



## CHANNELS TELEVISION'S "POLITICS TODAY" AND ABIA RESIDENTS' INTEREST IN POLITICAL PARTICIPATION

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**ABSTRACT:** *This study was carried out to determine the influence of Channels Television "Politics Today" on Abia residents' interest in Political Participation. Using the survey research method, the researcher sought the opinions of residents in Abia State who watch and participate in "Politics Today" on the extent the programme has influenced their interest in political participation. Agenda setting theory and The Media Dependency Theory served as the theoretical framework for the study. The population of the study was 4,143,100 out of which a total of 400 residents of Abia State were sampled from the three senatorial districts. The questionnaire was used as the survey instrument for data collection. The findings of the study revealed that political participation among Abia residents was significantly high, primarily due to the influence of the "Politics Today" programme. The programme not only exposed residents to politics but also sustained their interest and participation in political activities. Based on the findings, it was concluded that exposure to Channels Television "Politics Today" influences the audience to participate in elections and other electoral processes. Finally, the researcher recommends that the programme should be utilised as a means for political organisations to interact with residents through interviews, public service announcements and similar activities.*

**KEYWORDS:** Channels Television, Political Participation, Political Awareness, Political Influence, Political Mobilisation.



## INTRODUCTION

Since gaining independence from British colonial rule, Nigeria has experienced periods of political instability, characterised by military coups, civil unrest, and electoral irregularities (Agagu, 2004; Okoli and Iortyer, 2014). These instabilities have often resulted in social and economic challenges, hindering the country's overall development. Nigeria gained independence from British colonial rule on October 1, 1960, but shortly after, the country experienced a series of political upheavals. One of the earliest instances of political instability was the military coup of 1966, which resulted in the assassination of several key political figures and the subsequent power struggle between different military factions (Frynas, 1998; George et al., 2016). This event marked the beginning of a turbulent era characterised by numerous coups, countercoups, and military regimes, leading to a lack of stability in governance.

In the post-colonial era, Nigeria witnessed a series of military regimes interspersed with brief periods of civilian rule. The military regimes were characterised by repression, human rights abuses, and limited political freedoms, further eroding trust in the political system and discouraging political participation (Onanuga, 2018). The transition to democracy in 1999 marked a significant milestone for Nigeria but the legacy of political instability continued to impact the citizens' perception of politics and their willingness to engage in the political process. As a result of the prevalent instability, ordinary Nigerian citizens have undergone political socialisation that shapes their perception of the Nigerian political landscape as an arena where conflict and violence are considered acceptable political mechanisms. Consequently, the conflict-ridden nature of the Nigerian polity influences the understanding held by many Nigerians regarding the state, implying that norms and values associated with political conflict can foster the belief that politics in Nigeria is a high-stakes affair where aggression and violence are necessary (Ikpe, 2015).

Political development is intricately linked to the fundamental democratic principle of political participation, encompassing both active and passive engagement of individuals in the governmental processes that shape their lives. This involvement takes on various forms as citizens undertake a range of activities with the overarching goal of influencing government structures, policies, and programs (Castertrione & Pieczka, 2018). Citizen participation stands as a crucial safeguard in any democratic society, serving to curb the potential abuse and compromise of political power by privileged elite groups. It acts as a protective measure against the capture and restructuring of governance institutions in ways that could exclude the interests of the less affluent masses (Parvin, 2018). Existing literature suggests a decline in political participation rates in numerous liberal democracies, including Nigeria, where involvement tends to be concentrated among a select group of wealthy and influential individuals (Parvin, 2018). This concentration of political influence poses a significant risk to Nigeria's fledgling democracy. The potential consequences of diminished participation, particularly among the youth, paint a bleak picture of the democratic future of the country.

Beyond their role in election campaigns, media platforms have been instrumental in coordinating impactful social campaigns against perceived government failures, such as the removal of fuel subsidies, the commercialisation of the Nigerian National Petroleum Commission (NNPC), and issues like banditry and kidnapping (Joshua, 2020). In supporting this view, (Mahmud and Amin, 2017) and (Ittefaq and Iqbal, 2018) posit that the media has made a positive contribution to political change. They assert that the media serves as robust



communication channels connecting candidates and voters, fostering participation and mobilization. Moreover, the media plays a vital role in political education and public mobilization in Nigerian politics.

"Politics Today" is a political programme airing on Channels Television on weekdays at 7 p.m. and hosted by Seun Okinbaloye. It has gained substantial popularity for its in-depth discussions on major political issues in Nigeria. The show serves as a significant platform, attracting a wide audience seeking insightful analyses of the nation's political landscape.

"Politics Today" has become a crucial player in shaping political discourse and increasing political awareness. This research aims to explore the influence of the programme on the political participation of Abia residents. Understanding the influence of such media programmes on political participation is essential for assessing the role of media in democratic societies and its potential to empower citizens through informed political engagement.

### **Statement of the Problem**

Due to persistent challenges related to power struggles, violence, corruption, and weak governance Nigeria has faced which has created an atmosphere of fear, uncertainty, and mistrust among its citizens and as a result, many Nigerians became disillusioned with the political system, perceiving their participation as ineffective or futile in bringing about meaningful change. The prevalence of political instability erodes public trust in the government and its institutions, contributing to a sense of disengagement from formal political processes.

Political instability in Nigeria has given rise to alternative forms of political participation. Citizens often now resort to unconventional means, such as protests, demonstrations, and social media activism, to voice their grievances and demand change.

These alternative avenues reflect the frustration of Nigerians with the limitations and challenges of traditional participation, highlighting their desire for more inclusive and responsive political systems. However, it is not clear how Channels Television's "Politics Today" influence Abia residents' interest in political participation.

Hence, this research aims to address this problem by focusing on the role of Channels TV "Politics Today" on the political participation of Abia residents.

The study seeks to uncover how the show contributes to shaping the political views, decisions, and actions of residents in Abia state.

### **Objectives of the study**

The study sought to:

- i. assess the level of exposure of residents in Abia State to Channels Television "Politics Today".
- ii. find out the level of participation in "Politics Today" by Abia residents.
- iii. ascertain the influence of "Politics Today" on the political participation of Abia residents.



## LITERATURE REVIEW

### Concept of Political Participation

The relationship between broadcasting and politics in Nigeria dates back to colonial times. The political disagreement between Chief Obafemi Awolowo and the then Governor-General of Nigeria- Sir Macpherson, motivated Chief Obafemi Awolowo to pursue the idea of a regional broadcast channel that could serve the political interest of the people in the Western region. Since then, the relationship between broadcasting and politics has become inseparable (Olaoye, Enyindah & Asemah 2022).

According to Omotayo & Folorunso (2020), Political participation refers to citizens' involvement in the acts, events, or activities that influence the selection of and/or the actions taken by political representatives. It encompasses various mechanisms through which citizens express their political views and exercise their rights to influence political processes.

As a fundamental aspect of democracy, political participation involves actions taken by citizens to impact the outcome of political issues. It can be understood as a set of activities performed by citizens to influence government policies or officials. Through political participation, citizens have the opportunity to elect political representatives who formulate policies for the benefit of the people, the ultimate beneficiaries of social programs implemented by these representatives. Additionally, political participation involves citizens engaging in discussions on socio-political and economic issues, serving as criteria for selecting potential leaders. This engagement may also include evaluating the capabilities of incumbents and advocating for ways to address societal challenges for a more prosperous country (ibid, 2020).

Political participation encompasses the engagement of individuals or groups in activities related to the political process. It involves active involvement in decision-making, expressing opinions, and influencing policies and governance (Unwuchola *et al.*, 2017). Political participation can take various forms, including voting in elections, joining political parties, participating in rallies and demonstrations, engaging in civic organisations, and contacting elected representatives (Falade, 2018). It is a fundamental aspect of democratic societies as it allows citizens to express their preferences, hold leaders accountable, and shape the direction of public policies. Political participation is crucial for ensuring the representation of diverse voices, fostering a sense of ownership and legitimacy, and promoting responsive and accountable governance.

### Mass Media and Political Participation

La'aro *et al.*, (2021) examined the impact of community radio programmes on political participation among rural dwellers of Ondo state, Nigeria. Adopting the quantitative design and the survey method, it gathered data relevant to measuring the influence of community radio programmes on political participation. The study populations are the Ondo West Local Government Areas of Ondo state in Nigeria. According to the record obtained from the Independent Electoral Commission (INEC), there are about 172,815 registered voters in Ondo West Local Government. Using the Krejci & Morgan (1970) formula, a sample size of 400 respondents was drawn from the population. The sampling technique used is the multistage,



probability sampling procedure. The findings revealed that Kakaki community radio programmes increase their level of political participation through, news, current affairs, commentaries, and phone-in programmes. There is also a connection between the frequency of listening to Kakaki community radio programmes and the level of political participation among residents of Ondo West Local Government Area. The study concluded that community radio plays an important role in the political life of a rural community.

Arede & Oji (2022) examined the impact of radio broadcasting on political participation in Nigeria's South-South Zone is investigated in this study. The importance of radio in political participation has been proven by scholars; and reaffirmed the position on the subject under investigation, indicating that peoples' behaviour towards political activities is strongly affected by radio broadcasts.

Bappayo *et al.*, (2021) explored the impact of mass media in the Political mobilisation process. The study was restricted to Jos city and its environs due to some unavoidable factors. Through personal contacts with the staff of Plateau State Radio Television Corporation Jos (PRTVC), questionnaire administration, documented materials, books, journals, newspapers, seminars and direct observation, the researcher was able to carry out this study. Also, the objective of the study was to determine the level of interference of government in the activities of mass media affects the political mobilization process. The population consists of all the staff of Plateau Radio Television Corporation Jos (PRTVC) who answered the simply designed choice and opened questionnaires. The sample size of 196 employees of Plateau Radio Television Corporation Jos was used to gather relevant information for analysis. The researcher used frequency and percentage as a statistical tool of analysis to analyse all data collected. The study established that without a vibrant press and free flow of information, government cannot fully function to its full potential. It also revealed that freedom of the press is vital to the growth of Nigerian democracy.

Aiyelabegan (2022) examined the impact of Mass Media in the Mobilisation of Rural Women for Equitable Political Participation and Representation in the Three Senatorial Districts of Kwara State Nigeria. The study explored some chosen communities of certain local government areas in the three senatorial districts of Kwara State to identify some of the factors militating against the active participation and equitable representation of rural women in the Nigerian political terrain. The study was conducted using the descriptive survey method with two hundred adult women in each of the two chosen underdeveloped local government areas of the three senatorial districts of Kwara Central, Kwara South and Kwara North of Kwara State Nigeria making a total of one thousand two hundred adult rural women. The study revealed that though the mass media through various programmes create the avenues for the mobilisation of rural women for political participation, various factors militate against their equitable representation in the democratic process and governance

Santas (2020) conducted an examination into the mass media's role in mobilising women for political participation during the 2019 gubernatorial election in Nigeria, with a specific focus on Lafia, Nasarawa State. The study aimed to gauge the level of influence exerted by the mass media in mobilising women for political activities during this election. Employing a survey research method, the study utilised questionnaires to collect data from 385 women in Lafia, Nasarawa State. The findings unveiled that 40.3% of the women had significant exposure to media messages encouraging their involvement in the election, with 37.7% indicating receipt of political messages through radio. Additionally, 51.9% actively participated in the elections.



However, a noteworthy 58.4% of the respondents believed that the mass media did not adequately highlight or provide sufficient coverage for women contestants during the election.

### **Television Programmes and Political Participation**

The mass media are strategic partners in political participation as reflected in the news they transmit and programmes they showcase about political parties and their manifestoes, contestants and the general electoral processes which help voters make reasoned choices.

Television has proved to be immensely popular in enhancing political education and participation. The government, nongovernmental organisations, political parties, contestants and voters all recognise that television broadcasts can be powerful tools to be employed during elections. This is why they influence the utilisation of this type of mass dissemination to motivate people, and groups to intrigue and furthermore to vote in favour of them.

What television chooses to show or not to show about the candidates and the electoral process affects citizens' participation. Television programmes in Nigeria help in political support by persuading residents to vote and furthermore to be available for pronouncement perusing, unprejudiced in their selection of hopefuls. Television's impact is felt more than that of radio because of its audio-visual benefits. The best aspect of television is that seeing is believing, the captivating pictures and videos of their candidates will be attracting them to vote more than just viewing the television. Television images give the viewers the opportunity to have firsthand impressions of contestants. Citizens need the requisite knowledge, as packaged by the media, to actively engage in the election process (McLeod, Kosicki & McLeod, 2002).

### **Political Discussions and Political Interest**

Political discussion is an important form of political communication. People's opinions tend to be influenced by the views of their discussion partners (Pattie & Johnston, 2001). This raises the possibility that people's opinions might show some association with the frequency with which they discuss political issues. Prior research has linked the frequency with which individuals discuss political issues to their political interest, political participation, political knowledge, argument repertoire, and accuracy of beliefs (Price et al., 2002; Eveland, 2004; Eveland & Hively, 2009; Amsalem & Nir, 2021).

Political interest is highly correlated with important expressions of political engagement, such as voting or taking part in a political discussion, as well as seeking out knowledge about politics. Despite these vital linkages, scholars disagree over what actually constitutes political interest. Scholars have variously defined political interest as one's attentiveness to political matters, an intrinsic motivation, a feeling of concern or curiosity, or treating political interest synonymously with political involvement.

### **Channels Television's "Politics Today"**

Channels Television is a Nigerian independent 24-hour news and media television channel based in Lagos, Nigeria. The parent company, Channels Incorporated was founded in 1992, a year before the Nigerian government deregulated the broadcast media by Nigerian veteran broadcaster and business moguls: John Momoh and Sols Momoh. The company which commenced operation in Lagos, Southwestern Nigeria in 1995 has grown to include three other



stations in Abuja, Edo, and Kano states as well as bureaus in almost every state in Nigeria including stringers and affiliates in other parts of Africa.

The company was licensed in June 1993 and allocated frequency on UHF (Channel 39)

Its primary focus is producing news and current affairs programs on Nigerian domestic issues with the aim of cultivating and upholding the highest ideals in reporting the news with objectivity and fairness, as well as satisfying the right of individuals to be informed. The channel's mission is to act as a watchdog on governmental policies and activities.

Politics Today on Channels Television is a one-hour programme which comes up weekdays at 7:00 p.m. The programme seeks to provide a more in-depth and broader perspective to issues in the Nigerian political realm. It also aimed at bringing viewers analysis from all angles for a better understanding putting into cognisance the complex nature of the political society. "Politics Today" is targeted to bring the political players to the forefront of the people. In achieving its objectives, the program brings top political office holders, decision-makers and policymakers, and government officials in a view to get their opinions and decisions on matters of public concern.

"Politics Today" allows for the direct participation of the audience via social media networks like Facebook and Twitter. During and after an electioneering campaign, politicians are invited to the programme to talk about their plan for the people and ask crucial questions. "Politics Today" started in 2005 with a broad objective of analyzing and giving in-depth information on trending issues with a huge focus on the Nigerian political environment. The programme runs from 10.00 am to 11.00 am Monday to Friday when it first started.

### **Theoretical Framework**

The study is anchored on Agenda Setting Theory and The Media Dependency Theory. The media agenda-setting theory of McCombs & Shaw established that the mass media could influence their audiences. They analysed the contents of newspapers, magazines and television newscasts that 100 undecided Chapel Hill voters were exposed to during the 1968 Presidential election in the United States. They found that the media agenda influenced the public agenda. The media agenda was the issues that the media thought of as important as determined by their prominence, length and position. The public agenda was the things that the public thought, discussed or worried about.

According to Asemah (2011) cited in Olaoye, Enyindah & Asemah (2022 p.300) agenda setting refers to the ability of the mass media to influence the level of the public's awareness of issues as opposed to their knowledge about those issues. The theory assumes that the media sets the agenda for the public to follow. Therefore, editors, newsroom staff and broadcasters play an important part in shaping the public agenda in choosing and displaying news.

Media audiences learn about a given issue and how much importance to attach to the issue from the amount of information in a news story and its position (Anwumabelem & Asemah, 2021).

Cohen (1963), cited in Asemah, Nwammuo & Nkwam-Uwaoma (2017) asserts that the media may not be successful in telling people what to think. Still, they are stunningly successful in telling them what to think about. Wimmer & Dominick (2000, p. 408) argued that "agenda



setting by the media suggests that the public agenda or what kind of things people discuss think or worry about is powerfully shaped and directed by what the media choose to publicise. Anwumabelem & Asemah, (2021) stated that one of the issues with the agenda-setting theory is that it is difficult to measure.

Research on the theory has been largely inconclusive in establishing a causal relationship between public prominence and media coverage. In addition, the theory doesn't work for people who have already made up their minds. For example, someone might believe that his or her elected official was the right choice for office, despite numerous compelling reports to the contrary presented by the mass media.

This theory juxtaposes how the frequent dissemination of "Politics Today" political

programme on Channels Television has been able to shape their opinions, perceptions and decisions they take on political matters surrounding the nation Nigeria.

The Media Dependency Theory was developed in 1976 by Sandra Ball-Rokeach and Melvin Defleur. The theorist sees media audiences as active participants in the communication process. The theory incorporates psychological elements from the theory of social categories, components from causal inference theories, perspectives from the theory of uses and gratification, as well as long-standing worries about the content of media messages. This explains why Syallow (2015) thinks the theory's main focus is on the need to examine media and audiences within the framework of more extensive social systems. People turn to the media when they want more information; they have a variety of objectives they want to achieve, and the media always has a solution for them (Oji, 2018).

According to Hmielowski (2014), an important factor in determining when and why media messages alter the audience's beliefs or behaviours is the extent to which we rely on media and its content. Syallow (2015) found that a medium's capacity to best serve a person's needs, social stability, its role as an active participant in communication, and the psychological traits of a "Can You Individual" are all directly correlated with how dependent a person is on media.

In other words, if a medium meets the need for personal information, the person will rely on it for information. Because of this, people will become more reliant on media that satisfies a wide range of their needs than on those that only do so. Although this theory seems straightforward, communication critics find it extremely challenging to test experimentally. Also, a limitation is that the communication environment has changed as social media and media plurality provide more choices for people to actively select information generated by other people, instead of passively receiving from satellites and cable channels.

Media Dependency Theory is Relatively Scientific in nature. It predicts a correlation between media dependence and the importance and influence of the media, but each person uses the media in different ways. Also, the media affects each person in different ways (Syallow, 2015).

However, it offers a clear explanation of why people rely on the media for news during specific times in their social lives. The assumption that underlies the relevance of this theory to the study is that people who are particularly interested in political or development processes need media information (like "Politics Today") programmes on Channels television in order to actively participate in those processes; where the audience exposure to such media content is





high, this will lead to a higher level of political awareness and participation based on the messages that are produced by the media.

## METHODOLOGY

This research adopted a survey design. Ohaja (2003) defines a survey as the study of the characteristics of a sample through questioning which enables a researcher to make generalisations concerning the population under study.

The instrument of data collection was the questionnaire. The questionnaire was divided into two sections to provide answers that meet the stated objectives. Section 'A' covers the socio-economic characteristics of the respondents; while section 'B' comprises three sections with statements that reflect the "Influence of Channels Television Politics Today on Abia residents' Interest in Political Participation" which included questions with rating scales. The rating relied on the degree of acceptability of the score indices which were placed on a 5- point scale (where 5 was the highest score and 1, was the lowest). The area of study was limited to Abia residents'

Multi-stage sampling technique which involved the use of various techniques at different levels before finally selecting the sample units was adopted. 400 residents of Abia State formed the sample size for the study using the Taro Yamane formula, and 382 were found valid.

### Data Presentation and Analysis

The data collected for this study were presented descriptively, using frequency tables and percentages. A total of four hundred (400) copies of the questionnaire were distributed to the respondents out of which three hundred and eighty-two (382) were retrieved.

### RQ1. What is the level of exposure of residents in Abia state to Channels Television Politics Today?

**Table 1: Level of exposure to "Politics Today"**

Variables	Frequency	Percentage %
Very high	116	31
High	164	43
Average	72	18
Low	22	6
Very Low	8	2
<b>TOTAL</b>	<b>382</b>	<b>100</b>

Table 1 shows that the majority (74%) (with a mean score of 3.9) of the respondents are well exposed to Channels television "Politics Today". This is based on the fact that the majority of the respondents answered to that effect.



## RQ2. What is the extent to which Abia residents participate in “Politics Today”?

**Table 2: Extent of Participation in “Politics Today”**

Variables	Frequency	Percentage %
Very high	121	32
High	143	37
Average	100	26
Low	10	3
Very Low	8	2
<b>TOTAL</b>	<b>382</b>	<b>100</b>

Table 2 shows that a total percentage of 69 (with a mean score of 3.9) of the respondents agreed that, to a large extent, they participated in the programme, “Politics Today”.

## RQ3. What is the extent to which “Politics Today” influences the political participation of Abia residents?

**Table 3: Influence of “Politics Today” on political participation**

Variables	Frequency	Percentage %
Very high	142	37
High	131	34
Average	83	22
Low	14	4
Very low	12	3
<b>TOTAL</b>	<b>382</b>	<b>100</b>

The result shows in the table above, that with a mean score of 3.8, the majority of the respondents accepted that the “Politics Today” programme influences them to a great extent to participate in political activities.

## Discussion of Findings

### RQ1: What is the level of exposure of residents in Abia state to Channels Television “Politics Today”?

The result from the analysis in Table 1, revealed that Abia residents were highly exposed to Channels Television's “Politics Today” programme. This was due to the result from the findings which shows a very high rating of the level of exposure to the “Politics Today” programme. Analysis indicates a very high exposure rate of the residents to the “Politics Today” programme on Channels Television.

This implies that the majority of Abia residents are highly exposed and they partake in the programme “Politics Today”. This positive exposure level of the residents can be attributed to the fact that most of them are learned. They tend to switch on their television set to stay informed about the activities of the government whilst running their day-to-day activities.



The findings of the above result led the researcher to answer the first research question accordingly: Residents of Abia State to a great extent are highly exposed to Channels Television's "Politics Today" programme.

This finding corroborates the findings of Emruli & Baca, (2011), in their research where they stated that the internet plays a significant role in providing information to the public on political events, engaging its users and encouraging them to get involved in offline political activities. This is true as the findings of the study have shown that there is a high level of exposure to the "Politics Today" programme.

The findings also agree with the Media Dependency theory which states that the audience of the mass media depends on the media such as television for their daily supply of information. This was proven as the findings of the study revealed a high level of exposure to Channels Television's "Politics Today" programme.

### **RQ2: What is the extent to which Abia residents participate in "Politics Today"?**

According to the analysis carried out in Table 2, it was revealed that Abia residents to a high extent participate in the "Politics Today" programme. In other words, residents participate actively in "Politics Today". This result can be compared to the consistent nature of the programme in providing the residents with political content and information non-stop. The programme also satisfies their needs for information by providing political programme content that will gear their participation in politics Today".

These findings align with the findings of Akaighe and Olusola (2016) when they examined the role of political education in promoting civic engagement among youths. They found out that the provision of political content to citizens can be an effective tool for promoting political participation and increasing civic engagement.

This finding is also in line with the Uses and Gratification theory which states that the audience is active and its media use is goal-oriented; media users are active rather than passive in seeking out media that meet their needs. The theory also posits that users have alternate choices to satisfy their needs, and their use or choice of a certain form of media such as newspaper, radio, television etc, or a specific programme show are in order to satisfy their needs, wants or motives.

This is in line with the findings of this study which revealed that there is a high level of Abia residents' participation in the "Politics Today" programme with the aim of satisfying their needs.



### **RQ3: What is the extent to which "Politics Today" influences the political participation of**

#### **Abia residents?**

Table 3 analysis indicates that Channels Television's "Politics Today" programme encourages political participation among residents of Abia state to a high extent. The high extent of participation in politics among Abia residents can be attributed to the fact that the programme actively encourages political participation by employing the use of informative discussions, and interviews, and fostering civic empowerment as well as ensuring that the interest of the audience is sustained. The residents tend to be active politically because of this sustained interest.

The findings aligned with the findings of Nwanegbo (2014) when he examined the role of the mass media in political participation. The study found that mass media, especially television and radio played a significant role in educating citizens about political issues, mobilising them to participate in political activities and as well as sustaining their interest in political discussions and activities. The study also found that the mass media was a critical source of information for voters during elections. This is true because "Politics Today" influences the political participation of Abia residents to a high extent.

### **CONCLUSION**

Beyond the immediate practical implications for political actors and campaigners, the survey findings also contribute theoretical insights to discussions on the media's role in democracy. As media continues to evolve, these findings emphasise the enduring significance of well-crafted political programmes in shaping public perception and participation. In essence, Channels TV's "Politics Today" impact extends beyond the confines of television viewership, actively shaping the political consciousness of its audience and motivating them towards meaningful civic contributions.

As media continue to play a pivotal role in shaping public opinion and political dynamics, "Politics Today" stands out as a beacon of informed citizenship and civic responsibility in the democratic fabric of Abia State by way of enlightening them and instilling in them the spirit of participating in politics

### **RECOMMENDATIONS**

The researchers, based on the findings of the study, recommend as follows:

- i. Media practitioners should further improve the quality and diversity of political programming, strategically covering a wide array of political topics and local issues.
- ii. Continuous voter education campaigns should be conducted to enhance voter awareness and participation. These campaigns should focus on explaining the electoral process, voter rights, and the significance of peaceful elections to the electorate.



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