Television Programming for Development: A Study of the Impact of 'Sunrise', A Developmental Magazine Programme of Channels Television, on the Audience

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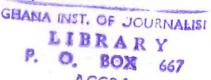
Abstract

This research project was carried out to evaluate the level of impact or marked influence of 'Sunrise', a developmental magazine programme of Channels Television, Lagos, on viewers. It was also aimed at ascertaining if the content and quality of the programme favourably facilitated the exchange of information to effect positive change in the attitude of people, as one of the many activities directed at using communication to bring about a better quality and quantity of life for individuals. The study used the survey research method of data gathering and the questionnaire as the data collection instrument. The findings of this study were of the affirmative position that the TV programme under study is indeed favourable to the facilitation of the exchange of information needed to effect positive change. It was also found to have impacted positively on individuals, but was not so positive, though the hypothesis tested, in positively changing attitudes of individuals which has been formed through various experiences. This study concluded on the note for further research into the possible variables or factors that may be responsible for bringing about development, apart from communication, and their respective levels of impact. The study also made recommendations to development agents – individuals, corporate establishments, and the government.

Introduction

According to Nweke (2002)

> The rapid growth of television, first in the Western world, and then in other parts of the world has naturally led to much speculation as to what the medium is doing to people. The great success of television as an effective medium of reach has much to do with its scope and nature as it does with its public appeal. (p.1)

Baran (2004) states that, 'the remarkable reach of television accounts for its

attractiveness not just as an advertising medium, but also in its ability to demonstrate its enormous power as a vehicle for democracy, freedom, and development (p.235). Speaking further, he posits that 'television has changed the way teachers teach, religious leaders preach, governments govern, and the way we organise our furniture in our houses. It has (also) changed the nature, operation, and relationship of audiences of books, magazines, and radio'. Nweke (2002), in seeming consonance, also states that 'television viewing today is one of the most popular leisure activities in the world. In Nigeria, around ninety percent (90%) of all homes now have at least a co-lour television set, and about fifty percent (50%), digital video players and recorders' (p.2).

The literature regarding mass media effects seems to be replete with instances of researches that have been carried out in the area of television effects, but there appears to be no firm conclusion about whether those effects on screen breed real life actions or anti-social behaviour. Folarin (2005) seems to support this assertion and believes that 'public criticism and scholarly inter-est have bludgeoned with the expansion of television and the explosion of advertising. Unfortunately, most of public criticism is more impressionistic than systematic…and most of the pertinent research findings have been in-conclusive' (p.112).

A need, however, arises for a cautious application of television to develop-ment-oriented objectives, bearing in mind its potential both to serve as a catalyst and to act as a clog in the wheel of development and progress. The point here is that television can be used for both good and evil. Soola (2002) seems to share this point when he says that

> The critical factor … is how its potentials are harnessed.
> Its unique characteristics of sight, sound, motion, and
> consequent demonstrative power are a living testimony of
> its capacity to sensitize, conscientize, and mobilize its
> audience for development objectives. Television can thus
> be made relevant where and when concern and respect for
> the viewer is the preeminent criterion for its programming
> and content. (p.25)

The attention given to television here can be understood against the back-drop of its attraction to all categories of audiences and its potential for abuse. The role of the electronic media in a nation's development is not in doubt, but whether they are performing this role as expected is still a subject of discourse.

A Brief Profile of 'Sunrise', a Television Magazine Programme on Channels Television, Lagos

'Sunrise' is a highly interactive breakfast magazine programme which comes up every Saturday at 9:00 am. It aims at providing information and enlightenment essentially on top issues in the news (both locally and internationally) on various matters of interests to the public. It is a news and current affairs programme that features prominent Nigerians who are prolific in their areas of specialization. It is also a refreshing programme, richly packed with information and thought-provoking discussion on topics that affect everyday people and inspire them to work for a better Nigeria. The programme is presented live by two seasoned broadcasters who provide the links/continuity on the various subject matters. The programme objectives include:

- to inform, educate, and entertain the viewers on matters of general interest.
- to seek means of resolving controversial issues by ensuring represention of all key parties involved and allowing for public participation through phone-in and SMS facilities.

Purpose of the Study

Salawu (2008), quoting Goldhaber (1983), states that the ultimate aim of communication for development is the facilitation of the exchange of information for increased productivity and development. The purpose of this study is to evaluate the level of the impact or marked influence of 'Sunrise', a developmental magazine programme of Channels Television, Lagos, on the viewers. It also aims at ascertaining, through people's opinions, if the content and quality of the programme are favourable to the facilitation of the exchange of information to effect positive change in the attitude of people.

Statement of Problem

Oji (2007) notes that 'the globalised world rolls on the wheels of information. This ascribes to the media, a very important role in development issues around the world' (p.491). A cursory look at the development map of the world will reveal a growing gap of imbalance in the social development of the people from different regions. Nigeria, and indeed the whole of Africa (the countries which are termed 'the Third World', or 'underdeveloped', or 'developing' nations), represent a special area of concern to scholars of development communication.

Despite the numerous activities and programmes designed to facilitate and enhance higher quality of life for citizens, it seems as if little success is being achieved. One point to note, however, is that no amount of investment in the provision of technology or input will bring any lasting improvement in the living standards of people unless they themselves embrace a change of attitude and change in behavioural patterns. In essence, Salawu (2008), quoting and paraphrasing the Food and Agriculture Organisation (FAO) (1979), says that it is people who bring about development, and there can be no change for the better 'without their informed participation, without mobilizing their capacities and energies, and without increasing their knowledge and skills' (p.5). Communication comes in here because it caters for these human dimensions.

Thus, this study took a look at just one aspect of the growing number of activities involved in the use of mass communication for development, which in this case, is the use of television through programming to mobilise and orientate people towards positive attitudinal change. But the question then is, 'Has the programme under study been able to achieve this objective, which is orientating and mobilizing people towards positive attitudinal change?'

Research Questions

The following questions and hypothesis were formulated to address the problem of the study:
1.   Do people watch 'Sunrise' on Channels Television?
2.   To what extent do people watch 'Sunrise'?

3. What are the contents of 'Sunrise'?
4. Are the contents of the programme capable of bringing about development through effecting the desired attitudinal change?
5. To what extent is 'Sunrise' a development-oriented programme?

Scope of the Research

This study paid particular attention to a programme of the station under study, which is Channels Television, and its various audiences in Lagos State. This was because of the huge financial and physical strength required to carry out a study of all developmental programmes on all television stations in Lagos State. The time limitation was yet another important consideration.

The rationale for choosing Lagos State lay in the State's metropolitan nature. Although the station is privately owned and located in Lagos, it was used in this study to represent television stations in Lagos State. The findings and interpretation of the findings, however, were limited to the programme and the station under study and to Lagos State only. This was because of the significant differences that exist amongst the various development-oriented programmes of the different stations in terms of content and packaging, and the marked difference between Lagos State and other states of the federation, in terms of its cosmopolitan and metropolitan nature.

Brief Review of Literature and Theoretical Framework

For the purpose of this research, the Diffusion of Innovations, the Agenda Setting , and the Development Media studies seemed relevant to the study. Consequently, their Concepts, Assumptions, and Propositions (CAPs) were applied to the problem of the research.

Diffusion of Innovations

The idea of the Diffusion of Innovations theory, according to Daramola (2003), is based on the works of Ryan and Gross on diffusion of innovations, which began in Iowa State University in 1943. Daramola writes that the essence of the diffusion of innovations theory is to communicate to members of a social system a discovery or ideas based on research.

Daramola (2003), also writes that the desired effect of diffusion of innovation theory is social change. The process consists of
- a new idea
- the individual with knowledge of innovation
- the individual who is yet to be aware of the new idea
- the channel of communication between them

'As such, the innovation-decision process,' continues Daramola (2003), 'is the mental process through which an individual possesses firsthand knowledge of an innovation or a decision to adopt or reject and a confirmation of such decision.'

This paradigm holds that the media have a crucial role to play in the process of innovation diffusion because they create awareness among a large number of people at the same time. Daramola (2003) stipulates that five major stages are involved in the diffusion of innovation process. These stages are Awareness, Interest, Evaluation, Trial and Adoption.

From the foregoing, the concepts, assumptions and propositions of the diffusion of innovation theory can be summarised as follows:

Concepts

1. Diffusion: the process by which new ideas are communicated to members of a social system.
2. Innovations: new ideas or inventions that are to be diffused to mem bers of a social system. This may include ideas, practices, behaviours, attitude, or knowledge to be diffused to members of the social system.
3. Communication Channels: the media for spreading the innovation. These may include interpersonal channels, mass media, family, peer groups, neighbours, colleagues, and community leaders.
4. Adoption: the acceptance of a new idea or behavioural pattern. This may be immediate or gradual.
5. Social system: includes all the individuals of a particular geographical   location who are all involved in the process of

innovation spreading and acceptance, in creating awareness and adoption of the disseminated information about new ideas and practices.

Assumptions and Propositions

1. The media are very important in spreading new ideas or passing information to a large number of people.
2. An innovation, or an idea, once conceived, goes through a process of diffusion, facilitated by different channels in spreading that innovation or idea.
3. There are the elites who have power and access to media of information more than the masses, and they form the early adopters of innovation messages, as opposed to the laggards, who for various reasons are poor and have little access to the media and are indifferent to innovation messages.

Rogers (1994) records that 'the innovation is usually a technological idea' (p.342), thus one can see that past diffusion research fits well in the dominant paradigm of development's focus on technology, and on its top-down communication to the public. A number of criticisms, writes Rogers (1994), of the assumptions and directions of diffusion research, however, appeared in the 1970s: Marceau (1972), Grunig (1971), Golding (1974), Havens (1972), and Beltran (1975), as well as the articles by Diaz Bordenave and Roling et al...these critiques centered on the pro-innovation bias of such research and on the propensity for such diffusion to widen the socio-economic gaps in a rural audience. Out of such frank criticisms came a number of modifications in the classical diffusion model and in the research designs utilized.

Agenda Setting

According to Folarin (2005), agenda setting implies that the mass media predetermine what issues are regarded as important at a given time in a given society. Daramola on his own part posits that 'the agenda-setting theory holds that there is a relationship between news coverage, and public perception of the important issues.' The theory states that mass media attention to

an issue will elevate such issue to high point of importance by the public. He goes on to cite Cohen (1963) who draws home the agenda setting power of the media by stating that: The press may not be successful much of the time in telling people what to think, but they are stunningly successful in telling them what to think about. Norton Long (1958) is cited in Severin and Tankard (1977) by Daramola(2003) as attempting to explain the agenda setting function of the media when he writes:

> In a sense, the newspaper is the prime mover in setting the
> territorial agenda. It has a great part in determining what
> most people will be talking about, what most people will
> think the facts are, and what people will regard as the way
> problems are to be dealt with.

In a nutshell, the theory holds that it is the media that set the agenda for public discourse by deciding what they think should be on the priority consideration of the people.

Concepts of the Agenda-Setting Theory

1. Agenda: the issue or topic of discourse, which has been given prominence by the media.
2. Attention: focus that the media have placed on an issue or issues. The media easily elevate an issue to prominence, just as they also play down another. It depends on which they decide to focus on, based on certain news features.
3. Predominant Discussion: the main issue that the public talks and thinks about at a particular time, as raised into their consciousness by the media, based on the frequency of reporting the issue.

Assumptions and Propositions

1. The mass media pre-determine what issues are regarded as important at a given time in a given society.
2. They have the ability to influence the salience of events in the public mind.
3. The press set the agenda of public discussion. This they do based on

the quantity and frequency of reporting given particular issues or events.

4. The media set the tone and fix the rules, making certain issues predominate discussions, as well as determining when, in their view, the public has had enough, and coverage should be called off while they introduce another issue.

Daramola (2003) writes that many scholars have tried to prove the validity of the agenda-setting power of the media. Folarin (2005) also echoes this when he stated that 'there have been criticisms of the agenda setting hypothesis, but it is generally agreed that it has a strong enough basis in logic and experience' (p.96). Folarin concludes by quoting Marshal McLuhan (1968) who says that 'the press can colour events by using them in a particular way or refusing to use them at all'. In line with the assumptions of this theory however, the mass media can be used to raise development issues and objectives, and by prominence and emphasis given to such issues overtime, the issues become subjects of public discourse. So while the media may not be able to tell people what to think exactly, they can tell people what to think about.

Development Media

Development Media theory, according to Folarin (2005) was added in 1987 by Denis McQuail, to the four traditional theories of the press-authoritarian, libertarian, soviet-communist, and social responsibility theories as propounded by Siebert, Peterson, and Schramm in 1956. Folarin (2005) mentions that the development media theory 'seeks to explain the normative behaviour of the press in countries that are conventionally classified together as developing countries or Third World countries (p. 45). Daramola (2003) seems to be supporting this as he states that 'the theory was put forward as a means of paying for the imbalance in development and information flow of Third World countries and as a solution to the technological problems facing them' (p.73). According to Folarin, 'at the time the theory began to emerge, there were (and still is) certain common circumstances or characteristics of developing countries that make it difficult to apply the other normative theories to the press therein.' These include:

• Absence or inadequate supply of requisite communication

infrastructure;
- Relatively limited supply of requisite professional skills;
- Relative lack of cultural production resources;
- Relatively limited availability of media-literate audiences;
- Dependence on the developed world for technology, skill and cultural products.

'These "common characteristics" vary greatly amongst developing countries, but they tend to be more homogenous in one respect: their primary aim in media use is development. They also tend to give priority to theories that emphasise grassroots participation.' The major tenets of the development media theory, as summed up by McQuail (1987, p.121), and as quoted by Folarin and Daramola (2003, p.74) are as follows:

1. Media must accept and carry out positive development tasks in line with nationally established policy.
2. Freedom of the media should be open to economic priorities and development needs of the society.
3. Media should give priority in their content to the national culture and language(s).
4. Media should give priority in news and information to links with other developing countries, which are close geographically, culturally or politically.
5. Journalists and other media workers have responsibilities as well as freedom in their information gathering and dissemination tasks.
6. In the interest of development ends, the state has a right to intervene in, or restrict, media operation; and devices of censorship, subsidy and direct control can be justified.

Folarin (2005, p.46) however, opines that
'the expression of these principles or tenets can do with some fine-tuning, so as to make them more useful (by expressing them in clear developmental terms), and at the same time in terms acceptable to all conscientious journalists, as working guidelines'.

This opinion, he supports with the submissions of Kunczick (1988), Katz

and Weddell (1974), and Awe (1978). In sum, he suggests a fine-tuning of the principles or tenets of Development Media theory along the following lines:

1.   Media should accept and carry out positive development tasks in line with nationally established policy (or in line with national ideology), without prejudice to their traditional functions of information, education, and entertainment of the public.
2.   Media should also accept and help in carrying out the special development tasks of national integration, socio-economic modernisation, promotion of literacy, and cultural creativity.
3.   National media should give priority in their content to the national macroculture in so far as this can be abstracted from the national milieu, then to regional cultures, and then local cultures, all in a descending order of priority. Regional media are of course normally expected to accord priority to regional cultures (and languages), while local media give priority to local culture(s) and language(s).
4.   Media should carefully identify and give due attention in their foreign news to links with other countries with similar socio-cultural orientations and/or political and economic aspirations.
5.   In order to safeguard the ideals of press freedom, journalists and other media workers should at all times faithfully fulfill their obligations and stoutly defend their rights in the course of their information-gathering and dissemination tasks.
6.   The state with its systems has a duty to see to it that media or journalists presumed to have contravened any national law(s) in the course of their information-gathering and dissemination tasks can conveniently face prosecution, expecting a fair and speedy trial.

Methodology

Based on the purpose of this research, the survey research technique of data gathering and analysis was used because of its effectiveness in attitudinal and behavioural studies. As Osuala (2005) points out, 'survey research focuses on people, the vital facts of people and their beliefs, opinions, attitudes, motivations and behaviour' (p.254). Hansen et al. (1998) also opine that 'surveys can be used to collect data about current opinions and attitudes as well'

(p. 225). They continue thus, 'surveys are not simply restricted to the collection of information about things, and this makes them a useful method for finding out about individual opinions, attitudes, behaviour, and so on towards a whole range of topics and issues'. Amongst other methods, it stood as the most appropriate, through which this research could be carried out most effectively.

Population of Study

The population of this study included all adult residents in Lagos who watch programmes on Channels Television. The city of Lagos was chosen first because Channels Television broadcasts from Lagos. Even though the channel can be accessed on Channel 155 on DSTV, many homes and offices are still able to tune in terrestrially, in the Lagos metropolis. Popoola (2007) also points out that 'Lagos serves as the commercial nerve center of the country, coupled with its varying degrees of diversity in the demographic and psychographic characteristics of its inhabitants'(p.115).

Sample Size and Sampling Technique

A sample of 300 respondents was drawn from the twenty (20) Local Government Areas (LGAs) in Lagos State. The number was chosen as a representative sample because of the inability and impracticability of the researcher to sample opinions of all adult residents of Lagos, who are in their millions. Because of the constraints of financial resources needed to cover all the 20 LGAs of Lagos State, the simple random method of Probability Sampling was adopted to choose 10 out of the Local Government Areas. The idea was to give every LGA an equal chance of being selected. The names of all the 20 LGAs were written on strips of paper, wrapped up and mixed together, and 10 of them were randomly picked. The 10 LGAs that were picked were:

1. Agege
2. Lagos Mainland
3. Ikeja
4. Alimosho
5. Kosofe
6. Amuwo-Odofin
7. Eti-osa
8. Somolu
9. Surulere
10. Oshodi

Consequently, 30 questionnaires were administered to residents and workers

in each of the 10 Local Government Areas picked. Sampling of respondents in these LGAs was done purposively. The reason for using the purposive sampling technique was to meet the study objectives set by the researcher. Ekeanyanwu (2007) quoting Nworgu (1991, p. 78) supports this reason thus:

> ...in purposive sampling, specific elements, which satisfy some predetermined criteria, are selected. Although the criteria to be used are usually a matter of the researcher's judgement, he exercises this judgement in relation to what he thinks will constitute a representative sample with respect to the research purpose. (p. 92)

Based on this argument, questionnaires were distributed using the purposive sampling method. This was to enable the researcher control variables such as educational qualification and status, which were germane to the study. It was also to ensure that only those knowledgeable enough, as regards the purpose of this research, and who expose themselves to the programme under study, were interviewed.

Data Collection Instrument
The major instrument used was the questionnaire. The instrument was administered personally to respondents. The questionnaire was made up of open-ended and close-ended questions. Questions were drawn to elicit relevant research data from respondents, first to provide answers to the core research questions, and secondly on their demographic characteristics. The items in the questionnaires were simplified enough to enable respondents understand and answer them correctly. With proper framing of questions, findings are expected to be valid.

Methods of Data Presentation and Analyses

For the purpose of this study, the percentage comparison statistical method was adopted as techniques of presenting and analyzing data collected. Data was coded in simple percentages and presented where necessary in tables. Data obtained through the administration of the questionnaire was used to address the research questions.

Validity and Reliability Test

To ensure validity, the sampling procedure was carefully handled to ensure that the sample size was adequate to provide a representative figure of the study population; questionnaires administered were drafted in simple language to ensure easy comprehension. Moreover, it was drafted to take care of all variables the research was set out to examine. To ensure reliability of the collection instrument, a pilot test was carried out amongst residents and workers in the Ikeja area of Lagos, so as to ensure that the target respondents understood what was expected of them in filling the questionnaires. It was also gathered from the pilot test that not many young people expose themselves to the programme, which many of them find non-entertaining, consequently, data collection instruments were mostly administered to adults over thirty years of age who watch the programme.

Presentation and Analyses of Data

Three hundred (300) questionnaires were purposively administered to only those who expose themselves to the programme under study, but only 286 were properly filled and returned. Each of the properly filled and returned questionnaires formed a unit of analysis for this study. Consequent upon this, the mortality rate for this study is calculated as (286/300) X 100 =95.33%).

Presentation and Analyses of Research Data

For the purpose of this study, five research questions were formulated. These were further broken down into 16 items to further probe the respondents in providing answers to the formulated research questions. Items 1 to 4 were formulated to provide answers to research question 1, items 5 to 7 were meant to provide answers to research question 2, items 8 and 9 were stated to provide answers to research question 3, items 10 to 15 were meant to provide answers to research question 4, while the last item, 16, was formulated to provide an answer to research question 5.

Item 1: Do You Have Access to a Television Set?

All respondents (100%) were of the affirmative response, meaning they all have access to a television set and watch television. This is presented in the table below.

Table 1: *Distribution of respondents with access to a television set.*

Respondents	Frequency	Percentage
Yes	286	100
No	-	-
Total	**286**	**100**

Item 2: Do You Watch Programmes on Channels Television?

Table 2: *Distribution of respondents who watch programmes on Channels Television.*

Respondents	Frequency	Percentage
Yes	286	100
No	-	-
Total	**286**	**100**

As observed in the table above, all respondents watch programmes on Channels Television.

Item 3: Are You Aware of 'Sunrise', a Programme on Channels Television?

Table 3: *Distribution of respondents' awareness of 'Sunrise'*

Respondents	Frequency	Percentage
Yes	286	100
No	-	-
Total	**286**	**100**

As with items 1 – 3 above, all of the 286 respondents, making 100% of the total are aware of 'Sunrise' on Channels Television.

Item 4: Do You Watch 'Sunrise' on Channels Television?

Again, all the respondents answered in the affirmative. This means that they all are exposed to the programme under study. It should be noted here that questionnaires were purposively administered only to those who watch the programme, hence the 100% affirmative response.

Item 5: (IF YES), How Often?

Table 4: *Frequency of exposure to 'Sunrise'.*

Respondents	Frequency	Percentage
Regularly	61	21.33
Occasionally	153	53.50
Rarely	72	25.17
Total	**286**	**100**

From the data generated and presented in the table above, 61 respondents, making 21.33% regularly watch the programme, 153 respondents, amounting to 53.50%, more than half the total, occasionally watch the programme, while 72, representing 25.17% of all respondents rarely watch the programme. This means that majority of those who watch the programme watch it either regularly or occasionally, and only about a quarter of respondents rarely watch it.

Item 6: What Accounts for the Frequency of Your Watching the Programme?

Table 5: Reasons for the frequency of exposure.

Reasons	Frequency	Percentage
Education, information, and awareness of issues	31	10.84
Critical analyses of issues/ thorough research	61	21.33
Availability, timing, and electricity supply	61	21.33
Clarity of TV signals	10	3.5
Chance	41	14.33
No response	82	28.67
Total	**286**	**100**

Based on the data generated and presented, 31 respondents, making 10.84% of the total gave reasons based on the education, information, and awareness of issues that they get from the programme. Sixty-one respondents representing 21.33% said that thorough research by presenters, and the critical analyses of issues of general interest account for the frequency of their exposure to the programme. Another 61, also making 21.33% gave reasons related to their availability at the time of airing the programme, and availability of power supply at the time the programme is being broadcast, as accounting for how frequently they watch the programme. Ten people, making 3.5% of total respondents, said that better clarity of signals from Channels Television, than other television stations account for the reason they watch the programme. Eighty-two respondents, making 28.67% of respondents, however, did not give a reason for the frequency of their watching the programme.

Item 7: Have You Ever Been a Caller on the Programme at one time or the other?

From the table presented below of data generated, it is apparent that just 21 respondents interviewed, making 7.34%, have been callers on the programme at one time or the other, as opposed to the remaining 265 respondents, making 92.66% of the total, who have never participated beyond just watching the programme. However, the reason for the majority having never been callers on 'Sunrise' is not known.

Table 6: Distribution of respondents who have been callers on the programme

Respondents	Frequency	Percentage
Yes	21	7.34
No	265	92.66
Total	**286**	**100**

Item 8: Do You Think the Language of the Programme Is Simple Enough to Be Easily Understood by Viewers?

Table 7: Simplicity of programme language

Response	Frequency	Percentage
Yes	271	94.76
No	15	5.24
Total	**286**	**100**

From the table above, it is clear that majority of respondents, 271 in all, making 94.76% of the total, agree that the language of the programme is simple enough for easy comprehension by viewers, while the remaining 15, accounting for 5.24%, think the language is not simple enough.

Item 9: What Specific Segments of the Programme Do You Enjoy or Like?

Table 8: Segments most enjoyed or liked by respondents

Segments	Frequency	Percentage
Newspaper headline review	22	7.69
Music and entertainment	3	1.05
Interview	56	19.58
Discussion on topical issues	123	43.01
All of the above	82	28.67
Total	**286**	**100**

From the data presented in the table above, 22 respondents, making 7.69% like only the newspaper headline review. Only 3 respondents, amounting to 1.05% enjoy only the music and entertainment segment of the programme. Also 56 respondents, which makes, 19.58%, like only the interview segment, while 123 respondents, making 43.01%, enjoy the segment for the discussion on topical issues. However, 82 respondents like and enjoy all segments of the programme. From the above, it is clear that the segments most enjoyed by viewers are the interview and the discussion segments respectively, as 62.59% of total respondents, more than half of all respondents, confirmed this.

Item 10: In Your Own Estimation, Do You Think the Programme Provides Adequate Awareness and Motivation Concerning the Following Issues?

Table 9: Respondents' estimation of the adequacy of awareness and motivation concerning various issues

Issues		Frequency	Percentage
Political :	Yes	250	87.41
	No	36	12.59
	Total	286	100
Social:	Yes	210	73.43
	No	76	26.57
	Total	286	100
Educational:	Yes	193	67.48
	No	93	32.52
	Total	286	100
Economic:	Yes	244	85.31
	No	42	14.69
	Total	286	100
Cultural:	Yes	153	53.5
	No	133	46.5
	Total	286	100
Technological:	Yes	31	10.84
	No	255	89.16
	Total	286	100

From the distribution above, 250 respondents making 87.41%, think that the programme provides enough awareness and motivation concerning political issues, while the remaining 36 respondents making 12.59%, do not

agree. On social issues, most respondents, 210 in all, accounting for 73.43% of the total agree that the programme gives adequate awareness and motivation, while 76 respondents, making 26.57%, do not think so. About two thirds of the respondents, 193 of them accounting for 67.48%, are of the opinion that 'Sunrise' is effective in giving enough awareness and motivation concerning educational issues, while 93 respondents, amounting to 32.52%, do not think so. Majority of the people interviewed, 244 in number, making 85.31%, concur that 'Sunrise' provides adequate awareness and motivation concerning economic issues, while the remaining 42, making 14.69%, do not agree.

The data gathered and presented also indicate that just a little over half of all respondents, 153 people making 53.5%, estimate that the programme under study gives enough awareness and motivation concerning cultural issues, but the remaining 133, making 46.5%, do not agree with that. In contrast to the level of awareness and motivation the programme provides concerning the other issues listed above, however, most respondents do not think the programme does enough concerning technological issues, as 255 people, accounting for 89.16%, are of this estimation, disagreeing with the remaining 31 respondents, making 10.84% of the total.

Item 11: Do You Think the Contents of the Programme are Capable of Influencing Positive Behaviour in Individuals?

Table 10: Respondents' estimation on the capability of 'Sunrise' to influence positive behaviour in individuals.

Response	Frequency	Percentage
Yes	240	83.92
No	20	6.99
Not Sure	26	9.09
Total	**286**	**100**

It is clear from the table presented that 240 respondents (83.92%) think that the programme is capable of influencing positive behaviour in individuals.

Twenty respondents (6.99%) are of the opinion that the programme is not capable of influencing positive behaviour, while the remaining 26 respondents, (9.09%) are not sure if the programme is capable of doing such.

Item 12: (IF NOT), Why Do You Think So?

As a sequel to the preceding item (11), this item provides answers to the opinions of those who think the programme is not capable of inducing positive behaviour, or are not sure of the capability of the programme in doing such. Two (2) of those who are of the 'No' opinion, making 10% of them, think the programme is not intended to induce positive behaviour in individuals, while the remaining 18, making 90% of them think the language is too elitist for the average youth to understand, who, in their opinion, are still in the behavioural formation stage. Thirteen respondents out of those not sure whether the programme is capable of influencing positive behaviour in individuals, are of the opinion that the programme is capable of doing such in ordinary citizens, but not for the leaders who are set in their ways and self-ish ends, while the remaining 13 of them, amounting to 50%, believe that it might have been able to do that but for the time belt, which in their opinion, is not too appealing to youths who need to be influenced by it.

Item 13: Have You at Any Time Been Persuaded, Motivated, or Educated by Any Message on the Programme, Either by Presenters, Guests, or Callers?

Table 11: Respondents positively influenced by 'Sunrise'.

Response	Frequency	Percentage
Yes	223	77.97
No	63	22.03
Total	**286**	**100**

Based on the data given above, it is clear that more people have at one time or the other been influenced by the programme under study: 233 (77.97%) say that they have been motivated, persuaded, or educated by 'Sunrise' at one time or the other, while 63 of them (22.03%), less than a quarter of

them say they have not been influenced by the programme in any way.

Item 14: Do You Know of Any Negative Behavioural Pattern that People Indulge in Just for the Immediate Gratification it Offers? (IF YES) Please List.

Ninety-three respondents, making 32.52% of the total, did not know of any negative behavioural patterns that are indulged in for the immediate gratification of desires, while the remaining 193, accounting for 67.48%, listed many of such behaviours. The listed behaviours are bribery and corruption, insincerity of leaders, sexual harassment and immorality, kidnapping, internet scams, prostitution, laziness, lying, running down others.

Item 15: Do You Think this Programme Is Capable of Being an Effective Avenue for Tackling Those Problems?

Of the 193 that listed negative behaviours being engaged in for the immediate gratification that they offer, 70 (36.27%) are of the affirmative opinion, while 62 of them (32.12%) think otherwise. The remaining 61, making 31.61%, are not really sure whether the programme is an effective avenue for tackling those attitudinal problems, especially those that have to do with leadership and corruption.

Item 16: To What Extent Do You Think 'Sunrise' Is Effective in Facilitating Development in All Areas of Nigeria's National Life?

Table 12: *Respondents' opinions on the extent of the effectiveness of 'Sunrise'*

Response	Frequency	Percentage
Highly Effective	41	14.34
Effective	146	51.05
Somewhat Effective	99	34.61
Not Effective	-	-
Total	**286**	**100**

From data gathered and presented above, it is apparent that most people are

of the opinion that 'Sunrise' is effective for facilitating development in Nigeria, as 41 respondents (14.34%), think it is highly effective, 146 respondents think it is effective, while 99 respondents do not think it is so effective, just somewhat effective. No respondent, however, thinks that the programme is not at all effective in facilitating development.

DISCUSSION OF FINDINGS

Research Question One

As earlier stated in this chapter, contingency items 1 – 4 were formulated to provide answers to research question one and to further probe respondents to provide more information that will aid in better analyses and understanding of the responses given. From the data generated, it is obvious that people indeed watch 'Sunrise', but the majority of them are those above 30 years old. Only a handful under that age expose themselves to the programme. This is not altogether good because they are those who form the bulk of people who are still young and impressionable, they are the ones who need to be influenced the more by a programme such as 'Sunrise'.

Research Question Two

From the data gathered and presented earlier in this chapter, 214 respondents, making 74.83% of the total number, either regularly or occasionally watch the programme, as opposed to only about 72 respondents, amounting to 25.17%, who rarely watch it. Various reasons were adduced as to what accounts for the number of times people watch the programme. These reasons include the education, information, and awareness of various issues that people get from the programme. Some people posited that the critical analyses of issues and the thorough research of the crew are what make them tune in. Others give reasons related to their availability at the time of the programme, and availability of power supply. Some say the signals from Channels Television are clearer than from other stations and that is why they tune in, while some just stumble on it by chance. Only a negligible percentage (7.34%) of the total respondents, however, has ever called in on the programme at one time or the other.

Research Question Three

Contingency items 8 and 9 were put forward to address this question. The segments of the programme include Newspaper Headline Review, Music, Arts and Entertainment, Interviews, and Discussions on various topical issues. Most respondents, however, enjoy the interview and discussion segments the most. Perhaps this is because of the opportunity to participate through live phone-in, text messaging, and e-mail. A lot of people have found the language of 'Sunrise' simple enough for easy comprehension by the audience, while a few think that the language is too elitist.

Research Question Four

The study concluded that this programme is capable of bringing about development through effecting the desired attitudinal change. This much is corroborated by majority of respondents, who are of the opinion that the contents of the programme are capable of influencing positive behaviour in individuals. In line with the assertions of Moemeka's (2000) socio-politically-based development communication strategies, most respondents think that the programme facilitates development. They also are of the opinion that they have been persuaded, motivated, and educated by the programme content at one time or the other. Specifically in relation to Moemeka's persuasive strategies, a number of negative behavioural patterns were listed that people indulge in just for the immediate gratification they offer. While some think the programme is capable of being an effective avenue for tackling ·those problems, some were not so optimistic when it comes to the programme changing the mindset of the government. Majority also think that the programme provides enough motivation and awareness, so Moemeka's Ideological and Mass Mobilisation strategies have been put to test and the result is clear.

Research Question Five

As far as this study is concerned, and from data generated through the survey, the programme under study is to a very large extent, a development-oriented programme. Majority of respondents support the opinion that the programme is effective in facilitating development.

Recommendations and Conclusion

This study was carried out with the aim of ascertaining, the level of the marked influence or impact of television programming for development purposes, using 'Sunrise', a developmental magazine programme of Channels Television, as a case study. The following recommendations are hereby given, based on the data gathered from this research. It is believed that these recommendations will go a long way in helping to fashion out more effective ways and strategies of reaching out to target social groups.

1.   The producers of 'Sunrise' should look for a way to work toward making the programme a bit more attention-grabbing for youths. It is observed that not too many youths tune in to watch the programme because they do not find it too entertaining, or in other words, they find it boring. Youth are the ones still burning with energy, and a large number of them are still in the behavioural formation stages, so they should be the primary targets of such a programme, not just adults or people in government whose mindsets, it may be safe to say, have been formed already. A way of going about this is probably to create another of such programme targeted solely at the youth, which will not be filled with mere talk, but visuals of where they should be and what they should be doing.

2.   Nigerian government at all levels should show more commitment and character to the development needs of the country. A lot of people do not get persuaded by development and attitudinal change messages because of the high level of distrust for the government. It is believed that when the government shows more character, the citizens will follow suit. The government and the people should be committed to facilitating genuine growth in all areas of Nigeria's national life.

3.   This study has attempted to look at just one aspect of a range of mass media activities committed to using communication for development purposes. While some discoveries have been made, it still stands to be tested, however, if interpersonal channels have the same level of impact or have been better or worse.

Conclusion

In this study, effort has been made to find out whether 'Sunrise' has had a marked effect on people, in terms of effecting positive attitudinal change in individuals. This researcher concludes here by stating that the programme under study has had a positive influence on viewers, and is capable of bringing about development in many areas of Nigeria's national life. The hypothesis tested, however, suggests that higher exposure of people to 'Sunrise' does not lead to a greater tendency for them to embrace positive change being advocated on the programme. This perhaps is due to some other factors like availability of resources and sincerity of government and development agents. It has not been within the scope of this study to find out other variables needed to bring about development, in concert with communication, and the level of their effectiveness. However, this can be put to further test in the future.

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