

TELEVISION PROGRAMMES AND POLITICAL ENLIGHTENMENT: AN APPRAISAL OF YOUTH'S PARTICIPATION IN POLITICS IN CALABAR MUNICIPALITY

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Abstract

The Study examined Television Programmes and Political Enlightenment: An Appraisal of Youth's Participation in Politics in Calabar Municipality. The main objective of the study was to ascertain the level of youths' exposure to political enlightenment programmes by television stations in Calabar Municipality. The researchers used relevant literature to gather secondary data while the survey method was used to generate primary data for the analysis. The researcher adopted the Agenda Setting Theory as the theoretical framework. The study adopted the multistage sampling technique. The data generated during the course of the study were presented in tables and were exhaustively discussed to enable the researcher to draw conclusion and recommendations. The researchers were able to retrieve 372 out of 384 copies of questionnaire distributed and administered to the respondents. The findings in the study revealed that the majority of the youths are not exposed to political enlightenment programmes by television stations in Calabar Municipality because the programmes are inadequate. Further findings revealed that there is an increase to an extent in youths' participation in political activities, there is awareness on the political activities in the state and some of the youths are politically inclined to their leaders and political parties as a result of the two programmes but they are not effective enough in exposing more youths to political activities in their locality. It is on this note that the researchers recommended that active participation of the youths should be encouraged via CRBC and NTA political programmes, as it leads to the election of a more robust government.

Keywords: *appraisal, enlightenment, mobilization, participation, politics, television.*

Background of the study

Television is an effective and important part of the communication channels. Apart from being unique in nature, it depicts the day-to-day life pattern of the society, serves as a source of education, promotion, entertainment, as well as it provides instruction and information for the masses. It has important roles to play in the political mobilization and participation, as this

is one of the primary functions of television. It has glamorized elections by educating and enlightening the masses on the importance involved in political participation with its power of sound and pictures. Historically, television broadcasting in Nigeria has been used as a medium of communication that seeks to enrich the life of average Nigerian by positively influencing its social, cultural, economic, political and technological thinking. It also provides news and information about national issues. Besides this, it serves as a source of entertainment. Television broadcasting promotes cultural awareness and seeks to preserve Nigeria's rich culture. Through this medium, artistic and intellectual creativity are developed. Therefore, all programmes and coverages are audience oriented and guided by the nation's social, political, moral, cultural, scientific, education and economic goals.

To this end, the role of television in political education cannot be overemphasized, as it remains one of the viable options towards the monitoring of our electoral and political systems.

The power of television enlightenment programmes lies in its visual capabilities; good pictures catch the eyes' attention. Bitner writes that, "television's enormous credibility can be attributed to two factors: its tremendous impact on our lives and its power of sight and sound" (BITNER, 1989). The ubiquity and centrality of television in our everyday lives cannot be denied. Television is part of the popular culture. Griffin declares television as "the dominant force shaping modern society through the symbolic content of real-life drama shown hour after hour, week after week" (GRIFFIN, 2003). The concern about what

television is doing to youths' political involvement evolved from the envisaged dwindling political participation among the youths in the past decades. Political participation represents the citizens' involvement in acts, events or activities that influence the selection and/or the actions taken by political representatives.

According to Chatora "it refers to the various mechanisms through which the public express their political views and/or exercise their influence on the political process" (CHATORA, 2012). Abubakar sees it as the involvement of people (not necessarily active) in any political process before a collective decision is made (ABUBAKAR, 2011). In other words, political participation entails citizens' engagement in the discourse of socio-political and economic issues which serves as yardsticks for choosing would-be leaders. It may also include assessing the capabilities of the incumbencies and advocating was of ameliorating societal ills for a more prosperous country. Political participation includes activities such as political discourse, campaigns, voter registration, voting, writing and signing of petitions, attending civil protests, joining interest groups that engage in lobbying, political advocacy, monitoring and reporting of cases of violation of the electoral process such as frauds, rigging, intimidating, violence, monetary inducements, etc.

Increasing political participation is seen as one of the key routes to building accountability between citizens and leaders. Accountability is enhanced when citizens (youths) play an active role in making demands and when officials are expected to respond to those demands with satisfactory answers and actions. Increasing youths' participatory is widely understood as being one way of closing the gap between youths and the institution of government. According to Cornwall, by ensuring continuous inclusion in the decision-making process, participation can shift the status of the youth from passive beneficiaries of development to its "rightful and legitimate claimants" (CORNWALL, 2000). These deep and continuous forms of political participation embody the direct democratic oversight that defines a functioning accountability relationship.

Television programme and political enlightenment is a platform where youths can be

educated and informed on the need to participate in political activities. When television stations such as the Cross River Broadcasting Television (CRBC) and the Nigeria Television Authority (NTA), Calabar prioritized political enlightenment programmes on youths' political participation, the challenge of non-involvement of youths in Calabar Municipality will be addressed. The ability of the youths in this local government area to have informed views or opinions as well as take decisions on political issues reflects the amount and quality of information at his or her disposal on such issues, which also depends on the degree of his her exposure to CRBC TV and NTA Calabar enlightenment political programmes.

Statement of the Problem

Decreasing political participation trends are a cause of concern because voter turnout is one of the main indicators to measure the levels of political participation among individuals, especially, youths of a country. Opportunities for youths in Calabar Municipality to engage in governance and participate in politics and decision-making processes depend largely on the effectiveness of television through its enlightenment programmes which is to inform and educate.

Unimpressively, many youths still do not participate in political activities. Some feel that their votes do not count, hence, needless of participating in any political activities. Others would rather watch the electoral process from their television screens than participate in the process. It is also evident that some of the youths of this local government are illiterate, low skilled, non-party members and need consistent informative and educative television programmes on the importance of political activities before they participate.

On the other hand, television stations gives little or no media coverage to actually persuade and educate via enlightenment programmes on why youths should participate on political activities; giving more attention to other events such as entertainment. Political enlightenment programmes appear to be under-reported in this locality. Inadequate awareness programmes by television stations on the importance of political participation among youths such as the selection

of the right candidates, contesting for political offices and knowing the various political parties, has equally deterred these youths in non-participation of political events.

The focus on youths in terms of their engagements in the political arena is a relatively new priority but extremely timely, particularly in light of recent events and democratic transitions where the federal government under the leadership of President Muhammadu Buhari, has signed into law the bill of "NOT TOO YOUNG TO RUN". In spite of the enormous programmes on CRBC TV and NTA Calabar, though not frequent, to spark the interest of the youths in political participation, why are the youths still not interested in political activities? Could it be that the programmes are not effective in persuading those (youths) to be interested?

It is on this backdrop that this study seeks to provide answers to some of the unanswered questions and suggest ways youths can participate in politics.

Objectives of the Study

The following are the objectives of the study;

1. To find out the various television enlightenment programmes on politics in CRBC, NTA Calabar.
2. To ascertain the level of youths' exposure to political enlightenment programmes by television stations in Calabar Municipality.
3. To find out the effectiveness of television programmes and political enlightenment of youths' participation in politics in Calabar Municipality.
4. To examine the factors that hinder youths' participation in politics in Calabar Municipality.

Research Questions

The following are the research questions;

1. What is the various television enlightenment programmes on political participation of youths in Calabar Municipality?
2. What is the level of youths' exposure to political enlightenment programmes by television stations in Calabar Municipality?
3. How effective is television programme and political enlightenment of youths' participation in Calabar Municipality?

4. What are the factors that hinder youths' participation in politics in Calabar Municipality?

Scope of the Study

The major focus of the study is to examine television programme and political enlightenment; an appraisal of youths' participation in politics in Calabar Municipality, hence, the study is limited to the youths of Calabar Municipality local government area.

The researchers also considered CRBC TV and NTA Calabar as stations that will be employed to examine their political enlightenment programmes of youths' participation in politics in Calabar Municipality.

The role of television programme on youths' political participation in Nigeria

Television broadcasting is an established form of passing across messages in our present society. As a matter of routine, television is a source of information and entertainment for viewers in their homes or wherever they gather to watch its flickering images. The information that it purveys may stimulate voters into more active political participation or apathy during elections. Television programmes houses package political information on political activities as commentaries, editorials, news stories and media events. Television is a key factor in the political process because it links those seeking public offices to the voters. Importantly, the same message on television programmes can reach millions of voters watching at the same time. According to Onabajo "It is therefore not unexpected that politicians, their political parties and their media strategists have vigorously employed it to pass across various pieces of information to the public, especially, the youths, in the hope of swaying them to favour their own purposes" (ONABAJO, 1992).

There has been a growing apathy of youths towards participation in political activities. Most do not see any reason to bother to register in order to vote or be party partisans. Another group willing to register feels that they are entirely disenfranchised by the absence or little number of registration centres. Some scale the hurdles of registration and actually vote, but, feel that their votes do not count as they believe

that sharp practices are used to install undesired candidates into public offices. Many Nigerians youths still refer to the 1992 Abiola-Tofar presidential contest that was widely acclaimed "as the freest election in the country." Unfortunately, the result of the election was annulled by the then military government of President Ibrahim Babangida. The disinterest of youths in political participation has been a major issue of concern to the government and civil societies. The low participation of voters in any election is indeed worrisome, as brilliant leaders may not emerge from the elections. The role of television programmes on youths' political participation cannot be overemphasized. The messages sent to the youths through television may induce their interests in participation. Television's simultaneous broadcast of sound and pictures has a luring effect of drawing its viewers to be part of the exciting actions it is relaying. Television programmes on politics also inspire audiences (youths) to want to become part of the stories.

Youths' participation in political activities involves much more than just voting. Political participation derives from the freedom to speak out, assemble and associate; the ability to take part in the conduct of public affairs; and the opportunity to register as a candidate, to campaign, to be elected and to hold office at all levels of government. Under international standards, men and women have an equal right to participate fully in all aspects of the political process. In practice, however, it is often harder for women to exercise this right. In post-conflict countries there are frequently extra barriers to youth's participation, and special care is required to ensure their rights are respected in this regard. However, with the help of persuasive television programmes on political matters, youths can actively be involved in politics and contest for any political office.

Political parties are among the most important institutions affecting youth's political participation. In most countries such as Nigeria where the old cliff to power, individuals and parties determine which candidates are nominated and elected and which issues achieve national prominence. The role of television enlightenment programmes on youths' in

political participation is therefore a key determinant of their prospects for political participation, particularly at the local, state and national level; because television programmes are so influential in shaping youths' political views. Baran added that, "Youths can also become involved in certain aspects of the political activities through informative and educative television programmes on politics" (BARAN, 2004).

Information has been adjudged to be central to political participation among citizens of all ages. This notion is based on the belief that information contributes to acquisition of political cognitions, which subsequently precipitates political interests that eventually dovetail into participatory acts. Making information affordable, *television* has been definers of political behaviour of the citizens. According to Mustapha et al., "The notion that informed youths is at the core of liberal democratic politics reinforces the pre-eminence of the media in the creation of a platform for information exchange, public debate and rational engagement between the leaders and the led" (MUSTAPHA et al., 2014). Popularly christened the Fourth Estate for its role in holding the leaders accountable to the led, performing watchdog role and offering a free marketplace of ideas, the grand position of the media in liberal political milieus has received impetus of a garland status from philosophers, leaders and scholars alike (MCQUAIL, 2005).

In Nigerian, for instance, the 1999 constitution, via the Section 22, confers on the media the role of the Fourth Estate: "The press, television and other agencies of the media shall at all times be free to uphold the responsibility and accountability of the government to the people." With quintessential roles such as information dissemination, political education, mass mobilization, providing platform for political debate, among others, television could make or mar a political process and facilitate or inhibit good governance. This stance was poignantly expressed by Akinfeleye's who surmises that the press can be the Fourth Estate of the Realm or the Fourth Estate of the Wreck, depending on how responsible they handle their onerous roles (AKINFELEYE, 2003). In an inventory of the role of Nigeria media since the return of the country to democratic regime in 1999, scholar like Ojo have provided gallant roles such as accountability and

whistle blowing, investigating and reporting scandals in high places and bringing the perpetrators to justice and public opprobrium, championing electoral reforms, among others, to the media (OJO, 2009). Although media are credited with awesome power to reflect the world's events into the living rooms of their audience, but by their imposition of synthetic reality on their teeming audience they are far from offering a perfect mirror of reality (FUNKHOUSER & SHAW, 1990).

Assessment of television in political participation

Television involves the process by which messages are sent through electrical waves. In other words, sound could be sent and received through these waves. Television has played a pivotal part in information dissemination among the people in the society. Television has been a very effective means of transmitting and mobilizing the youths for political activities, most especially because of its unique characteristics. In most urban areas like Calabar Municipality, television is the commonest mass medium that people can relate with intimately because of its audio-visual components. Television stations have therefore capitalized on this advantage to persuade the youths through its enlightenment programmes in participating in political activities. According to Moemeka, "television can be used in political mobilization since is one of the most important sector in our society. It could help inform and educate individuals on political functions, most especially, the day-to-day functions of those elected to represent" (MOEMEKA, 2000).

Onabajo averred that, "television is a vehicle for projecting personality through which it attracts and hold its viewers. Television is an efficiency instrument for getting a message to a large number of people at the same time. Television is a powerful instrument in the area of public enlightenment" (ONABAJO, 1992). Not been constrained by the barriers of time space and illiteracy, television is one of the ideal means of mass communication in both developed and developing societies because it is easy to establish, own operate and maintain. It is capable of offering tutorial support and resources to stimulate discussions, reflections and practical learning on the socioeconomic, socio-political

and cultural activities of a society or a nation. According to Akpan, television programmes can be accessed through its different roles in political participation (AKPAN, 2006). Such as:

- i. **Informing Role:** Television programmes perform the role of keeping youths informed about political matters. It has an important role in providing political information to youths and the general public.
- ii. **Influencing Role:** Television may not always be successful in telling people what to think, but are usually successful in telling them what to think about. (Agenda- Setting Theory)
- iii. **Mobilizing people:** Through commentaries and enlightenment programmes, television acts as secondary agents of mobilization. It facilitates and enhances the process by which individuals partake in collective decision making. This role is one determine beliefs and attitudes and ultimately, behaviour. Hence, they have been called, "mind managers" according Schiller, who produce images that do not necessarily correspond to the realities of social existence (SCHILLER, 1976). The content of television news and the environment within which it is presented serve to relay and reinforce dominant definitions of the situations and to exclude alternatives. For instance, Dahl stated that "television programme is often used to appeal to the masses to understand policies along the line of government, its policies and also keep them from any form of protest against such government policies that may be detrimental to their lives" (DAHL, 1991). Through a sustained conditioning of attitudes of the youths in Calabar Municipality, television programmes on political events set the agenda for discussions, thoughts and actions. The day-to-day political education and information is not only narrowed, but also dictated by the worldview of the dominant class. Television has played significant role in the mobilization of individuals and groups of people around the nation.

4. Factors that hinder youths' political participation in Nigeria

Political participation is said to be the key ingredient of every political system, be it traditional or modern, democratic or totalitarian.

It means that in every political system, there must be someone in a position to take political decisions and perform other political actions like appointment and removal of officials from time to time. According to Irabor, "factors like age, sex (gender), financial status, level of education, political and economic experience, psychology, geo-political zoning, primordial factors (religion, ethnicity), and nature of government, affect political participation among youths" (IRABOR, 2011). Irabor stated that, "there are so many factors that are hampering the success or progress of political participation among youths in our societies. Thus, most of the youths of several nations have no opinion and show little or no interest in many political issues" (IRABOR, 2011). But, only a few proportion of the youths show interest as the larger majority are indifferent to political participation. These sects of youths are challenging mobilizing them to participate in political activities. Research has revealed that only few youths participate in politics, despite the rights and opportunities to do so and its importance and benefits to them. Irabor enumerated some of the factors to include (IRABOR, 2011):

Review of Studies

In a study by Stroud on the Role of Television Political Enlightenment Programmes in New York, he found out that political programmes greatly influence youths' political participation (STROUD, 2007). The main objective of the study was to find out the role of television and political enlightenment programmes in persuading youths' political participation. The study recommended that television stations should come up with more enlightenment programmes so as to persuade and encourage youths' political participation.

In another study by Ayoade, on Youths' Participation in Politics in Kwara State, he found out that, youths are likely to participate in the political process to the extent that they feel their participation can make a difference (AYOADE, 2008). The study further found out that, there are other factors that account for youths' participation or engagement in politics such as demographic characteristics like income, education, gender, religion, media use, etc. The major objective of

the study was to examine factors that facilitate youths' involvement in political activities. The study recommended that youths should be more concern about political activities in their localities and be part of governmental policies.

The relevance of the above studies to this study is that, it has shown the role of broadcast media and its political enlightenment programmes in political activities. In support of the above studies, Shah confirms that using broadcast media can prompt participation, whereas entertainment and other kinds of media use may inhibit activity (SHAH et al., 2001). The reason for this may be the differences in why youths use the media. Television can also have a more direct impact on political participation through the provision of mobilizing information such as specific calls to action and the identification of specific opportunities to act.

Theoretical Framework

This work adopted the **Agenda-Setting Theory**

The Agenda-Setting theory was propounded by Maxwell McCombs and Donald Shaw in 1972. They were able to establish that the mass media influence the audiences. The theory states that "the mass media do not instruct what people think but what they should think about." The agenda setting theory posits that what the media finds important will eventually be mirrored by what members of society will come to think are important. It facilitates the formation of public opinions and the distribution of pros and cons of a particular issue. Agenda-setting shifts the focus of attention away from immediate effects on attitudes and opinions to long term effects on cognitions.

McCombs and Shaw define agenda setting as the impact the mass media have in shaping cognitive changes in individuals by structuring their worlds. Indeed, what the public considered to be the most important issues of the day are being shaped by the mass media (MCCOMBS & SHAW, 1972). However, they regard this as normal and inevitable in the flow of news. This makes McCombs and Shaw to assert that there is a positive relationship between what the media emphasize by the coverage given and what voters see as important (MCCOMBS & SHAW,

1972). In the light of classic agenda-setting studies, campaign scholars like Brandenburg and Van Aalst started focusing attention on the relationship between the media and the political agenda to determine the extent media and political parties interact during the campaign and to answer the question of who sets the agenda: the political parties or the media (Brandenburg, 2002; Van Aalst, 2004).

The agenda setting researchers believe that the media do not only tell the people what to do, but can and do tell people what to think about through the coverage the media give or refuse to give to events. McCombs stated that, "this is possible because the mass media have the ability to transfer the salience of items on their news agenda to the public agenda" (MCCOMBS, 1994). The media do this by assigning specific attributes to the potential objects of interests in the issues, events or persons. This means that if the media assign, ascribe or credit somebody or something with some qualities, the media consumers equally credit that person or something as the media have so done.

The two basic assumptions of agenda setting are:

- a. The press and the media do not reflect reality; they filter and shape it.
- b. Media concentration on few issues and subjects leads the public to perceive those issues as more important than other issues.

The agenda setting theory is relevant to this study because CRBC television and NTA, Calabar are very useful media platforms in getting information about political activities in the local government area, the state and the country in general. Here, it is believed that the more the youths in Calabar Municipality are exposed to political enlightenment programmes on CRBC television and NTA, Calabar, the more interested they will become in political activities. Television news also offers numerous cues about salience as well as the opening story on the newscast, length of time devoted to the story and programmes. These cues repeated day after day effectively communicate the importance of each topic, especially, as regards political matters. In other words, the two media stations can set the agenda for the public's attention to that small

group of issues around which public opinion is formed. They set the agenda of public discussion, and determine what the youths will think and talk about politics and the political elites. They inform and affect lives in the society. In addition to performing their primary functions of informing, educating and entertaining, CRBC television and NTA, Calabar are powerful tools for political public discourse and debate. Youths in Calabar Municipality accept as important those political programmes aired on CRBC television and NTA, Calabar because it has been repeated often and has ignited public discussion.

Research Design

Research design is the structuring of investigation aimed at identifying variable and their relationship to one another. In order to ensure an effective study, the researcher adopted the survey method. Survey method is also a method structured for collecting data for the purpose of describing a population too large to be observed directly. The survey method is the most commonly used research method in the behavioural sciences and it involves drawing up a set of questions on various subjects or aspect of a subject and a selected number of population are requested to answer. The survey method was used for this study to aggregate the views of the large human samples used. The survey method made it possible to study the samples and variables as they are, without giving the researcher any room to control or manipulate them. This method helped determine the relationship between the various variables studied. The study therefore, examined *Television Programmes and Political Enlightenment: An Appraisal of Youth's Participation in Politics in Calabar Municipality*.

Study Area

The study area is the Calabar Municipality. Calabar Municipality lies between latitude 15' and 5°N and longitude 8025'E. In the North, the municipality is bounded by Odukpani local Government Area, in the North-East by the great Kwa River. Its southern shores are bounded by the Calabar River and Calabar south Local Government Area respectively. It has an area of 331.55 square kilometres.

It has a population of 245,500 according to National Bureau of Statistics. The ethnic nationality of Calabar Municipal council comprises of Christian and traditionalists. They are predominantly Efik people.

Population of the Study

Population of the study is referred to as the aggregate of all the elements required for a particular research study. Research population of study is a large collection of individuals or objects that is necessary to aid the research study. That is to say, a study population can either be comprised of objects or set/group of human beings, depending on the subject matter of the research study. For the purpose of this study, the population consists of the youth in Calabar Municipality that are viewers of CRBC television and NTA, Calabar. The population comprises of the youth that are politicians, civil servants, traders and students.

Sample Size

Sample size is defined as a process of selecting a portion of the population for the purposes of generalizing the findings about the sample itself. It is a small group of elements or subjects drawn from a definite procedure of a specified population.

The sample size of 384 youths was drawn from ten streets in Calabar Municipality for the purpose of this study. This is in order to get their views and reactions on Television Programmes and Political Enlightenment: An Appraisal of Youth's Participation in Politics in Calabar Municipality.

Sampling Technique

The study adopted the multistage sampling technique. Multistage sampling refers to sampling plans where the sampling is carried out in stages using smaller and smaller sampling units at each stage. It consists of the method used to select a subset of population that really represents the whole population. The sampling technique for this study was multistage approach. It involved first writing names of all major streets in Calabar Municipality, then selecting 10 through random sampling technique. Random sampling is the kind of technique that guarantees every member of the population equal opportunity/chance of

being selected to the extent that the choice of any one member does not at all, affect that of another. Its procedure is that the population being sampled is numbered so that random numbers are picked from the random number table. This selection is made to obtain a fair representation of the sample in each of the streets selected.

The second phase of the multistage approach involved systematic sampling in which the first house in the selected street was arbitrarily selected and the remaining nineteen (18) houses were selected in the interval of three houses. This repeated until 19 houses were respectively selected from the 10 streets selected for the study in Calabar Municipality. From the selected houses, two adult, male or female of 18 years and above found in the house was given a copy of the questionnaire to complete. A total of 384 copies of questionnaire were administered and distributed to residents in ten street of Calabar Municipality. The streets are:

1. Etta Agbor	38	
2. Marian Hill	38	
3. Barracks Road		38
4. Big Quo	38	
5. Ediba Road	38	
6. Atimbo Road		38
7. Ekorinim	39	
8. Ikot Ansa	39	
9. IBB Way	39	
10. Parliamentary Extension	39	

Respondents were guided on how to respond to the questions in the questionnaire.

Description of Instrument of Data Collection

The instrument used to elicit responses from the subjects is a structured questionnaire designed by the researchers. The questionnaire is divided into two parts. The researcher designed a set of questionnaire containing close-ended questions made of two part comprising of section A and B. Section 'A' deals with identifying information such as gender, age, religion, marital status and educational qualification while Section 'B' deals with current situation and future direction. The close-ended question consists of prepared list of questions with possible answers. With these, the respondents will be limited to choosing the opinions they deem adequate from the available

alternatives provided. It is aimed at providing very high objective data from respondents and also to save time, energy which would have been wasted in asking the questions orally.

The library materials, books, journals, the internet all constituted the secondary method of data collection.

Method of Data Collection

For the primary source of data collection, the researcher used printed copies of questionnaire, distribute to the respondents and collect it the same way it was administered. It was administered face to face and was retrieved the same manner and same place. This is done to avoid loss of some copies and to clarify the respondents who may face some challenges in understanding some of the questions.

Method of Data Analysis

For the purpose of the study, frequency distribution tables and simple percentages was used to present findings emanating from the research. Statistically, the table helped in displaying the number of occurrence of each subject matter, while the simple percentage assisted to indicate the frequency of each subject matter on the table.

The percentage is usually connoted using the sign “%”. Equally, the percentage is mathematically calculated or assumed using the ratio of one hundred (100%).

Mathematically, this can be shown as:

$$\frac{\text{Number of respondents} \times 100}{\text{Number of sample}}$$

Data Presentation and Analysis

Table 1. Distributions of Respondents by Gender

Gender	Number of Respondents	Percentage
Male	147	40%
Female	225	60%
TOTAL	372	100%

Source: Field Survey 2019

Analysis: Table 4.1 above indicates that 147 respondents representing 40% were males while 225 respondents representing 60% were females. Therefore, the numbers of female respondents were more than the numbers of male respondents.

Table 2. Distributions of Respondents by Age

Age	Number of Respondents	Percentage
17-20	39	12%
21-25	65	17%
26- 30	47	13%
31- 35	86	23%
36 and above	135	36%
TOTAL	372	100%

Source: Field Survey 2019

Analysis: Table 4.2 above shows that, 39 respondents representing 12% fall within the age brackets of 17-20, 65 respondents representing 17% fall within the age brackets of 21-25, 47 respondents representing 13% fall within the age brackets of 26-30, 86 respondents representing 23% fall within the age brackets of 31-35, whereas 135 respondents representing 36% fall within the age brackets of 36 and above.

Table 3. Distributions of Respondents by Marital Status

Marital Status	Number of Respondents	Percentage
Married	174	47%
Singles	192	51%
Divorced	6	2%
TOTAL	372	100%

Source: Field Survey 2019

Analysis: From the marital status table 4.3 above, 174 respondents representing 47% were married, while 192 respondents representing 51% were single. However, 6 respondents representing 2% were divorcees.

Table 4. Distributions of Respondents by Religion

Religion	Number of Respondents	Percentage
Christians	338	91%
Muslim	34	9%
Others	0	0%
TOTAL	372	100%

Source: Field Survey 2019

Analysis: From the above table 4.4, 338 respondents representing 91% were Christians, while 34 respondents representing 9% were Muslims.

Table 5. Distributions of Respondents by Educational Qualification

Qualification	Number of Respondents	Percentage
FLSC	28	8%
SSCE	94	25%
OND/NCE	72	19%
HND/B.Sc	168	45%
M. Sc	10	3%
TOTAL	372	100%

Source: Field Survey 2019

Analysis: From the academic distribution table 4.5 above, 28 respondents representing 8% were FLSC, 94 respondents representing 25% were SSCE holders, 72 respondents representing 19% were OND/NCE holders, 168 respondents representing 45% were HND/B.Sc holders, while 10 respondents representing 3% were M. Sc holders.

Table 6. Distributions of Respondents by Occupation

Occupation	Number of Respondents	Percentage
Students	97	26%
Civil Servants	179	48%
Businessmen/women	74	20%
Politicians	22	6%
TOTAL	372	100%

Source: Field Survey 2019

Analysis: Table 4.6 above shows that, 97 respondents representing 26% were students, 179 respondents representing 48% were civil servants, 74 respondents representing 20% were businessmen/women, whereas 22 respondents representing 6% were politicians.

Table 7. Respondents that own a television set

Responses	Number of Respondents	Percentage
Yes	372	100%
No	0	0%
Undecided	0	0%
TOTAL	372	100%

Source: Field Survey 2019

Analysis: From table 4.7 above, all the 372 respondents representing 100% own television sets.

Table 8. Frequency of CRBC and NTA programmes viewership

Responses	Number of Respondents	Percentage
Daily basis	287	77%
Twice a week	46	12%
Occasionally	39	11%
Rarely	0	0%
Never	0	0%
TOTAL	372	100%

Source: Field Survey 2019

Analysis: The above table shows that, 287 respondents representing 77% admitted that, they view CRBC and NTA programmes on daily basis, 46 respondents representing 12% admitted that, they view CRBC and NTA programmes twice in a week, while 39 respondents representing 11% admitted that, they view CRBC and NTA programmes occasionally. None of the respondents said otherwise.

Table 9. Respondents' opinion on whether there are television enlightenment programmes on politics by CRBC television and NTA, Calabar

Responses	Number of Respondents	Percentage
Yes	277	65%
No	95	35%
TOTAL	372	100%

Source: Field Survey 2019

Analysis: The above table 4.9 shows that, 277 respondents representing 65% admitted that, there are television enlightenment programmes on politics by CRBC television and NTA, Calabar, 95 respondents representing 35% admitted that, there are no television enlightenment programmes on politics by CRBC television and NTA, Calabar.

Table 10. Television enlightenment programmes on political participation of youths on CRBC television and NTA, Calabar

Responses	Number of Respondents	Percentage
Good Morning Cross River (CRBC)	268	72%
Good Morning Nigeria (NTA)	104	28%
TOTAL	372	100%

Source: Field Survey 2019

Analysis: Table 4.10 above indicates that, 268 respondents representing 72% admitted that, Good Morning Cross River (CRBC) is an enlightenment programme on politics, while 104 respondents representing 28% admitted that, Good Morning Nigeria (NTA) is an enlightenment programme on politics.

Table 11. Respondents' opinions on whether "Good Morning Cross River (CRBC) and Good Morning Nigeria (NTA)" are purely political programmes

Responses	Number of Respondents	Percentage
Yes	36	10%
No	319	86%
No idea	17	4%
TOTAL	372	100%

Source: Field Survey 2019

Analysis: Table 4.11 above indicates that, 36 respondents representing 10% admitted that, "Good Morning Cross River (CRBC) and Good Morning Nigeria (NTA)" are purely political programmes, 319 respondents representing 86% admitted that, "Good Morning Cross River (CRBC) and Good Morning Nigeria (NTA)" are not purely political programmes, while 17 respondents representing 4% were undecided.

Table 12. Respondents' opinion on whether the youth are exposed to political enlightenment programmes by television stations in Calabar Municipality

Responses	Number of Respondents	Percentage
Yes	103	26%
No	269	74%
TOTAL	372	100%

Source: Field Survey 2019

Analysis: The above table 4.12 reveals that, 103 respondents representing 26% affirmed that, the youth are exposed to political enlightenment programmes by television stations in Calabar Municipality, whereas 269 respondents representing 74% affirmed that, the youth are not exposed to political enlightenment programmes by television stations in Calabar Municipality.

Table 13. Respondents' opinion on whether CRBC television and NTA programmes and political enlightenment of youth's participation in politics is effective

Responses	Number of Respondents	Percentage
Agree	41	11%
Strongly agree	50	13%
Undecided	3	1%
Disagree	226	61%
Strongly disagree	52	14%
TOTAL	372	100%

Source: Field Survey 2019

Analysis: From table 4.13 above, 41 respondents representing 11% agreed that, CRBC television and NTA programmes and political enlightenment of youth's participation in politics is effective, 50 respondents representing 13% strongly agreed that, CRBC television and NTA programmes and political enlightenment of youth's participation in politics is effective, 3 respondents representing 1% were undecided, 226 respondents representing 61% disagreed that, CRBC television and NTA programmes and political enlightenment of youth's participation in politics is effective, while 52 respondents representing 14% strongly disagreed that, CRBC television and NTA programmes and political enlightenment of youth's participation in politics is effective.

Table 14. Effectiveness of CRBC television and NTA enlightenment programmes on youth's participation in politics in Calabar Municipality

Responses	Number of Respondents	Percentage
There is an increase in youths' participation in political activities	38	10%
It creates awareness on the political activities in the state	46	12%
It makes the youth to be politically inclined of their leaders and political parties	27	7%
All of the above	117	32%
Undecided	144	39%
TOTAL	372	100%

Source: Field Survey 2019

Analysis: The above table 4.14 reveals that, 38 respondents representing 10% admitted that, there is an increase in youths' participation in political activities as the result of the programmes, 46 respondents representing 12% admitted that, the effectiveness of the programmes is that, it creates awareness on the political activities in the state, 27 respondents representing 7% admitted that, the effectiveness of the programmes is that, it makes the youth to be politically inclined of their leaders and political parties, whereas 117 respondents representing 32% admitted to all the above stated points. However, 144 respondents representing 39% were undecided. An indication that, the programmes are not effective.

Table 15. Factors that hinder youths' participation in politics in Calabar Municipality

Responses	Number of Respondents	Percentage
Past experience	87	23%
Religion	0	0%
Illiteracy and Ignorance	285	77%
Custom and Tradition	0	0%
All of the above	0	0%
Undecided	0	0%
TOTAL	372	100%

Source: Field Survey 2019

Analysis: From table 4.15 above, 87 respondents representing 23% stated that, the factor that hinder youths' participation in politics in Calabar Municipality is past experience, while 285 respondents representing 77% stated that, the factor that hinder youths' participation in politics in Calabar Municipality is illiteracy and ignorance. None of the respondents admitted religion, custom and tradition as factors that hinder youths' participation in politics in Calabar Municipality.

Table 16. Respondents' opinion on whether they belong to any political party in their local government area

Responses	Number of Respondents	Percentage
Yes	91	24%
No	281	76%
Undecided	0	0%
TOTAL	372	100%

Source: Field Survey 2019

Analysis: Table 4.16 above shows that, 91 respondents representing 24% admitted that, they belong to a political party in their local government area, whereas 281 respondents representing 76% admitted that, they do not belong to a political party in their local government area.

Table 17. If yes, political party they belong to

Responses	Number of Respondents	Percentage
Peoples' Democratic Party (PDP)	193	52%
All Progressive Congress (APC)	102	28%
Alliance for Democracy (AD)	23	6%
All Progressive Grand Alliance (APGA)	19	5%
Labour Party (LP)	35	9%
Others	0	0%
TOTAL	372	100%

Source: Field Survey 2019

Analysis: The above table 4.17 shows that, 193 respondents representing 52% admitted that, they belong to Peoples' Democratic Party (PDP) , 102 respondents representing 28% admitted that, they belong to All Progressive Congress (APC), 23 respondents representing 6% admitted that, they belong to Alliance for Democracy (AD), 19 respondents representing 5% admitted that, they belong to All Progressive Grand Alliance (APGA), while 35 respondents representing 9% admitted that, they belong to Labour Party (LP).

Table 18. What is the level of youths' participation in politics in Calabar Municipality

Responses	Number of Respondents	Percentage
Very high	46	12%
High	65	18%
Low	79	21%
Very low	182	49%
Undecided	0	0%
TOTAL	372	100%

Source: Field Survey 2019

Analysis: The above table 4.18 reveals that, 46 respondents representing 12% admitted that, the level of youths' participation in politics in Calabar Municipality is very high, 65 respondents representing 18% admitted that, the level of youths' participation in politics in Calabar Municipality is high, 79 respondents representing 21% admitted that, the level of youths' participation in politics in Calabar Municipality is low, whereas 182 respondents representing 7% admitted that, the level of youths' participation in politics in Calabar Municipality is very low. None of the respondents was undecided.

Discussion of Findings

The discussion of findings is based on the Research Questions

Research Question 1: What are the various television enlightenment programmes on political participation of youths in Calabar Municipality?

In providing answers to the above research question, analysis in table 4.9 shows that, 287 respondents representing 77% admitted that, there are television enlightenment programmes on politics by CRBC television and NTA, Calabar, 85 respondents representing 23% admitted that, there are no television enlightenment programmes on politics by CRBC television and NTA, Calabar.

In a follow-up question, analysis in table 4.10 shows that, 268 respondents representing 72% admitted that, Good Morning Cross River (CRBC) is an enlightenment programmes on politics, while 104 respondents representing 28% admitted that, Good Morning Nigeria (NTA) is an enlightenment programmes on politics.

Similarly, analysis in table 4.11 shows that, 36 respondents representing 10% admitted that, "Good Morning Cross River (CRBC) and Good Morning Nigeria (NTA)" are purely political programmes, 319 respondents representing 86% admitted that, "Good Morning Cross River (CRBC) and Good Morning Nigeria (NTA)" are not purely political programmers, while 17 respondents representing 4% were undecided.

The above findings imply that, Good Morning Cross River (CRBC) and Good Morning Nigeria (NTA) are enlightenment programmes on politics. Although, they are not purely political

programmes but politics is a segment of the programmes.

Television programme and political enlightenment has been a major source of persuasion for youths in Calabar Municipality to participate in political activities. Programmes on politics are means of encouraging and persuading youths to be interested in knowing much about their political leaders and be partisans. Such television programmes must be persuasive in its contents, must be timely and often. This will create that impression on the minds of the youths how important politics is to the society.

Obviously lending credence to Agba view on the importance of political programmes on television, Nworgu itemize such roles as "information function, education function, entertainment function, stimulation, relaxation, emotional release and surveillance function" (AGBA, 2002; NWORGU, 2010). The information in the political programmes may stimulate viewers into more active political participation during elections. Television programmes houses package political information on political activities as commentaries, editorials, news stories and media events. Importantly, the same message on television programmes can reach millions of voters watching at the same time. As agenda setters, CRBC and NTA, Calabar, through programmes such as Good Morning Cross River (CRBC) and Good Morning Nigeria (NTA) which are enlightenment programmes have roles to play in enticing and motivating youth to be interested in politics.

Political parties are among the most important institutions affecting youth's political participation. In most countries such as Nigeria where the old cliff to power, individuals and parties determine which candidates are nominated and elected and which issues achieve national prominence. The role of television enlightenment programmes such as Good Morning Cross River (CRBC) and Good Morning Nigeria (NTA) which are enlightenment programmes, is therefore a key determinant of their prospects for political participation, particularly at the local, state and national level; because television programmes are so influential in shaping youths' political views. Baran added that, "youths can also become involved in certain

aspects of the political activities through informative and educative television programmes on politics" (BARAN, 2004).

Research Question 2: Are the youth exposed to political enlightenment programmes by television stations in Calabar Municipality?

In response to the above research question, tables 4.8, 4.9 and 4.12 were analysed. Table 4.8 was to ascertain the frequency of CRBC and NTA programmes viewership. According to the table, 287 respondents representing 77% admitted that, view CRBC and NTA programmes on daily basis, 46 respondents representing 12% admitted that, view CRBC and NTA programmes twice in a week, while 39 respondents representing 11% admitted that, view CRBC and NTA programmes occasionally.

Similarly, table 4.9 was also to ascertain whether there are television enlightenment programmes on politics by CRBC television and NTA, Calabar. The analysis shows that, 277 respondents representing 65% admitted that, there are television enlightenment programmes on politics by CRBC television and NTA, Calabar, 95 respondents representing 35% admitted that, there are no television enlightenment programmes on politics by CRBC television and NTA, Calabar.

In the same vein, analysis in table 4.12 reveals that, 103 respondents representing 26% affirmed that, the youth are exposed to political enlightenment programmes by television stations in Calabar Municipality, whereas 269 respondents representing 74% affirmed that, the youth are not exposed to political enlightenment programmes by television stations in Calabar Municipality.

The above result means that, majority of the youth are not exposed to political enlightenment programmes by television stations in Calabar Municipality because the programmes are inadequate.

Exposure to political programmes can motivate youth to be political partisan. Gerbner confirms that television "gives us much of what we think about, know or do in common" (GERBNER, 1990). Hence, one can conclude that the role of television programme on youths' political participation in Nigeria is very crucial. This implies that, when youth are constantly exposed to political programmes, it will ignite

that interest in them to participate in political activities. According to Moemeka, "television can be used in political mobilization since is one of the most important sector in our society (MOEMEKA, 2000). It could help inform and educate individuals on political functions, most especially, the day-to-day functions of those elected to represent." Onabajo averred that, "television is a vehicle for projecting personality through which it attracts and hold its viewers (ONABAJO, 1992). Television is an efficiency instrument for getting a message to a large number of people at the same time." Dahl added that "television programme is often used to appeal to the masses to understand policies along the line of government, its policies and also keep them from any form of protest against such government policies that may be detrimental to their lives" (Dahl, 1991). Through a sustained conditioning of attitudes of the youths in Calabar Municipality, television programmes on political events set the agenda for discussions, thoughts and actions. Television has played significant role in the mobilization of individuals and groups of people around the nation and it is a powerful instrument in the area of public enlightenment. Television is rated as one of the major medium of communication to influence and persuade youths for political activities. Not been constrained by the barriers of time space and illiteracy, it is one of the ideal means of mass communication in both developed and developing societies. Shah et al. concluded that, "using broadcast media can prompt participation, whereas entertainment and other kinds of media use may inhibit activity" (SHAH et al., 2001).

McCombs in agenda setting stated that, "mass media have the ability to transfer the salience of items on their news agenda to the public agenda" (MCCOMBS, 1994). The media do this by assigning specific attributes to the potential objects of interests in the issues, events or persons. This means that if the media assign, ascribe or credit somebody or something with some qualities, the media consumers equally credit that person or something as the media have so done. When the media allot more time to political programmes, individuals will be more interested in their political leaders and their day-to-day activities.

Research Question 3: How effective is television programmes and political enlightenment of youth's participation in politics in Calabar Municipality?

Responding to the above research question, tables 4.13 and 4.14 were analysed. Analysis in table 4.13 was to know whether respondents CRBC television and NTA programmes and political enlightenment of youth's participation in politics is effective. According to the table, 41 respondents representing 11% agreed that, CRBC television and NTA programmes and political enlightenment of youth's participation in politics is effective, 50 respondents representing 13% strongly agreed that, CRBC television and NTA programmes and political enlightenment of youth's participation in politics is effective, 3 respondents representing 1% were undecided, 226 respondents representing 61% disagreed that, CRBC television and NTA programmes and political enlightenment of youth's participation in politics is effective, while 52 respondents representing 14% strongly disagreed that, CRBC television and NTA programmes and political enlightenment of youth's participation in politics is effective.

In the same vein, table 4.14 shows that, 38 respondents representing 10% admitted that, there is an increase in youths' participation in political activities as the result of the programmes, 38 respondents representing 10% admitted that, there is an increase in youths' participation in political activities as the result of the programmes, 46 respondents representing 12% admitted that, the effectiveness of the programmes is that, it creates awareness on the political activities in the state, 27 respondents representing 7% admitted that, the effectiveness of the programmes is that, it makes the youth to be politically inclined of their leaders and political parties, whereas 117 respondents representing 32% admitted to all the above stated points. However, 144 respondents representing 39% were undecided. The above is an indication that, the programmes are ineffective.

The above findings imply that, there is an increase to an extent in youths' participation in political activities, there is awareness on the political activities in the state and some of the youth are politically inclined of their leaders and political parties as a result of the two programmes

but they are not effective enough in exposing more youth to political activities in their locality.

The role of television programmes on youths' political participation cannot be overemphasized. The messages sent to the youths through television may induce their interests in participation. Television's simultaneous broadcast of sound and pictures has a luring effect of drawing its viewers to be part of the exciting actions it is relaying. Television programmes on politics also inspire audiences (youths) to want to become part of the stories. Giving credence to the above findings, Baran asserts that, "youths can also become involved in certain aspects of the political activities through informative and educative television programmes on politics" (BARAN, 2004). With persuasive and enlightenment television programmes, Gerbner argued that, "youths will see more opportunities than the challenges in participating in politics (GERBNER, 1990). They are motivated and encouraged to seize power from those at the corridor of power for years or decades." Television plays a crucial role in shaping individual interest and attitudes about politics. The way television programmes portray the youths, how they deal with issues of special concern to youths, and whether they convey effectual voter education messages can have a major impact on youth's participation in political activities.

On why there is so much interest in using television to educate the youths on political participation, Baran responds that, "it is because television is the primary source of public affairs information" (Baran, 2004). Roskin et al, added three more reasons. Their first reason is that, television has touched and changed politics. Their second reason is that television has the strongest persuasive power because it mimics face-to-face communication. Their third reason is that television has eroded the roles of opinion leaders. According to them, the television newscasters have now become the opinion leaders (ROSKIN et al., 2003).

As stated in the Agenda Setting theory by McCombs and Shaw that, "there is a positive relationship between what the media emphasize by the coverage given and what voters see as important" (MCCOMBS & SHAW, 1972). He added further that, the mass media have the ability to transfer the salience of items on their news agenda to the public agenda. The media do

this by assigning specific attributes to the potential objects of interests in the issues, events or persons. This means that if the media assign, ascribe or credit somebody or something with some qualities, the media consumers equally credit that person or something as the media have so done.

Research Question 4: What are the factors that hinder youths' participation in politics in Calabar Municipality?

There are factors that hinder individuals, especially youth, from participating in politics. Tables 4.15, 4.18 and 4.16 were analysis to answer the above research question. Analysis in table 4.15 shows that, 87 respondents representing 23% stated that, the factor that hinder youths' participation in politics in Calabar Municipality is past experience, while 285 respondents representing 77% stated that, the factor that hinder youths' participation in politics in Calabar Municipality is illiteracy and ignorance. None of the respondents admitted religion, custom and tradition as factors that hinder youths' participation in politics in Calabar Municipality.

Also, analysis in table 4.18 shows that, 46 respondents representing 12% admitted that, the level of youths' participation in politics in Calabar Municipality is very high, 65 respondents representing 18% admitted that, the level of youths' participation in politics in Calabar Municipality is high, 79 respondents representing 21% admitted that, the level of youths' participation in politics in Calabar Municipality is low, whereas 182 respondents representing 7% admitted that, the level of youths' participation in politics in Calabar Municipality is very low. None of the respondents was undecided.

It is as a result of lack of interest in politics that most of them (respondents) do not belong to one political party or another as reflected in table 4.16. According to the table, 91 respondents representing 24% admitted that, they belong to a political party in their local government area, whereas 281 respondents representing 76% admitted that, they do not belong to a political party in their local government area.

It can be deduced from the above findings that, factors such as past experience and illiteracy and ignorance hinder youths' participation in

politics in Calabar Municipality. As a result of these factors, the level of youths' participation in politics in Calabar Municipality is very low.

The above findings is in support with the view of Irabor that, "factors like age, sex (gender), financial status, level of education, political and economic experience, psychology, geo-political zoning, primordial factors (religion, ethnicity), and nature of government, affect political participation among youths" (IRABOR, 2011). Thus, most of the youths of several nations have no opinion and show little or no interest in many political issues. But, only a few proportion of the youths show interest as the larger majority are indifferent to political participation. These sects of youths are challenging mobilizing them to participate in political activities. As earlier stated in the previous chapters, there has been a growing apathy of youths towards participation in political activities. Some youth do not see any reason in participating in politics and do not also bother to register in order to vote. Another group willing to register feels that they are entirely disenfranchised by the absence or little number of registration centers. Some scale the hurdles of registration and actually vote, but, feel that their votes do not count as they believe that sharp practices are used to install undesired candidates into public offices. The low participation of voters in any election is indeed worrisome, as brilliant leaders may not emerge from the elections. When they lack knowledge or information about the activity, it makes most of the youths to ignore the political activities. It is sometimes due to inferiority complex, as they think that they are ordinary people that cannot participate in politics, neglecting that majority and minority, rich and poor, etc. have equal rights to vote and to be voted for in politics. Past factor is a contributing factor why some youth refuse to participate in politics. The act of killings among political thugs is also threatening to youths from being political partisan.

As stated in one of the assumptions of agenda setting theory that, media concentration on few issues and subjects leads the public to perceive those issues as more important than other issues. When CRBC and NTA, Calabar frequently air political programmes to create awareness that, youth are the leaders of tomorrow, irrespective

of their negative past experience, they will see reasons to participate in political functions.

Summary

This work has expensively evaluated Television Programmes and Political Enlightenment: An Appraisal of Youth's Participation in Politics in Calabar Municipality. The major objective of the study was to find out the various television enlightenment programmes on political participation of youths and to ascertain the level of youths' exposure to political enlightenment programmes by television stations in Calabar Municipality. Findings from the study showed that:

Good Morning Cross River (CRBC) and Good Morning Nigeria (NTA) are enlightenment programmes on politics. Although, they are not purely political programmes but politics is a segment of the programmes.

Majority of the youth are not exposed to political enlightenment programmes by television stations in Calabar Municipality because the programmes are inadequate.

Finding also shows that, there is an increase to an extent in youths' participation in political activities, there is awareness on the political activities in the state and some of the youth are politically inclined of their leaders and political parties as a result of the two programmes but they are not effective enough in exposing more youth to political activities in their locality.

Factors such as past experience and illiteracy and ignorance hinder youths' participation in politics in Calabar Municipality. As a result of these factors, the level of youths' participation in politics in Calabar Municipality is very low.

CONCLUSION

The role which the broadcast media play in catalysing political engagement among youths in Nigeria is not in doubt given the broadcast media's immense capacity to serve as a platform for social interaction, enlightenment and mobilisation. Through its various enlightenment programmes, broadcast media, especially television, can serve the cause of political engagement by, among others, serving as a

medium for gaining of political education, participation in political discussions and debates, engaging in direct exchange with elected representatives, pushing for policy change and organisation and mobilisation of youth for political actions. Television provides a platform for communication exchanges on ideas, issues and views which define the socio-political welfare and well-being of people in a society. Information obtained through a people's exposure to the various television political programmes influences their reasoning and behaviour in varying degrees about politics and other issues. This study has confirmed, among other findings, the dominant preference of youth in Calabar Municipality for television over and above the other media as their source of political information. Exposure to television was also found to be the strongest predictor of the political knowledge and behaviour of this crucial segment of the youth population.

The inference derived from the study is that, television would not be able to play all these roles in a vacuum. Certain variables of sociological and psychological nature would, to far reaching extents, influence the manner and the extent television would be able to drive the youths towards political participation. Among these variables are the extent of the youths show interest in politics, the supportive nature of the political environment and how much receptive the government is to youths' participation in politics. The level of political participation as shown in the study is impressive.

From the foregoing, it is imperative to conclude that political participation amongst youth is largely dependent on the kinds of political programmes they are exposed to, and their interest in political participation.

Recommendations

From the findings of this work, the following recommendations can be made:

1. Active participation of the youth should be encouraged via CRBC and NTA political programmes as it leads to the election of a more robust government where literary, youth makes a contribution to national development. Thus television content producers should be encouraged to do more.

2. Youth constitute a crucial portion of voting population. To this extent, deliberate policies must be initiated to widen their access to media content on politics.
3. Broadcast journalists therefore need to focus more on issue-based educative and informative programmes on political and current affairs than the on-going trend and competition for mass entertainment. With this, more political participation awareness will be created and the issue of political apathy will be reduced to a minimal point.
4. Deliberate and concerted efforts must be made to ensure that broadcast content, especially on political programmes conform to the highest ethical and professional standards. Ownership, proprietary influence and commercialization drives should not be allowed to short-change the higher goals of media objectivity, fair and accurate coverage, report and transmission of political issues.
5. Also, media organisations should be involved in periodic audience research in order to have a better understanding of the composition of the audience and their media needs. This will provide the required information for programming and scheduling especially, as regards politics.
6. Finally, this researcher recommends this study to students undergoing studies in Mass Communication especially, final year students as this will serve as reference material for their various studies.

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