish facts from opinions. The data show that

although media remain a major source of information, public confidence in the reliability and professionalism of broadcast coverage is limited.

Table 9 shows that a large majority of respondents disagreed (54.1%) and strongly disagreed (28.4%) that broadcast media reports on the Renewed Hope Agenda are generally accurate and truthful. Only a small proportion strongly agreed (10%) or agreed (5.4%) with the statement. This high level of disagreement indicates that many respondents distrust the accuracy of broadcast media coverage, suggesting concerns about the credibility and reliability of information presented to the public. Table 10 further supports this finding, as 35% of respondents disagreed and 30% strongly disagreed that broadcast media provide unbiased information about government policies under the Renewed Hope Agenda. Only 12% strongly agreed and 15% agreed, while 8% were neutral. The data reveal that most respondents perceive broadcast media reports as biased, indicating a lack of confidence in the neutrality of such coverage and raising questions about the objectivity of political reporting. Table 11 shows that 41% of respondents disagreed and 38% strongly disagreed that they trust information received from radio and television about President Tinubu's economic and social programmes. A small proportion strongly agreed (8%) or agreed (11%), with 2% neutral. This shows a high level of scepticism towards broadcast media coverage, reflecting limited public trust in radio and television as reliable sources of information on government policies and programmes. Table 12 presents

respondents' views on whether broadcast media effectively distinguish between facts and opinions when reporting on the Renewed Hope Agenda. A combined 79% of respondents disagreed (47%) and strongly disagreed (32%) with the statement, while only 3% strongly agreed and 7% agreed. This indicates that most respondents believe broadcast media do not clearly separate factual information from opinions, raising concerns about professionalism, clarity, and the quality of reportage on government initiatives.

The findings align with McQuail (2010), who noted that the credibility of media is central to audience trust, and when audiences perceive bias or lack of accuracy, media influence is weakened. Similarly, Tandoc et al. (2018) note that public scepticism increases when media fail to distinguish facts from opinions, affecting the reliability of news consumption.

Research Question Three: What is the influence of Benin residents towards broadcast media reportage of President Tinubu Renewed Hope Agenda?

Data from Tables 13, 14, 15, and 16 were used to answer the above question. The findings revealed that broadcast media have a mixed influence on respondents' interest, understanding, and attention toward President Tinubu's Renewed Hope Agenda. While respondents expressed limited enthusiasm in some areas, media coverage still plays an important role in shaping understanding and guiding attention to government activities. Overall, the data show that broadcast media remain a key

instrument for communicating government initiatives, even when public interest or trust may be low.

Table 13 shows that a large majority of respondents disagreed (56%) and strongly disagreed (34%) that broadcast media reports increase their interest in the Renewed Hope Agenda. Only a small fraction of respondents (6%) agreed, while 4% were neutral. This indicates that broadcast media reports have limited influence in stimulating respondents' interest, as most do not feel motivated or encouraged by the coverage. Table 14 presents respondents' views on whether the way broadcast media explain the Renewed Hope Agenda affects their understanding of the programme. A clear majority, 78% (49% strongly agree and 29% agree), affirmed that media explanations significantly influence their understanding. Only 11% were neutral, while 11% (7% disagree and 4% strongly disagree) did not perceive a strong effect. This shows that while broadcast media may not inspire interest, they play an important role in shaping comprehension of government initiatives. Table 15 further highlights the influence of media on opinion formation. All respondents agreed that broadcast media reportage affects their perception of the success of the Renewed Hope Agenda, with 59% strongly agreeing and 41% agreeing. This unanimous response shows that even if interest or trust is limited, broadcast media remain a powerful tool in shaping public opinion regarding government performance. Table 16 shows that frequent broadcast media coverage encourages respondents to pay attention to government activities, with

30% strongly agreeing and 42% agreeing, representing a combined 72% of respondents. Only 20% (15% disagree and 5% strongly disagree) were not influenced by regular coverage. This indicates that regular media reporting effectively draws public attention to government programmes, even among respondents who may be sceptical about the content or its credibility.

The findings with McCombs and Shaw (1972) who emphasise the agenda-setting role of media in shaping public attention and perception, even when trust or interest is low. Similarly, Norris (2000) notes that media inform, educate and also frame public understanding of political issues. Similarly, Oghojafor (2019) highlights that regular media coverage can influence public awareness and opinion, despite audience scepticism about the credibility of information. This study corroborates these findings, showing that broadcast media effectively shape understanding and attention while interest may remain limited.

Research Question 4: What is the perception of Benin residents towards broadcast media reportage of President Tinubu Renewed Hope Agenda?

Data from Tables 17, 18, 19, and 20 were used to answer the above question. The findings revealed that respondents are dissatisfied with the manner in which broadcast media report on President Tinubu's Renewed Hope Agenda. While media remain an important source of information, there is concern about bias, credibility, and the presentation of government programmes. The data show that most respondents do

not perceive media coverage as balanced, trustworthy, or positively portrayed, highlighting significant challenges in public perception of broadcast reportage.

Table 17 shows that a majority of respondents disagreed (35%) and strongly disagreed (30%) that broadcast media give balanced reports on the Renewed Hope Agenda. Only 12% strongly agreed and 15% agreed, while 8% were neutral. This indicates that 65% of respondents believe broadcast media reports are not fully balanced, possibly reflecting previous concerns about bias in coverage of government initiatives. Table 18 presents respondents' views on the credibility and trustworthiness of broadcast media reports. A combined 78% of respondents (50% disagreed and 28% strongly disagreed) do not consider broadcast media reports to be credible or trustworthy. Only 6% strongly agreed and 11% agreed with the statement, while 5% were neutral. This shows a high level of scepticism among the public regarding the reliability of media coverage on the Renewed Hope Agenda. Table 19 shows respondents' opinions on whether broadcast media portray the Renewed Hope Agenda in a positive manner. A majority expressed disagreement, with 30% disagreeing and 42% strongly disagreeing, while only 11% strongly agreed and 11% agreed, and 6% were neutral. This indicates that most respondents do not perceive broadcast media coverage as presenting the programme positively, reflecting negative public perception of media framing. Table 20 further highlights respondents' dissatisfaction with media reporting. A large proportion of respondents strongly disagreed (69%) and

14% disagreed that they are satisfied with how broadcast media report the Renewed Hope Agenda. Only 3% strongly agreed and 6% agreed, while 8% were neutral. This demonstrates that overall satisfaction with broadcast media coverage is very low, indicating that most respondents are unhappy with the quality, objectivity, and presentation of information on government initiatives.

These findings are consistent with previous studies. According to McQuail (2010), perceived bias and negative framing reduce audience satisfaction and trust. Tandoc et al. (2018) argue that audiences critically evaluate media credibility, most especially in political reporting, and dissatisfaction arises when media fail to maintain balance.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This chapter summarizes the study, which focused on assessing the attitude of Benin City residents towards broadcast media reportage of President Tinubu's Renewed Hope Agenda. The researcher adopted a survey design, and 400 copies of questionnaire were administered to residents of Benin City, Edo State. Out of these, 370 were successfully retrieved and used for analysis. The major findings derived from the respondents' feedback are outlined below:

- I. A vast majority (92%) of respondents indicated that they regularly watch television news programmes and listen to radio updates on the Renewed Hope Agenda, highlighting high exposure to broadcast media.
- II. Most respondents (78%) agreed that special programmes and explanations by broadcast media improve their understanding of the Renewed Hope Agenda.
- III. A combined 72% of respondents reported that frequent broadcast media coverage encourages them to pay attention to government activities.
- IV. The majority of respondents (79%) expressed scepticism regarding the accuracy and trustworthiness of broadcast media reports on the Renewed Hope Agenda.

- V. Most respondents (65%) disagreed that broadcast media provide fully balanced reports on the programme, indicating perceptions of bias.
- VI. A combined 79% of respondents disagreed that broadcast media clearly distinguish facts from opinions in their reports.
- VII. While respondents expressed limited interest (56% disagreed, 34% strongly disagreed) in broadcast media reports increasing their enthusiasm for the Renewed Hope Agenda, all respondents agreed that media reportage shapes their opinion about the success of the programme.
- VIII. A majority of respondents (72%) agreed that frequent media coverage draws their attention to government activities, despite scepticism about accuracy or balance.
- IX. Most respondents (72%) expressed dissatisfaction with the way broadcast media portray the Renewed Hope Agenda, indicating negative perception of media framing and presentation.
- X. A small proportion of respondents (9%) expressed satisfaction with broadcast media coverage, while a majority (83%) indicated dissatisfaction, highlighting low public confidence in media reportage.

5.2 Conclusion

From the investigation carried out, it can be concluded that broadcast media in Benin City help in informing and shaping public awareness of President Tinubu's

Renewed Hope Agenda. The findings show that residents rely on television and radio as major sources of information, and media programmes effectively improve understanding and draw attention to government activities. However, public trust in media accuracy, balance, and credibility is low, with many respondents perceiving bias and scepticism in coverage. While broadcast media influence understanding and opinion formation, they are less effective in stimulating interest or satisfaction with government programmes. It is therefore concluded that broadcast media play a significant but complex role in political communication. Although they educate and shape awareness, issues of credibility, bias, and framing limit their impact on public perception and engagement.

5.3 Recommendations

On the basis of the findings, the following recommendations are made:

1. Broadcast media should improve accuracy, professionalism, and fact-based reporting to enhance public trust in political coverage.
2. Journalists should receive training on ethical reporting, balanced coverage, and clear separation of facts and opinions to ensure credibility and objectivity.
3. Public education campaigns should be developed to teach citizens how to critically evaluate media content and identify bias, misinformation, and opinion-based reporting.

4. Regulatory agencies should monitor media houses to ensure adherence to journalistic standards and accountability in political reportage.
5. Media outlets should develop engagement programmes to interact with the public, address concerns, and increase satisfaction with coverage of government programmes.

5.4 Limitation of the Study

Some respondents were initially reluctant to participate because of doubts about the research intentions. Once assured of confidentiality and informed that the study was strictly academic, respondents were encouraged to participate. Out of 400 questionnaires distributed, 366 were duly completed and returned, forming the basis for analysis. The incomplete questionnaires may have influenced the representativeness of the findings, and this is acknowledged as a limitation of the study.

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APPENDIX

Department of Mass Communication,
University of Benin,
Benin City, Edo, State.

December 2025

Dear Respondent,

REQUEST TO COMPLETE QUESTIONNAIRE

I am a final year student of the above named institution, and I am conducting a research on attitude of Benin City residents towards broadcast media reportage of President Tinubu's Renewed Hope Agenda. I will be grateful if you tick the options considered appropriate in the spaces provided. All information supplied will be treated with confidentiality and used for the sole purpose of this study.

Thank you.

Yours faithfully,

Researcher.

QUESTIONNAIRE

Instruction: Please tick (against the option that is applicable to you.

SECTION A: DEMOGRAPHICS

1. Gender: (a) Male [] (b)female []
2. **Age:** (a) 16-20 years [] (b) 21-25years [] (c) 26-30years[] 30years and above []
3. **LGA:** Oredo () Egor () Ikpoba Okha ()
4. **Occupation:** Entrepreneur: () Private Worker () Non Employed () Retiree

SECTION B: PSYCHOGRAPHIC

1. I regularly watch television news programmes that report on the Renewed Hope Agenda. (a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree
2. I frequently listen to radio news updates about President Tinubu's policies and programmes. (a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree
3. I follow special broadcast media programmes that explain government initiatives under the Renewed Hope Agenda (a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree
4. I often receive information about the Renewed Hope Agenda from broadcast media compared to other sources. (a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree
5. I believe that broadcast media reports on the Renewed Hope Agenda are generally accurate and truthful. (a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree

6. Broadcast media provide unbiased information about the government's policies under the Renewed Hope Agenda. (a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree
7. I trust the information I receive from radio and television about President Tinubu's economic and social programmes. (a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree
8. Broadcast media effectively distinguish between facts and opinions when reporting on the Renewed Hope Agenda. (a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree
9. Broadcast media reports make me more interested in President Tinubu's Renewed Hope Agenda. (a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree
10. The way broadcast media explain the Renewed Hope Agenda affects my understanding of the programme. (a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree
11. Broadcast media reportage influences my opinion about the success of the Renewed Hope Agenda. (a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree
12. Frequent broadcast media coverage of the Renewed Hope Agenda encourages me to pay attention to government activities. (a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree
13. Broadcast media give balanced reports on President Tinubu's Renewed Hope Agenda. (a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree
14. I believe broadcast media reports on the Renewed Hope Agenda are credible and trustworthy. (a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree

15. The broadcast media portray the Renewed Hope Agenda in a positive manner.
(a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree
16. I am satisfied with how broadcast media report President Tinubu's Renewed Hope Agenda. (a) Strongly Agree (b) Agree (c) Neutral (d) Disagree (e) Strongly Disagree