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Effectiveness of Sunrise Daily Programme on Channels Television in Marketing APC Presidential Candidate for 2023 General Elections

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Abstract

The goal of this study was to assess the effectiveness of the Sunrise Daily programme on Channels television in marketing APC presidential candidate for the 2023 general elections. The study was anchored on the elaboration of likelihood theory. The survey research design was used. The population consists of 555,500 residents of Owerri metropolis, and from this figure, a sample size of 384 was derived using Wimmer and Dominick's online sample size calculator. The multi-stage sampling procedure was used in this study. Questionnaire served as the instrument for data collection, and the data was analysed using simple percentages. Results showed that 49% of the respondents are moderately exposed to the Sunrise Daily Programme of Channels television. 53 percent of the respondents are of the opinion that Sunrise Daily is politically objective. Further findings revealed that 42% of the respondents confirmed that they are not sure how effective the Sunrise Daily programme on Channels television is in marketing the APC presidential candidate for the 2023 general elections. It was suggested that political parties encourage Channel television to increase their efforts in creating enough publicity for their programme in order to draw the public's attention to it. Channel TV should keep up the high level of professionalism in their shows by not being biased in their political shows. This will help them keep the good impression they have with their audience. The television station needs to have rich, engaging content so that they will



be able to persuade the audience, and in the long run, more people will get to know about the programme and when such happens, it will be a good avenue to sell the candidate to the electorate.

Keywords: Programme, Sunrise Daily programme, Channels television APC presidential candidate, general elections

Introduction

The mass media have always played significant roles across the globe as the general public typically relies on it to provide information regarding political issues, social issues, entertainment and news in pop culture (Baran, 2012; Olaniru et al., 2020). Television is one of the mass media channels that can be used to reach the voting public because of its capacity to inform, educate and entertain its audiences. Television informs through its broadcast of news, programmes and commentaries. It is, therefore, used accordingly to stimulate the political interests of the electorate by the information it gives (Aririguzoh, 2011). Ross and Nightingale (2003, p. 104 as cited in Aririguzoh (2011) also observe that television can attract and even hold public attention by what it chooses to or not to present to viewers. This means that television can be employed to influence the decisions of those that vote: either to vote for or against an individual and his political party.

Television is a mass media channel that politicians and their political parties routinely use to reach the voting public because of its capacity to inform, educate and entertain. Presidential candidates have used it to stimulate the political interests of the electorate by giving out specific pieces of information they felt would be of interest to voters (Aririguzoh, 2015). Incidentally, most of the voters may never get to meet these contestants on a one-to-one basis. Equally, the contestants may never know more than a few of these voters. Television links these two together (Saleem et al., 2015). Television footages show what the politicians are doing and what they intend to do should they win the exalted office of the president (Aririguzoh, 2015). Goldstein and Ridout (2004) observe that television is the primary means by which most modern political campaigns are used to try and persuade potential voters and mobilize probable supporters for election.

Elections are an important element of democratic systems and the platform through which those seeking public offices can be voted in. Candidates with the ambition of occupying such offices generally attempt to use the mass media to maximize their chances of winning at the polls (Aririguzoh, 2015; Okoro et al., 2019). Nigerian politicians have attempted to make political communication more effective by using television in the hope of influencing electoral outcomes. Television has covered different political processes including major political events and institutions, campaigns and elections. It has consistently provided a direct and sensitive link between the politicians and the electorate. The effective use of television and its programmes may affect elections results (Aririguzoh, 2015; Nwamara & Etumnu, 2022).

For the 2023 general election there are several presidential candidates popular among them are Peter Obi of Labour Party, Ahmed Tinubu of All Progressive Congress, Atiku Abubakar of People Democratic Party and interestingly, they are from the three major ethnic groups in Nigeria. These candidates vying for the apex position in government have been employing the mass media (television medium) to garner supporters towards their political dream.

There is no doubt that television is a viable platform through which political parties sell their candidates to the electorate. All political parties are focused on how to promote their presidential candidate, and based on observations; the elections in 2023 will be fiercely contested. In an effort to win the support of the electorate, the APC, just like other political parties, has been utilising the broadcast media (television medium) in order to promote its presidential candidate through the Sunrise Daily programme on Channels



television, despite the doubts people have about the candidate. The pertinent question is: how effective is the Sunrise Daily programme in marketing the APC presidential candidate for the 2023 general elections in Nigeria?

However, the focus of this paper is on the All Progressive Congress and how they have been able to use the television programme “Sunrise Daily” of Channels television in marketing their presidential candidate for the 2023 general elections in Nigeria.

Objectives of the Study

1. Find out the extent of audience exposure to Sunrise Daily Programme of Channels television.
2. Examine audience perception of Sunrise Daily programme on Channels television in marketing APC presidential candidate for 2023 general elections.
3. Ascertain the effectiveness Sunrise Daily programme on Channels television in marketing APC presidential candidate for 2023 general elections.
- 4.

Theoretical Framework

This study was anchored on elaboration of Likelihood model. The elaboration of likelihood theory of persuasion is a dual process theory describing how attitudes form and change. The theory was developed by Richard E. Petty and John Cacioppo in 1979/ 1986. The theory aims to explain different ways of processing stimuli, why they are used and their outcomes on attitude change. The ELM proposes two major routes to persuasion: the central route and the peripheral route. Under the central route, persuasion will likely result from a person's careful and thoughtful consideration of the true merits of the information presented in support of an advocacy. The central route involves a high level of message elaboration in which a great amount of cognition about the arguments is generated by the individual receiving the message (Asemah et al., 2017). The resulting attitude change will be relatively enduring, resistant and predictive of behaviour. This implies that the elaboration likelihood theory is based on the idea that attitudes are important because attitudes guide decisions and other behaviours. Thus, Yocco (2014) avers that "the elaboration likelihood theory attempts to explain how attitudes are shaped, formed and reinforced by persuasive arguments. The basic idea is that when someone is presented with information, some level of “elaboration” occurs." "Elaboration in this context means the effort someone makes to evaluate, remember and accept or reject a message. The model suggests that people express either high or low elaboration, that is, their level of effort, when they encounter a persuasive message. The level of elaboration then determines which processing route the message takes: central or peripheral" (Yocco, 2014).

The relevance of this theory is based on the premise that elaboration on the prospects of the APC presidential candidate may change the perception of people through the Sunrise Daily programme and by some doing they are marketing the APC presidential candidacy before the general public.

Method

The study adopted survey research method using questionnaire as the instrument for data collection in the study. According to National Bureau of Statistics (2017), Owerri Metropolis has a population of 555,500. The sample size was determined using the Wimmwer and Dominick online sample size calculator. See screenshot:

Sample Size Calculator

Confidence level: ☒ 95% ☐ 99%

Margin of error (%):

Population size:

Sample size needed:

Steps
 1. Confidence level: Click desired level
 2. Margin of error: Enter desired %, such as 4.9 or 5.0
 3. Population: Enter size if finite; otherwise, leave blank
 4. Hit calculate button

Therefore the sample size of the study was 384. For the sampling, the multistage sampling technique was used. In the first stage, Owerri which is in cluster is already divided into three namely, Owerri North, Owerri West and Owerri Municipal. In the second stage two communities from each local government area were purposively selected because there is a possibility that they are exposed to radio station messages, they are Orji, Amakohia, Umuguma, Nekede, Umuoyima, and Umuororonjo respectively. In stage three, having six communities the researchers distributed the questionnaire proportionately to the communities selected; that is $384/6 = 64$. Therefore, the researcher gave 64 copies of the questionnaire to respondents in these communities purposively. A self-structured questionnaire was used to gather data in this study. The instrument was face validated by an expert in the department of Mass Communication Imo State University, Owerri after which the corrections were effected. For the reliability, a test re-test was carried out with 10 respondents at two intervals their responses were computed with Cronbach Alpha statistical procedure and the result showed a reliability of .89. Copies of questionnaire were distributed to residents of Owerri Metropolis in Imo State using face-to-face method over a period of one month. Respondents' consents were sought during the data collection process. They were equally notified that they may withdraw at anytime if they feel they cannot continue in the study. They were assured of their confidentiality in the course of the investigation. The data were analysed using table and simple percentages.

Findings

Out of the 384 copies of questionnaire administered 377 (98%) was returned and found usable. Meanwhile, 7 (2%) was not returned. Therefore, analysis was done with the 377 copies valid.

Table 1: Respondents response on the extent audience are exposed to Sunrise Daily Programme of Channels television

Options	Frequency	Percentages
Large extent	77	20%
Moderate extent	185	49%



Low extent	41	11%
Can't say	74	20%
Total	377	100

Source: Fieldwork, 2022

Analysis of data from the above table shows that 49% of the respondents are moderately exposed to Sunrise Daily Programme of Channels television. This simply means that respondents are moderately exposed to Sunrise Daily Programme of Channels television.

Table 2: Respondents perception of Sunrise Daily programme on Channels television in marketing APC presidential candidate for 2023 general elections

Options	Frequency	Percentage
Believe the Programme is politically objective	200	53%
Neutral	124	33%
Believe the Programme is politically bias	53	14
Total	377	100

Source: Fieldwork, 2022

Analysis of data from the above table 2 reveals that 53% of the respondents are of the perception that Sunrise Daily Programme is politically objective. By implication, it means that many of the respondents are of the view that Programme is politically objective.

Table 3: Respondents response how effective is the Sunrise Daily programme on Channels television in marketing APC presidential candidate for 2023 general elections

Options	Frequency	Percentage
Very effective	37	9%
Effective	98	27%
Not effective	85	22%
Not sure	157	42%
Total	377	100

Source: Fieldwork, 2022

The above data as presented in the table 3 shows that 42% of the respondents confirmed that they are not sure how effective is the Sunrise Daily programme on Channels television in marketing APC presidential candidate for 2023 general elections. This implies that many of the respondents agreed that they do not know for certain whether the Sunrise Daily programme on Channels television is effective in marketing APC presidential candidate for 2023 general elections. among the people in Owerri metropolis.

Discussion



Findings revealed that 49% of the respondents are moderately exposed to Sunrise Daily Programme of Channels television. This simply means that respondents are moderately exposed to Sunrise Daily Programme of Channels television. The fact they are moderately exposed will still give them a clue on the political happening on the television programme. This finding is in agreement with Aririguzoh (2011) who revealed that television broadcasts increased the political knowledge of residents in Ado-Odo/Ota areas of Ogun State, Nigeria during the 2007 Nigerian presidential election. She also added that television broadcasts also made them to be familiar with the identifying logos/marks of the political parties. In addition, voters' exposure to television broadcasts made them to know where to place their thumbprints when voting. This finding is line with the elaboration of likelihood theory because plenty of emphasis on a particular candidate can make one to start changing his perception about that candidate.

Finding also revealed that 53% of the respondents are of the perception that Sunrise Daily Programme is politically objective. By implication, it means that many of the respondents are of the view that Sunrise Daily Programme is politically objective meaning that the programme is not one sided. From the finding it can be infer that in the programme equal opportunity is given to other political parties. In line with the finding Ojomo (2017) did revealed that the role of the electronic media in a nation's political development is not in doubt, but whether they are performing this role as expected is still a subject of polemics. Also the study of Olaniru et al (2019) found that media is most frequently use media, especially social media and then followed by radio, television and newspaper. These platforms are utilized by politicians to sell their manifesto to the electorate and most time the media give equal opportunity to the politicians without appearing bias.

Further finding revealed that 42% of the respondents confirmed that they are not sure how effective is the Sunrise Daily programme on Channels television in marketing APC presidential candidate for 2023 general elections. This suggests that a significant portion of respondents concurred that they are unsure whether the Sunrise Daily programme on Channels television is successful in advocating the APC presidential candidate for the general elections in 2023 among residents of Owerri metropolis. This finding may be attributed to the level of peoples' exposure to the programme. This finding is in tandem with that of Suleiman et al (2015) who found that the mass media, especially the television medium has been found to be a powerful tool in shaping public opinion although ABU undergraduate students watch the political programme occasionally however it was reported that the programme influenced the voting opinion of the students in the 2015 general elections.

Conclusion and Recommendations

Based on the findings, it is therefore concluded that respondents are moderately exposed to the Sunrise Daily programme but they have a positive perception of the programme due to the fact that they perceive it to be objective in terms of dealing with political matters. Above all, respondents are unsure whether the daily sunrise of television channels is effective in marketing the APC presidential candidate for the Nigerian general elections in 2023.

Based on the findings here are the recommendations:

1. Political parties need to encourage Channels television to intensify effort in creating enough publicity for their programme so as to draw the attention of the public to its programme.
2. Channels television should keep maintaining the high level of professionalism in their programme by not being subjective in their political programme so that they will keep maintaining the positive perception of the audience.
3. The television station needs to be engaged rich content so that they will be able to persauade the audience and in the long run more people will get to know about the programme and when such happens it will be a right avenue to sell the candidate to the electorate.



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