



CARITAS INTERNATIONAL JOURNAL OF POLITICAL STUDIES AND INTERNATIONAL RELATIONS

CIJPSIR, Volume 2, Issue 1 (2025)

Influence of Nta Enugu Political Advertisement of 2023 General Election on the Electorates of Enugu Metropolis.

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Abstract

This work studied, influence of NTA Enugu political advertisement of 2023 general election on the electorates of Enugu metropolis. The researcher used survey research method. The study focused on the residents of Enugu metropolis which comprises; Enugu East local government, Enugu South local government, and Enugu North local government. The population figure of these local governments is 717,219, according to National Population Commission (2006). But the estimated population figure of this study was projected to 1,130,445..It was projected from 2006 population to 2024 using United Nation Development Programme (UNDP) formula. Using Taro Yamane statistical formula for a finite population, the researcher came up with 400 as the sample size. Five research questions were formulated to properly guide the study. The researcher adopted questionnaire as the research instrument for data collection from the respondents. Data collected were analyzed with chi – square and presented in tables. The findings shows that, among other things, that the electorates in Enugu metropolis were well exposed to NTA Enugu political advertising and television political advertising persuades them more than any other form of advertising. The findings also shows that NTA Enugu political advertising made the electorate remember candidate and party to vote for more than any other form of advertising because of the combination of its audio – visual nature. The researcher therefore recommended among others, that government should strive to make power supply in the country to be constant to enable electorates to access their television whenever they want. Again, it is important that television should always be adopted by the political gladiators and parties for political advertisements while there is need for the electorates to scrutinize political advertising messages very well in order to make right choice on candidates and party to vote for.

Keywords:

NTA Enugu,
Political advertisement,
2023 general election,
Electorates,
Enugu metropolis

Introduction

Since Nigeria gained independence in 1960, it has witnessed mixture of civilian rule and Military rule. But, in 1999 when Nigerian returned back to civilian rule, it has had unbroken civilian rule till-date. Civilian rule is also known as democratic rule. In a democratic rule, there is period for elections which may be national, state and local. During the electioneering preparations, political parties and candidates contesting for positions seriously engage in campaigns to sell their manifestos and policies to the electorates. These contestants present juicy, well-packaged and people oriented policies which will persuade and entice the electorates to vote for them.

Election is an integral part of democracy, in all the nations of the world where it is being practiced. It is a period when the citizens who are of the voting age will give their unalloyed support to the regime in power by casting their votes for them or be demonstrating their dissatisfaction to the regime in power, by voting them out of office.

Election is supposed to be like the game of football where a team must win and the other team lost. When one loses in an election, he or she should take it in good fate not to start causing chaos. The Europeans understood this simple principle very well. A winner and a loser will congratulate each other after the election contest. But in African context, election is usually a do or die affair except few countries. In Africa, there are power mongers, sit tight leaders, and people jockeying for power through every means possible, even if it takes shedding of blood. Election should be seen as the time, the electorates pass vote of confidence and vote of no confidence; whichever one, the contestants, political parties, should whole – heartedly accept the one that befall them, whether good or bad, in other not to truncate the nascent democracy being practiced.

In Nigeria context, during election period, it is always very big battle, this is because, the incumbent who has not completed his or her tenure, will campaign vigorously for him/her to be voted the second time. In a situation, when he/she has completed his eight years tenure, he/she will fight with all the arsenals within his/her reach to produce the person that will succeed him/her. Opposition parties and other contestants will equally try to use negative aspect of the incumbent to campaign against him/her. However, political campaigns by the political parties and people

who are vying for political positions, are carried out through political rallies, political advertisements. During political campaigns, the media are used exclusively by contending candidates and political parties to canvass for the electorates' votes and supports. Political rallies are event or shows carried out by the political parties and contestants, in the street, on roads, or at a particular venue or location, through which they solicit for the electorates' vote and support. Political advertisement comprises political communication with intent to project political party and candidates who is contesting for elective post. According to Okoro (1998, p. 18) the political advertising is a special type of advertising which calls for high strategic thinking and action initiative. It starts with the objective analysis of the image and appearance of the candidate involved (in case of human product) or the evaluation of the programme in respect of the issues at stake (in case of political programme merchandising). Regarding the selling of the candidate to the electorate, it may involve matters like getting a new haircut or a new suit or assuming a particular position in religious matters. This way the candidate talks, smiles, laughs, walk etc, is very crucial.

Asemah (2010, p.20) opined that political advertising is used by politicians to persuade people to vote for them and it is therefore, part and parcel of political process in Nigeria and any other domestic society. It is a very important source of communication for voters. It is the advertising that involves political parties presenting candidates in order to win votes and be in power.

McNair (2002), cited in Onwe (2015), referred to political advertising as the purchase and use of media space, in order to transmit political messages to mass audience. Political advertising is usually carried out through the conventional mass media like the television, newspapers, magazines, radio and most recently the social media platforms like Instagram, Facebook, Twitter, Telegram, Youtube etc during the electioneering period, all these media platforms are flooded with political adverts of various political parties and candidates contesting election who are trying their best to woo the electorates to vote for them. So, the importance of political advertisement cannot be over-emphasized. This is because, political adverts can make the electorates who have not made up their minds, to decide on a political party or candidate to cast their votes on.

Statement of the Problem

The contributions of mass media during the pre and post electioneering period cannot be swept under the carpet. Information dissemination during these periods is topnotch, there is never a time you will not be on your radio set, on your television, surf the social media, and even go through the pages of newspapers and magazines that you wouldn't be bombarded with political messages whether in form of advertising or enlightenment of the electorates on certain issues pertaining the election.

During the 2023 general election in Nigeria, particularly Enugu state, political parties adopted political advertising to showcase their parties and candidates who are contesting for various elective offices to the electorates. These series of political advertisements do not signify that the electorates received or accepted the message "hook, line, and sinker" such that the message indeed swayed the opinions of the electorates in Enugu metropolis during the 2023 general election.

Several research works, have been done on the influence of political advertisement during elections in Nigeria, but to the best of the researchers knowledge, none has been tailored towards NTA Enugu and the Enugu metropolis electorates. It is on this note, that the researcher was spurred to investigate the influence NTA Enugu political advertisement of 2023 general elections on the electorate of Enugu metropolis.

Objective of the Study

The general aim of this study is to determine the influence of NTA Enugu political advertisement of 2023 general elections on the electorates of Enugu metropolis. The specific objectives are to:

1. Ascertain the channels of media through which the electorates of Enugu metropolis mostly received messages on political advertising
2. Find out whether exposure to political advertising on NTA Enugu influenced the electorates choice for advertised candidates and parties.
3. Know whether the combinations of audio visual of NTA Enugu made the electorates to

remember candidate and party to vote for more than any other form of advertising.

Research Questions

Following the research objectives, the under listed research questions are raised to properly guide this study

1. Which channel of mass media do you mostly receive messages on political advertising?
2. Does exposure to political advertising on NTA Enugu influenced the electorates choice for advertised candidates and parties?
3. Does the combination of audio-visual of NTA Enugu made the electorates to remember candidate and party to vote for more than any other form of advertising.

Research Hypotheses

In line with the research questions, the following research hypotheses were formulated to properly shape this research work.

- H₁: Political advertising messages are received mostly through television more than other channels of mass media.
- H₀: Political advertising messages are not received mostly through television more than other channels of mass media.
- H₁: Exposure to political advertising on NTA Enugu influenced the electorate choice of advertised candidates and parties.
- H₀: Exposure to political advertising on NTA Enugu does not influence the electorate choice of advertised candidates and parties.
- H₁: Combination of audio – visual nature of NTA Enugu made the electorate to remember candidate and party to vote for more than any other form of advertising
- H₀: Combination of audio – visual nature of NTA Enugu does not make the electorate to remember candidate and party to vote for more than any other form of advertising

Review of Related literature

Concept of Advertising

The earliest form of advertising in Nigeria could be traced to the activities of town criers and their early morning gongs signals that alerted the village dwellers of impending announcement. Town criers were used in the dissemination of information about important ceremonies and events such as inter-tribal wars, disasters, marriages, births, deaths, and so on. It was also used to disseminate information about available goods, services, and ideas to the people. This is still used in the villages in Nigeria today to communicate vital information to the village dwellers (Nwafor, 2019).

Ogbodo (1990), has cited in Nwafor (2019, p.319), stated that hawkers advertised their wares by calling out the wares they had, and asking people to buy them by extolling the quality and quantity of such goods. These types of display advertising were equally used by palm wine tappers, palm oil and garri sellers as well various types of consumer goods. Palm wine would place kegs of palm wine in front of their compounds and palm oil sellers would also display some bottles of palm oil in front of their compounds to indicate that this goods are available there.

According to Aliede (2003, p. 17) Modern advertising started in Nigeria in 1859 with the establishment of the first newspaper, *Iwe Irohin*, in Abeokuta by Rev Henry Townsend, an Anglican clergy. The newspaper carried news, advertisements of goods, services and vacancies in both English and Yoruba languages. *Iwe Irohin* opened the door and other newspapers followed suit e.g *Daily Telegraph*, *Eagle*, *The Anglo African* and others. Magazine publication which is another form of print media, published advertisement messages and examples were *flamingo* and *Drum* magazines.

Aliede (2006, p. 97) says that broadcasting media brought additional impetus to advertising. Although broadcasting started in Nigeria in the 1930s, commercial broadcasting only commenced in 1961, by the Nigeria Broadcasting Corporation (NBC). With such unique qualities, like linguistic barrier breakage, massive and instantaneous outreach, electronic media advertising proved to be a very effective tool for reaching consumers of diverse backgrounds. Ethnic and tribal languages are used in addition to Pidgin English, thereby creating wider outreach. From western Nigeria Broadcasting Service (WNBS) in 1959, other regions followed with their own stations, the East, North and the Federal Government. However, the first broadcast media

advert in Nigeria started with the birth of Western Nigeria Broadcasting Service (WNBS). The first television advertisement in Nigeria was for star beer and coco cola soft drink (Ciboh, 2007).

According to Okigbo C.N. and Okigbo C. C. in recounting the history of full service advertising agency practice in Nigeria, said the role played by the British marketing giants, United African company (UAC) and lever Brothers, in the formulation of the first agency, West African Publishing (WAP), which was later renamed Lintas (Lever International Advertising Services). Because, advertising grows and declines with other sectors of the economy. Nworisa (2013) has identified four broad waves of Nigeria advertising, namely first wave (1928 – 1970, Pioneer; second wave (1971 – 1989, indigenization); third wave (1990 – 1999), expansion and affiliation); and fourth and current wave (2000 – 2013).

The enactment of Decree 55 of 1988, which set up the advertising practitioners Council of Nigeria (APCON). The agency's responsibilities were: to determine advertising practitioners; setting standards of practitioners, regulating and controlling the practice of advertising, and enhancing advertising educations.

However, having known the little insight of how advertising emanated from Nigeria, it will be good to look at what the word "advertising" means. Advertising is a form of communication through which products or services are published to the general public, usually paid for with an identifiable sponsor. APCON code of advertising practice (2012) postulated advertisement as a communication in the media paid for by an identified sponsor and directed at imparting correct information about a product, service, idea or opinion.

From the definitions above, there are two glaring facts that must be there and they are (a) it must be paid for and (b) it must have an identified sponsor. Onuorah, J. (2018) opined that advertising is the process of creating advertisement and placing them in the appropriate media where the target audience can be exposed to them and hopefully, be persuaded to respond according to the intentions or expectations of the advertiser. Advertising is an aspect of marketing whose function is to create awareness, associations, desirable attitudes and perceptions about the advertised products and ultimately persuade the target audience to patronize them.

Dominick's view on advertising was in agreement with Aren (2008, p.7) which says that advertising is the structural and composed non personal communication of information, usually paid for and usually persuasive in nature, about products, services and ideas by identified sponsors, through various mass media.

Political Advertising

Political advertising simply means politically infested messages or information which its aim is to attract the electorates to a political party or candidate who is contesting an elective position. Duru, (2019, p. 241) says that political advertising deals with political messages aimed at promoting a candidate, political party or interest. Political advertising describes messages which contents are political and presented to influence voters behavior through its perceived persuasive impact. Political advertising targets the audience, with a view to persuading them to support their candidate(s) through the articulate display of manifesto. Politically communicated messages are meant to arouse affection from the masses towards particular political party, candidate.

According to Owuamalam (2015) as cited in Duru (2019) noted that the messages moves a considerable number of voters, who relate the proposal to their respective needs satisfaction within the political constituency.

Also, Olujide, Adeyemi and Gbadejan (2010), as cited in Duru (2019), opined that political advertising is the use of media by political candidates to increase their exposure to the public. Nwodu (2003, p. 53) viewed political advertising from the angle of electioneering campaign where he pointed out that it is an overall deliberate, planned, well- articulated and sustained message oriented effort aimed at presenting the electorate with a view to attracting voters sympathy and consequently moving the electorate to vote massively for the candidate so presented. Nwodu's view on political advertising only talked about the candidates contesting for an election, he didn't talk about the platform (political party).

Aligwe (2013, p. 123) pointed out that political advertising means any non personal communication sponsored by any or all of government agencies, political parties, interested groups or individuals or a candidate standing for an election with the sole purpose of persuading the Nigerian electorate to think

favourably of particular elections, parties and/or candidates and to vote accordingly. So, political advertising provides tangible information which persuades the electorate to make reasonable decision on the party and candidate to vote for in an election.

Moreso, according to Owuamalam (2005) as cited in Duru (2019), he opined that it serves as a major plank for attracting voters' attention arousing voting disposition and facilitating favourable patronage at the specific election.

Categories of Political Advertising

According to Udeze and Akpan (2013), there are three categories of political advertising which includes:

- Political advertisement: This gives only statements about the candidate and no explicit mention of the candidate's opponents.
- Contrast advertisement: This contains both positive and negative statements about the opponents.
- Negative or attack advertisement: This contains only negative statements about the opponent and nothing positive about the candidate

All these can be lumped into two main groups which are; image advertisements (intended to humanize candidates) and issues advertisements (which show where a candidate standing on specific, key issues).

Overview of Broadcasting and Television in Nigeria

According to Onabajo (2000), the broadcast media in Nigeria have come a long way and have gone through a lot of changes, in trying to keep pace with the intricacies of an ever changing society. What started a rudimentary, experimental monitoring station can now boast of direct satellite communication equipment.

Broadcasting started in Nigeria in 1932 as an experiment by the British Broadcasting Corporation (BBC). Lagos was chosen as one of the centres around the world, to receive and retransmit British empire service signals from Daventry, England, Then the Lagos station began to experiment with re – diffusion service under the supervision of engineer

and technicians at the posts and Telegraphs Department, who are also mandated to design a system for distributing the signals, to major population centers across the country. This relay system of the BBC was replicated in mainly English speaking country across the globe and succeeded in taking BBC news and programmes to many parts of the world.

The overall objectives of this innovation by the BBC were as follows:-

1. To develop links between Great British and English speaking people throughout the world.
2. To propagate to British way of life, particularly in the empire and;
3. To keep British citizens outside Britain informed about happening back home.

As a result of this, news music, and other aspect of programming at the time, were designed towards fulfilling these objectives. <https://nou.edu.ng-coursemac246>

According to Sambe (2008), the evolution of television in Nigeria followed a similar pattern as that of radio. The irony here is that while it was the Federal Government that started the first radio broadcasting station in the country, it was a regional government that first ventured into television broadcasting.

The Nigerian constitution of 1954 provided that regional government could establish broadcasting services. As such, on October 1, 1959, the Western region blazed the trail by establishing the first television station. Western Nigeria Television (WNTV) and Western Nigeria Broadcasting Service (WNBS) though the reason for the establishment of the medium was to use it as an additional means of improving the regional school systems. It could be pointed out that the denial of Chief Awolowo's request for a rebuttal on comment made against his party by Governor Macpherson on NBS was the immediate cause of the establishment of WNTV/WNBS.

A year after the establishment of Ibadan station, the former Eastern Nigeria Television Service (ENTV) based in Enugu came into being with the slogan

"Second to None". This was followed by the government of the Northern Nigeria who established a Television station as an arm of the former Broadcasting Company of Northern Nigeria (BCNN). It was located in the capital, of Kaduna as –RKTV, radio Kaduna Television. Not to be left behind, the federal government, pioneered the establishment of the Nigerian Television Service, Lagos in 1962. Thus, the federal government, which had pioneered the establishment of radio station in Nigeria, now trailed behind the regional governments in establishing television station.

Immediately after independence, television stations tended to become political tools for the regional governments of the day. In short, the mass media were used to foster regional interest at the expense of national interest.

2023 General Election in Nigeria

2023 General Election in Nigeria have come and gone, and barely one year and half, after the election, Nigerians, both those who participated and those who didn't participate, those who were influenced to political advertisement and those who were not influenced in political advertisement in the past election are now gnashing their teeths because of the economic hardship, our leaders put the country into.

Election is an integral part of democracy, all over the universe where it is being practiced. It is supposed to be a fair, game and not a do – or – die affair. Election is always that period when the citizens of a particular country or the electorates elect people who will assist them to manage the activities of government and other related issues of the country on their behalf.

According to Nnoli (2008), sees election as a process of choice agreed upon by a group of people. It enables them to select one or a few out of many to occupy one or a number of authority positions. Dunmoye (2010, p. 177), maintains that elections is the process of selection of one person or more for an office. He went further to say that election is also a government administered process by which people, whether opposed or unopposed, seek a political party's nomination for, or election to public office.

General elections were held in Nigeria on 25 February 2023 to elect the president and vice president and members of the Senate and House of Representatives. Elections for 28 of the 36

governorship and state House of Assembly followed on Saturday, March 11. 2023 elections marked 24 years of unbroken democracy in Nigeria. 2023 elections raised the hopes of Nigerians getting it right now due to the introduction of new technologies by the INEC which include Bi – model Voting Accreditation System (BVAS) and INEC Results Viewing Portal (IRev). The major contenders of election were: Ahmed Bola Tinubu of APC, Atiku Abubaka of PDP, Peter Obi of LP, Rabiu Kwakwanso of NNPP. Just like every other elections in Nigeria. 2023 elections were heavily contentions and marred by irregularities which made the election to go the same way like the previous elections. Bola Ahmed Tinubu was later declared the winner by the INEC. But there was a glaring fact during the pre – election campaign, on the day of election and post election which was the saturation of the media space with political advisement by the various political parties and candidates.

Empirical Review

In order to place this work within the context of earlier researches carried out that were related to the topic under investigation, the following studies were reviewed.

In a study carried out by Ojekwe, G.I (2015), which was titled “Political advert campaigns and voting behavior: a study of Akinwunmi Ambode’s election and campaigns in Lagos state, the research adopted survey design and data were generated through research instrument (the questionnaire) the research administered 200 copies of the questionnaire randomly and was able to collect 180, that were correctly filled. The results were collated, analyzed and summarized using simple frequency tables. Finding of the research work showed that political advert campaigns have a minimal effect on electorates voting behavior but still plays a role in the electoral process. The recommended that that political candidates and parties should concentrate on other election campaign strategies and for further studies to be carried out to better understand other existing factors that actually influence voting behavior.

A study carried out by Aligwe, H. N (2013) which was titled “Influence of Political Advertising on the Voting Behavior of Nigeria Academics: A study of Academics in Ebonyi State University Abakaliki. In the study, the researcher made use of survey and data

were generated through research instrument (the questionnaire).The questionnaire was administered to 180 randomly sampled academics of Ebonyi state University, Abakiliki.

Findings of the research work showed that Nigeria academics do not vote in obedience to, nor allow their choice of candidate to be dictated by, the exhortations of political advertisements. The study also revealed that Nigeria academics from Ebonyi state University, Abakiliki did not fully participate in the 2011 elections. The study showed that 51 of them or 28.3% (Academics) relied on mass media news instead of advertisements to get information about, and guidance in the elections.

In another related study by Duru Chike Walter (2019) which focused on the “Exposure to Social Media Political Campaigns and the Influence on the choice of Candidates during the 2019 Governorship Election in Imo state, Nigeria. The study adopted the survey method, with the questionnaire as research instrument. A sample size of 400 was adopted. Finding revealed that the electorates in Imo state were exposed to political advertising and that the new media were not the most effective channels for political advertising in the 2019 general elections in Imo state. New media political campaign did not influence the electorate behavior and voting pattern of Imo electorates in the 2019 governorship election. The researcher recommended that political advertising on new media reflects the basic needs of the people so as to draw public attention and motivate them to make favorable voting decisions.

Again, in a study conducted by Chukwu, O. J. and Chiadika, J. I. (2004), which centered on Political Advertising and Voter Decision Making: Effectiveness and Ethical Implications of Campaign Communication Strategies. The study was anchored on the agenda setting theory and the powerful effect theory. The study adopted the survey research design and the questionnaire for data collection which was distributed to 399 respondents who were drawn from the population of 208,098 people in Asaba. The data collected were presented in tables and analyzed using simple percentages.

The study found among others that, political advertising are effective in influencing the voting decision of electorates to a global extent. It was also found that although political advertising have an effective influence on the respondents” voting

decision, they are not passive recipients of media messages. It was recommended that political advertisers and campaign handlers learn to focus the campaigns on the candidate's political party and their accomplishments and politics. Political advertising should not be an attack tool or a means of pulling down the other candidates but should be used to propagate the reasons a candidate should be voted for. Sometimes, political advertisers make the mistake of presenting themselves as a lesser evil by exposing the weakness of the other party while entirely jettisoning their own pros.

Moreso, in a study carried by Okoye, Josephat I. (2013) which was titled "Facebook and Political Campaign Execution in Nigeria: A focus on the 2011 Presidential Electioneering Campaigns. The study made use of descriptive survey design and semi-structured Interview (SSI). The findings revealed that facebook persuasive campaign messages vividly nurtured the images of candidates and their parties in the minds of on – line media users (electorates) during the 2011 presidential campaigns. It was also discovered that effective combination or admixture of social media networks with multiple media channels served as the best tactics for influencing on line media users (voters) during the presidential campaigns. The findings also show that most respondents within the age range of 18 -25 years and 26 – 35 years respectively and who are predominantly adolescents, indicated that their unimpeded access to social media network (Facebook) richly exposed them to political campaign information placed on most presidential candidates websites. It is recommended among others that political office seekers should adequately use on line media networks for effective mobilization of the youthful segments of the voting population come 2015 political campaign.

Furthermore, in another study carried out by Sunny Udeze and Uwem Akpan (2013) which was titled "The Influence of Political Advertising on Nigeria Electorate". The study focused attention on the governorship candidates in Imo state, South East Nigeria, in the 2011 governorship election in the state. The study sought to find out the extent the electorate in Imo state was exposed to political advertising.

A survey method was adopted and questionnaire as research instrument. Through mulit – stage sampling, 120 respondents were selected in the two of the three

senatorial zones in the state and administered the questionnaire.

Findings of the research work showed that the electorates in Imo state were well exposed to political advertising, that radio was the most effective channel for political advertising; that the respondents were influenced in their choice of candidates to the extent that they perceived such messages to be credible. It was concluded that political advertising was an essential factor in the political decisions of the electorate in Imo state. The work also recommended that candidates should strive for credibility in their political messages, while the electorate should be critical of all political messages to decipher the truth.

In another related study by Egbulefu. C. C. and Emeke, P. N.(2023) which was titled "Political Digital Advertising: Implications and way forward for Nigerians 2023 General Elections". The researcher intended to find out the extent of digital media advertising in the 2023 general elections and the effectiveness of digital media political advertising on Benin City residents choice of 2023 presidential candidates in Nigeria. The study made use of survey method. The theoretical framework was cultivation theory. The study found out that, digital advertising has come to stay and that amidst it is being extensively used by political stakeholders in projecting the agenda and ideologies of the political contenders in 2023 general elections in Nigeria. It was recommended that political parties and stakeholders who are yet to adopt digital advertising should do so as it has various higher imperatives over traditional political advertising. It was also recommended that political parties and stakeholders who are using digital advertising as their only advertising method should complement their efforts using traditional media in order to get a higher reach especially from political stakeholders who do not have digital advertising reception gadgets.

Theoretical Framework

This research work is anchored on two theoretical framework namely: agenda setting theory and uses and gratification theory.

In 1972, McCombs and Shaw made references to the agenda setting functions of the media. According to them, people/media audience judge as important what media judge as important. By implication, media help people to determine what is important in the public

discourse. Obasi, (2013,p. 68). The theory holds that most of the pictures we store in our heads, think about and discuss; are based on what we have read, listened to or watched from different/various mass media. That is to say that, mass media have powerful influence on the audience and have the ability to tell us what issues are important. According to Dominick (2000) as cited in Duru, (2019), asserted that the theory holds that the media propose the public agenda or what kind of things people discuss, think and worry about, by what the media choose to publicise. McQuail (2005, p.512), says that the core idea is that news media indicate to the public what the main issues of the day are and this is reflected in what the public perceives as the main issues.

This theory is relevant to the study because mass media set agenda for what the electorates discuss or think in any election process or during the electioneering period. Hence, the media can be used to persuade the people to accept a particular candidate or political party during election.

The second theory this work is anchored on uses and gratification theory. The theory was formulated Katz et al in 1974. The theory is of the view of why the people use the media and what gratifications they receive from the media. The authors believe that audience members actively seek out for media to satisfy their individual needs. McQuail (2005, p. 424), opined that the central question posed is: why do people use them for? Therefore, the theory focuses attention on the audience members instead of the media messages. According to Obasi (2013, p.70), the theory discovers two types of Tv viewers or users. They are:

- a) Time-consuming (habitual) information seekers who watch TV for ritualized use. Such people clue to TV screen to avoid doing other things. So, Tv becomes a source of diversion for them – escapism.
- b) Non – time consuming (non – habitual) are the entertainment seekers, who also seek information, but mainly attend TV for entertainment (musical instrumental use and film watching). These seekers use the medium content for information/entertainment by selecting station (channel) of their choice.

Therefore, the theory sum up that the social and psychological origin of needs generate the expectations of people, who would want to use the media to satisfy such expectations. The fact is that, the candidate or mass media viewers know media contents and which media they can use to meet their needs. The need of the people will influence the choice of media, channel programmes etc. they use and the gratification they derive from it.

Therefore, this theory is relevant to the study because the people (electorate) in Enugu took decision on what to view or listen to, station to tune into and how they are gratified for using them. This is because different political parties and candidates embarked on political advertisement to win heart of the people to vote for them but election is one man; one vote. You are not permitted by the law to vote for all the political parties and the candidates standing for election.

Methodology

Research Design

A research design is a blueprint which specifies how data relevant to given identified problem should be collected and probably analyzed to produce authentic results (2013, p.3)

This study made use of survey research method. The survey research method was used because it is the most appropriate research method in measuring public opinion, attitudes and orientations which are dominant among a large population at a particular period. It is also the most appropriate for the study because it is very reliable and widely used method.

Ohaja (2003, P.11) opined that survey is appropriate when studying characteristics of sample through questioning that enables the researcher to make generalization concerning the population of interest. Obasi, (2013, p.41) sees survey research as one in which a group of people or items is studied by collecting and analyzing data from only a few people or items considered to be representative of the entire group. Consequently, this research design enables the researcher to examine the demographic characteristics of the respondents, their attitudes, intentions and views as well as the psychographic question concerning effectiveness of NTA Enugu political advertisement on the electorates of Enugu metropolis.

Population of the Study

According to Otaha (2015, p. 47), Population refers to members of any variable that is isolated for study. The population of this study comprises the three local government areas that make up Enugu metropolis and they are Enugu East with population figure of 277,119, Enugu North (242,140) while Enugu South (198,032) with the totality of 717,291, according to the National Population Commission (2006). But the estimated population figure of this study was projected to 1,130,445. The population figure was projected from 2006 population to 2024 using United Nations Development Programme (UNDP) formula. The UNDP population formula state that:

$$P_p = \frac{G_p \times P_i}{100}$$

$$P_p = P_i \times T$$

$$P_p = P_i \times G_p$$

$$\text{Where } P_p = \text{projected population}$$

$$G_p = \text{Given population}$$

$$P_i = \text{Population increase index (3.2)}$$

$$T = \text{period between the given population and year of study}$$

$$P_p = \frac{717291 \times 3.2}{100} = 22,953$$

$$P \times T = 22,953 \times 18 = 413.154$$

$$P_i + G_p = 413.154 + 717291$$

$$P_p = 1,130,445$$

From the above projected increase in population. Enugu metropolis has a total population of **1,130,445**

Sample Size

Nnauko (2016, p.31), asserted that sample is a smaller group of element drawn through a definite procedure from a specified population. A sample also refers to a subset of the population that is actually studied by researchers. The sample size for this study

will be derived from the population using Taro Yamane formula.

The Taro Yamane is given.

$$N = \frac{N}{(1+N)(e)^2}$$

Where:

n = desired sample size

N = population under study

I = at unity (Always constant)

e = level of significant or error margin taken (5% or 0.05)

thus;

$$n = \frac{1,130,445}{1 + 1,130,445 (0.05)^2}$$

$$n = \frac{1,130,445}{1 + 1,130,445 (0.0025)}$$

$$n = \frac{1,130,445}{1+2826}$$

$$n = \frac{1,130,445}{2827}$$

$$n = 399.9$$

$$n = \text{Approximately is 400}$$

Therefore, the sample size for the study is 400

Sampling Technique

The sampling technique adopted for the study was simple random sampling technique. This technique was adopted because it will give the researcher the freedom to choose from the sample population of those who can respond reasonably to the questions in the questionnaire.

Data Presentation and Analysis

A total of 400 copies of questionnaires were produced and distributed to the respondent in Enugu metropolis. The researcher administered the questionnaire himself, also retrieved three hundred and eighty five copies (385). This showed that 96% distributed copies were returned while 4% or 15 were not returned and so represented the causality rate. The researcher then collected the 385 copies for his presentation, computation and analysis in simple frequency and percentage table.

Testing of Hypotheses

Obasi. (2013, p.56), Hypotheses mean intelligent guesses and are of two type, null hypothesis characterized by negative expression thus; H_0 and

alternative hypothesis characterized by the positive expression and denoted thus; H_1 .

Hypothesis One

H_1 : Political advertising messages are received mostly through television more than other channels of mass media.

H_0 : Political advertising messages are not received mostly through television more than other channels of mass media.

Responses	Observed 'O'	Expected 'E'	O-E	(O-E) ²	$\frac{(O-E)^2}{E}$
Radio	100	77	75	5625	73.05
Television	152	77	25	529	6.87
Newspaper	31	77	-46	2116	27.48
Magazine	17	77	-60	3600	46.75
Social Media	85	77	8	64	0.83
Total	385				154.98
					$X^2(\text{chi square})$

Source: field survey, 2024.

$X^2 = 0.07$, $p = 0.05$, $df = 4$, $xu2 = 9.488$

The calculated value is 154.98, the degree of freedom $n - 1 = 5 - 1 = 4$ degree of freedom. The level of the significance is 0.05. The table value at 1 degree of freedom and 0.05 level of significance is 9.488. The calculated value is (154.98) is greater than the table value (9.488).

Decision Rule

The hypothesis being tested is accepted because, the calculated value exceeds table value of 9.488. Therefore, it is concluded that political advertising messages are not received mostly through television more than other channels of mass media.

Hypothesis Two

H_1 : Exposure to political advertising on NTA Enugu influenced the electorate choice of advertised candidates and parties.

H_0 : Exposure to political advertising on NTA Enugu does not influence the electorate choice of advertised candidates and parties.

Responses	Observed 'O'	Expected 'E'	O-E	(O-E) ²	$\frac{(O-E)^2}{E}$
Yes	115	192.5	-77.5	6006.25	31.20
No	270	192.5	77.5	6006.25	31.20
Total	385				62.4
					$X^2(\text{chi square})$

Source: field survey, 2024.

$X^2 = 0.02$, $p = 0.05$, $df = 1$, $xu2 = 3.841$

The calculated value is 62.4, the degree of freedom $n - 1 = 2 - 1 = 1$ degree of freedom. The table value at 1 degree of freedom and 0.05 level of significance is 9.488. The calculated value is (62.4) is greater than the tabular value (3.841).

Decision Rule

Since the calculated chi – square value (62.4) is greater than the table value (9.488). The researcher rejects the null hypothesis (H_0) and accepts the alternative hypothesis (H_1), which state that exposure to political advertising on NTA Enugu does not influence the electorate choice of advertised candidates and parties.

Hypothesis Three

H_i : Combination of audio – visual nature of NTA Enugu made the electorate to remember candidate and party to vote for more than any other form of advertising.

H_o : Combination of audio – visual nature of NTA Enugu made the electorate not to remember candidate and party to vote for more than any other form of advertising

Responses	Observed ‘O’	Expected ‘E’	O-E	(O-E) ²	$\frac{(O - E)^2}{E}$
Agree	100	77	25	529	6.87
Strongly agree	152	77	75	5625	73.05
Disagree	31	77	-46	2116	27.48
Strongly disagree	85	77	8	64	0.83
No opinion	17	77	-60	3600	46.75
Total	385				154.98 X ² (chi square)

Source: field survey, 2024.

$$X^2 = 0.07, p = 0.05, df = 4, x_{0.05}^2 = 9.488$$

The calculated value is 154.98, the degree of freedom $n - 1 = 5 - 1 = 4$ degree of freedom. The level of the significance is 0.05. The table value at 1 degree of freedom and 0.05 level of significance is 9.488. The calculated value is (154.98) is greater than the table value (9.488).

Decision Rule

From the calculations above, the computed or calculated value is less than table or critical value in the table for a 0.05 probability level, therefore, the researcher accepts (H_1) which states that combination of audio – visual nature of NTA Enugu made the electorate to remember candidate and party to vote for more than any other form of advertising.

Discussions of Findings

This section of the study discusses findings in relation to the research questions.

Research Question One:

Which channel of mass media do you mostly receive messages on political advertising? Findings have clearly revealed that the electorates in Enugu metropolis, received political advertising messages mostly through television. From table 1, the analysis showed that 100 (25.97%) of the respondents chose radio as their channel of mass media they received information on political advertisement, 152 (39.48%)

of the respondents chose television, 31, 8.05%) of the respondents preferred newspaper, 17 (4.42%) of the respondents like magazine as their channel of mass media they received information on political advertisement while 85 (22.08%) of the respondents chose social media. So, from the analysis, it clearly seen that the respondents who chose television were 152 (39.48%).

Research Question Two

Does exposure to political advertising on NTA Enugu influenced the electorates choice for advertised candidates and parties?

The data generated from the responses from the respondents in the study, shows that exposure to political advertising on NTA Enugu, indeed, influenced the electorate choice of advertised candidate and party. It was clearly stated in table 2, where 270 (70.13%) of the respondents answered “Yes” that exposure to political advertising on NTA Enugu influenced their choice of advertised candidate and party while 115 (29.87%) of the respondents answered “No” that they didn’t influence their choice of advertised candidate and party. There is indication that before the electorates who were exposed to political advertising on NTA Enugu, they must have scrutinized the party and candidate before it could influence their choice for advertised candidate and party. So, without being convinced, the electorate will not cast their votes for the advertised party and candidate,

Research Question Three

Does the combination of audio – visual of NTA Enugu, made the electorates to remember candidate and party to vote for more than any other form of advertising?

It is obvious that from the data analyzed, the electorates tend to remember candidates and party to vote for more than any other form of advertising, is because of the combination of audio – visual nature of NTA Enugu. Table 3 of the analysis captured the responses of the respondent very well. It was vividly indicated that 100 (25.97%) of the respondents ticked that they agree on the combination of audio – visual nature of NTA Enugu, made the electorate to remember candidate and party to vote for more than any other form of advertising, respondents who ticked strongly agree have a total of 152 representing (39.48%), respondents who ticked disagree have a total of 31 (8.05%), respondents who answered strongly disagree have a total of 85 representing (22.08%), while respondents who ticked no opinion have a total of 17 responses, representing (4.42%). Majority of the respondents who strongly agree may be because they believe in the assertion that seeing is believing. They watched the political advertisements and candidate and party, they viewed kept on re occurring in their minds which made them to remember candidates and party, more than any other form of advertising

Summary of Findings

This study set out to examine influence of NTA Enugu political advertisement of 2023 general elections on the electorate of Enugu metropolis.

To achieve the objective, the study looked at advertising, political advertising, broadcasting, NTA Enugu and 2023 general elections holistically.

Therefore, the finds among others showed that;

1. The channel of mass media through which the electorate of Enugu metropolis received messages on political advertising was television and closely followed by radio.
2. Majority of the respondents said that exposure to political advertising on NTA Enugu, influenced their choice of advertised candidates and parties.
3. 152 (39.48%) of the respondents strongly agree that the combination of audio – visual nature of NTA Enugu, made them to remember candidate and party to vote for more than any other form of advertising.

Conclusion

Nigeria television authority (NTA) Enugu is an electorate medium that has its own pros and cons but the pros of NTA Enugu, out numbers and outclasses the cons. Therefore based on the findings, the features of NTA Enugu (audio – visual) nature of it placed it ahead of other mass media within Enugu metropolis, in persuading the electorates on the candidates and party to vote for. Also the study concludes that the electorates of Enugu metropolis received messages on political advertising through television (NTA) more than any other mass medium. Moreso, the electorate exposure to political advertising on NTA Enugu influenced their choice of advertised candidates and parties because of the way it was packaged.

Recommendations

Based on the findings and conclusions the study recommends that:

Firstly, politicians and political parties should present candidates with impeccable characters or manners to the electorates in order to gain wide acceptance. Moreso, it is important that television should always be adopted for the political advertisement to the

electorate during election. Furthermore, there is need for the electorate to scrutinize the political advertising messages very well. This will enable them to make right choice on the candidates or political party to cast their votes for.

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