BROADCAST MEDIA AS AN INSTRUMENT OF CHANGE DURING 2015 ELECTIONEERING CAMPAIGNS IN NIGERIA

Rasheed, Buhari Olaoluwa
Mass Communication Department, Oduduwa University, Ipetumodu, Osun State, Nigeria
rasheedbuhariolaoluwa@yahoo.com
07063371562

Abstract
This paper examined the role of broadcast media as an instrument of change during 2015 electioneering campaign in Nigeria. Broadcast Media played a key role in ensuring that Nigerians participate in the electoral process and that its outcomes are credible and acceptable to the generality of the entire nation. In an attempt to strengthen the effectiveness of broadcast media in promoting balanced, conflict sensitive reporting, a well-informed audience and accountability of public representatives and institutions, the broadcast media owners and editors shared information, advance mutual understanding, enhance cooperation, and harmonized their commitment on ethical issues relating to election reporting from their various organization. This paper employed quantitative research design, and the methodological approach is survey, the instrument of data collection is questionnaire with a sample size of 120 respondents and the sampling procedure is purposive sampling, and the method of data analysis is simple percentage and frequency tables. The paper achieved that broadcast media embarked on meaningful political awareness and public enlightenment to the Nigerian and did a holistic and thorough analysis of relevant provisions of the constitution as they relate to elections, Promotion of public interest and consciousness in participatory elections, Organize series of campaigns to educate the citizens on their civic rights and electoral duties.

Key words: Broadcast media, Electioneering, Campaign, mass media, instruments.

INTRODUCTION
The broadcast media are part of channels of communicating with a large and heterogeneous audience simultaneously. These channels of communication can be broadly categorized as print, broadcast and digital media. While the broadcast media such as radio and television transmit information electronically, the print media such as newspapers and magazines transmit information through the printed medium. The relatively new digital media, comprising Internet and mobile devices, transmit information digitally. Over the years, the broadcast media have played significant role in political electioneering campaign in the country. Indeed they are the most strategic means of winning the hearts and minds of the electorate who are the determinant factor and king makers in any democratic, free, fair and transparently credible election. They are
the means through which political parties and their candidates could reach a large percentage of
the electorate who may not have the opportunity of receiving campaign messages at political
rallies. The mass media through the broadcast and publication of campaign messages—news,
interviews, speeches, documentaries, commentaries, debates, advertisements, etc—have the
potential of influencing voting decisions of the electorate.

The electorate generally rely on the broadcast media during electioneering campaign periods
to provide the needed information for them to make informed decisions. The mass media through
their traditional role of informing, enlightening, educating, and entertaining, have the capacity to
meet the information needs of the electorate. By serving as a link between the political
parties/candidates and the electorate, the broadcast media play a major role during the election
process. They serve as a platform for political parties and their candidates to campaign for votes.
Through their coverage and publication or broadcasting of political campaign messages the
broadcast media influence the electorate’s decision either in favour or against a given political
party or candidate. In Nigeria, this important role of the mass media as a mobilizing agent was
evident in the electioneering campaign leading to the 2015 general elections.

ELECTIONS AND ELECTIONEERING IN NIGERIA

This paper defines an electioneering campaign as the act or process of soliciting for support or
votes of the electorate for a given political party or candidate during an election. Electioneering
can also be viewed as the entire or series of activities engaged in by persons who have agreed to
submit themselves to elections, their political parties, groups, communities, political
associations, friends, families and others in order to influence the anticipated preference of the
electorate or choosers positively. Electioneering encompasses all the activities that ginger
electorates to support candidates in elections.

On the other hand, an election can be defined as the actual process of choosing one or more
persons for identified position or positions out of the more than the required number of persons
that are interested in and who have submitted themselves to judgments on the scale of preference
of others who equally have right to the position or office but are not ready or interested in
occupying it, at least for the defined period of time. In a nutshell, election is the process of
choosing candidate(s) for an elective position. (Akinwalere, 2015)

Elections are the centerpiece of democracy. Through voting, people can make their voices to be
heard in terms of deciding which candidate should occupy identified positions at every level. By
so doing, the people exercise control of the destiny of their country. Therefore, elections are the
electorate’s source of power but they have to know where the candidates or the parties stand on
various issues that are of concern to them so that they can be guided accordingly in the process
of voting candidates into office. To this end, those running for various positions must state their
positions and sell themselves to the electorate. This is usually the case in political climes where
the people appreciate the value of democracy.

The government of the people by the people in Nigeria dates back to the colonial period. Since
1960, notwithstanding, Nigeria has had other democratically elected government:

<table>
<thead>
<tr>
<th>Name</th>
<th>Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tafawa Balewa</td>
<td>1960 - 1966</td>
</tr>
<tr>
<td>Shehu Shagari</td>
<td>1979 - 1983</td>
</tr>
<tr>
<td>Olusegun Obasanjo</td>
<td>1999 - 2007</td>
</tr>
<tr>
<td>Umaru Yar’Adua</td>
<td>2007 - 2010</td>
</tr>
<tr>
<td>Goodluck Jonathan</td>
<td>2010 - 2015</td>
</tr>
</tbody>
</table>
Muhammadu Buhari  -  2015 -  Till date
Democracy involves a government in which the ultimate power is vested in the people and exercised by them directly or indirectly through a system of representation usually involving periodically held elections. When elections are free and fair, the outcome will reflect the choice of the majority. According to Lawal (2006) a free and fair election entails that:

a. Voters freely choose among alternatives, those persons who will represent them in various organs of the government.
b. Voters can make informed choices among various ideological policies, programmes and persons presented by different political parties.
c. Elected officials are accountable to the voters for their actions in office.

HISTORICAL SURVEY OF ELECTIONS IN NIGERIA
According to Enemaku (2003), cited in Akinwalere (2015), Nigerians have been voting since 1922 when the first opportunity was offered for nationalist leaders to participate in colonial governments. Though the franchise was restricted and representation was very limited, it was a victory for the nationalist leaders who were agitating for the enthronement of a democratic order in which the people would participate in running their own affairs. However, the struggle for democratic ideas of freedom equally and inherent right of the people to govern themselves started long before the country was created in 1914. The 1922 election encouraged persistence. It was not until the 1950s that the struggle began to yield substantive democratic results; in the form of elections. Since 1954 election, several elections have been held in different parts of the country to elect people into local, regional (states) and national political offices, Ologbenla (2011).


THE BROADCAST MEDIA AND ELECTIONEERING CAMPAIGNS
The broadcast media’s role in the electoral process is not in doubt. Though their functions are often centered on their watchdog role of informing the electorate about developments in the political sphere, the media play another major role in enabling public participation in the electoral process. This is done not only by reporting on election campaigns but by also providing a platform for political parties and their candidates to communicate their campaign messages to the electorate and for the electorate to communicate their expectations and concerns to the parties or candidates. The broadcast media are not the sole source of information for the electorate because many of them get first-hand information at rallies but the media are the major source of information. This explains why they have a significant impact on the electorate’s decision making process. The broadcast media are thus primary players in the electoral process.

The role of the broadcast media in election campaign coverage is a very challenging one because the information passed on to the electorate empowers the electorate and goes a long way in determining their voting patterns. Information about electioneering campaigns at the disposal of voters are mostly based on broadcast media reports. Therefore, in assessing the 2015
electioneering campaigns in Nigeria, it is necessary to consider the broadcast media’s treatment of the campaigns.

However, many factors including space and airtime constraints often prevent the mass media from reporting all issues concerning campaigns. In reporting speeches and political rallies, the mass media decide on what aspect to publish or broadcast. The mass media by their nature have to be selective in the choice of what is included in their news and feature programmes for the consumption of the public. Invariably, voters’ decisions are affected by what the broadcast media chooses to include or exclude in their publication or broadcast. People depend largely on the media broadcast to create image and form opinions on issues, programmes, leaders, parties, groups, communities and so on. However, the amount of information they can access is determined by the broadcast media. This lends credence to the power of the broadcast media to influence public opinion.

Political office seekers are conscious of the power of the media to influence voters’ decisions so candidates who want to make a good electoral campaign cannot do without the participation of the media. Ignoring the use of the media in any electioneering campaign will amount to political suicide and a waste of time, energy and resources. Similarly political parties cannot offer a political platform to the electorate and expect acceptance without strategic media campaign. The amount of resources expended by political aspirants on advertisement in both the print and electronic media bears sufficient testimony to the importance of the media in any democratic setting.

That communication is crucial to the survival and success of any democratic experiment is a known fact. Political parties play significant roles in political development of any nation, especially in nations where membership of a political party is a prerequisite for contesting elections. The handling of their communication portfolio by political parties could have a significant impact on the ability of the mass media to discharge their social responsibility functions creditably because the political parties are highly influential. The mass media also do not operate in a vacuum but are influenced by the socio-political configurations of the society in which they operate, among other things, Enemaku (2003).

The role of the media in any democratic process cannot be downplayed. Journalists are the trustees of the public trust in any sustainable democracy. Information is power. Information is an accelerator for any meaningful development and it is adequate information that can propel or bring about sustainable democracy. In view of this, the mass media should be taken seriously. Many studies have concluded that the instruments of mass communication are useful vehicles with the potential to bring about social change and, consequently development in societies where they exist.

ROLE OF THE BROADCAST MEDIA IN 2015 ELECTIONEERING CAMPAIGN

It is an acknowledged fact that the broadcast media has a very important role to play in channeling electioneering campaign to serve the goal of national development. This is because the mass media is described as “a pivot of social interaction, seeking to use the power of mass
information to solve the problem of national cohesion and integration, which are both critical to the growth of healthy electioneering campaign” (Agba: 2007:69). Becker, S. and Lower, E (1976) name the functions of the mass media in electioneering campaigns as “reporting and interpreting events, defining issues, portraying personalities, and investigating support”.

But the 2015 electioneering campaign did not live up to the expected standard. The campaigns were characterized by misuse of the media by political parties and their candidates through the publication or broadcast of unwholesome information passed to the public as the truth. The broadcast media lent themselves to most of the negative factors in Nigerian politics and became partisan. Most broadcast media organizations aligned with one politician, political party or one region against another. They acted as the mouthpiece of some of the political parties they are aligned with. This posture did not give room for objectivity, fairness and justice in the discharge of their responsibilities to the public. Marcia Grant in Edogbo (1999:33) traces this act to media ownership structure and the owner’s relationship with the political system. It is widely believed that most media owners with political interests prevent their media outfits from adhering to the fundamental principles of balance, fairness and objectivity.

This level of unprofessionalism is detrimental to the growth of a healthy political culture in the country. Agba (2007:261) is of the view that the broadcast media should internalize the concept of public interest in the discharge of their functions in any electoral process. In this regard, the broadcast media is expected to set the pace for a healthy electoral process and also ensure they are guided by public interest. The media can achieve this by directing the goals of electioneering campaign to the desirable goal of responsible democratic principles that recognise the sovereignty of the people’s votes. Nwaozuzu (1997:87) advises the media to seek out relevant truths in electioneering campaign for the people who cannot witness or comprehend the events that affect them. This means the media should interpret campaigns in the light of the electoral needs of the people. It is also incumbent on the media to channel the electoral process towards the desirable goal of national development. Buttressing this point, Kalu (1985:19) posits that “the ordinary expectation is that the mass media will focus on serious matters that portend serious consequences for the people and their political choices”.

Ciroma, A (2005) submits that the media through their commentaries, editorials, articles, reviews, columns, broadcast discussion forums, should raise and answer pertinent questions that help to elucidate confusing issues, particularly those relating to policies and leadership. Critics have singled out the broadcast media for their failure to measure up to the expected standard during the 2015 electioneering campaign despite having the greatest power of influence when compared with other media. The television, for instance combines images and voice while the radio transmits to every community in the country and is therefore easily accessible by every family irrespective of their socio-economic status. In a write-up on ‘2015 Presidential Elections and The Broadcast Media in Nigeria’ in the Leadership newspaper, Tom Adaba posits that the broadcast media must be in the vanguard for the promotion of peace for progress and development. “The broadcast media has an immeasurable role to play in this. Though a lot of harm and hurt feelings have been engendered by various broadcast segments, this ‘half time’ is auspicious for us to mend fences and resolve to be better, fairer and more professional in the second half. If we preach hate, we shall reap hate and destruction. If we preach love and peace,
we shall reap same. Let us endeavour to preach the latter with our media for the good of this nation and its wonderful people. Nigeria needs peace for progress and development, Adaba (2015).

Section 22 of the Constitution provides that “the press, radio, television and other agencies of the mass media shall at all times be free to uphold the fundamental objectives contained in this chapter and uphold the responsibility and accountability of the government to the people”. This implies freedom for the broadcast media to transmit information but such freedom should come with responsibility. Unfortunately, the broadcast media, particularly the broadcast media, threw caution to the wind during the 2015 electioneering campaign by allowing themselves to be compromised by desperate politicians and political parties rather than making them answerable to the electorate. The political gladiators went beyond stipulated and acceptable norms and practices, casting aspersion on political opponents beyond the realm of decency with the active support of the mass media, especially the broadcast media. The media became highly partisan in their broadcast, which is against the code of professional practice.

During political campaigns in Nigeria, political parties are usually in hot pursuit of prime time on the air waves and this puts a lot of pressure on broadcasting stations, which cannot operate beyond 24 hours in a day, unlike the print media which can easily increase pagination to accommodate pressure of space. Yet the broadcast media is still expected to be fair to all. In order to address this challenge, the Nigeria Broadcasting Commission (NBC), a body statutorily responsible for monitoring operations of electronic media institutions, introduced what it called “Nigeria Broadcasting Code”, stipulating the standards for public broadcast.

The Nigeria Broadcasting Code in article 3.3.3 states that “all sides to any issue of public interest shall be equitably presented to ensure fairness”. What has become a source of worry to media observers is that the parties and their candidates, despite the directives by NBC, engaged in the use of foul language, abusive words, and inciting, provocative and highly divisive comments during live broadcast of their campaign rallies in some of the nation’s broadcast stations The NBC, as the regulator of the nation’s broadcasting industry had in May 2014 directed TV stations nationwide to notify the commission in writing at least 48 hours before live-transmission of any political programme. It stated that authorities were worried that the contents of political programmes were threatening Nigeria’s unity and peace ahead of the 2015 general elections. It maintained that its directive was due to “rampant violation” of section 1.5.1 of the Nigeria Broadcasting Code, which requires broadcasters to submit quarterly programme schedules at least a week before the beginning of each quarter, (Emmanuel Onwubiko, 2015 ).

For the broadcast media to play positive role in electioneering campaign, the following points should be noted:

- The true test of their success is the quality of their contribution to entrenching a culture of accountability, transparency, good governance, and ultimately, the entrenchment of a true and virile democratic culture.
- An enlightened electorate is an asset to democracy. Voter education is an important element that guarantees the success of electoral process and the mass media must be seen to be doing this. In many parts of Nigeria today, people still exhibit apathy towards elections, mostly because they do not understand why they must participate in such exercise, and perhaps because they do not know their rights as citizens.
- Introduction of communication-Education- in order to offset the influence of those who use the broadcast media to fool, deceive and manipulate the public, our government could
consider the introduction of communication education into our secondary school curriculum. Such courses should be designed to serve as a defence against political deceit or manipulation.

- It is the role of the mass media to educate, investigate and keep members of the public informed. In carrying out this function, objectivity in reporting should be the fulcrum of its master piece. It should be noted that because of the strategic role of the media in any society, the media can be dysfunctional.
- The press as a major factor in this direction should take the issue of national unity and security with importance and fight to sustain Nigeria’s corporate existence. Journalists should cross check their facts and figures. There should be difference between national interest and economic interest. Making profit at the expense of the unity of the nation should be shunned by all.
- The study also recommends that for the mass media to exert influence on voters’ decision, they should exhibit fairness, balance, equal opportunity and access in their coverage of electioneering campaigns of all political parties and candidates.

THE BROADCAST MEDIA AND THE MESSAGES OF CHANGE DURING ELECTIONIERING CAMPAIGN

Despite their shortcomings, particularly in the broadcast and publication of campaign of calumny, the broadcast media in Nigeria were able to project some of the positive campaign messages of the political parties, especially the two dominant parties namely, the People’s Democratic Party (PDP) and the All Progressives Congress (APC). The PDP, which was then the ruling party had Goodluck Jonathan as its candidate for the 2015 Presidential election while the APC presented Muhammadu Buhari.

Through the media, Goodluck Jonathan promised Nigerians that he concentrated much of his efforts at rebuilding the physical infrastructure that could galvanize national industrial development. He said much was achieved in his quest to transform the country.

- Consequently, as a presidential aspirant in the 2015 elections, he focused on the development of the human capital. According to him, “a nation is as developed as its human capital. Education, women, and youth development are the indicators of a nation’s development. Having laid the foundations for industrial take off, I want you to vote for me to make good these areas of our national life.”
- Women: The Goodluck second tenure will embark on large scale women empowerment programme as well as increase number of women that occupy public offices. We have developed a road map to integrate women into the nation’s development processes. I will fully implement the Affirmative Action of at least 35 percent positions for women in appointive positions. I will do more to promote increased girl-child education in the northern parts of Nigeria. The G-WIN Initiative will be the plank to economically empower women and girls. The reduction in maternal and child mortality will be aggressively pursued through already existing programmatic platforms. Nigeria women must be fully engaged to contribute to national development. We are committed to making work and effort of women to count in National Gross Domestic Product (GDP).
- Youth: Youths are the heartbeat of the nation. The Goodluck second term administration will give greater attention to the task of lifting up the Nigerian youth to a higher level of
attainment. We work to harness the energies and potentials of the youth for national development through specialized programmes; including support for youths in ICT; Youth in Sports; Youth in Agriculture and Youth entrepreneurship.

- The Elderly: The Goodluck Jonathan Administration will ensure that pensioners and the elderly are protected, supported and provided for, so that they can continue to enjoy good health and longevity. Special attention will be given to the elderly in our society.

On the other hand, Muhammadu Buhari, all through his own campaign affirmed that he would do things differently from the PDP presidential candidate if elected, and outlined a nine-point agenda to achieve this, namely:

- Protection of lives and property.
- Pursuing economic policies for shared prosperity and immediate attention on youth employment.
- Quality education for development, modernity and social mobility.
- Agricultural productivity for taking millions out of poverty and ensuring food security.
- Reviving industries to generate employment and “make things” not just to remain hawker’s of other peoples’ goods.
- Developing solid minerals exploitation, which will substantially attract employment and revenue for government.
- Restoring honour and integrity to public service by keeping the best and attracting the best.
- Tackling corruption which has become blatant and widespread. The rest of the world looks at Nigeria as the home of corruption. Nigeria is a country where stealing is not corruption.
- Respecting the constitutional separation of powers among the executive, legislature and judiciary and respecting the rights of citizens.

The candidates and their parties strived vigorously to send the messages into the hearts of the electorate. The issues raised by the dominant parties formed the subjects of political debates, commentaries, news analysis and interviews in the broadcast media in the months leading up to the election. Despite the extensive use of the broadcast media by the two major parties—People’s Democratic Party (PDP) and the All Progressives Congress (APC)—the opposition party, for the first time in the history of the country, dislodged the ruling party, as the outcome of the election indicate. It has become necessary therefore to do an empirical study to assess the role of the mass media in the electoral process and determine whether media campaign was a major factor in voters’ decision and voting pattern.

Agenda – Setting Theory

McCombs and Shaw quoted by Griffin (1991) explain that the “mass media have ability to transfer the salience of items on their news agenda to the public agenda.... We judge as important what the media judge as important.” Media coverage of issues confers importance on them and helps the audience to treat certain issues as also being more important than others. .” Burns (1977) also argues that: “The critic of newspapers and broadcasting see their power as lying in controlling the agenda, in their ability to select certain issues for discussion and decision and to ignore others as non-existent; and in the ability to treat certain conflicts of interests as manifestly proper material and others as too complex, or marginal, or unmanageable.” Through what Burns calls “news tasting – a process of selecting what should count as news and what
should not-- the media allow the public to crave that which they already adjudged salient. (Akinwalere, 2015)

Statement of the problem
The broadcast media, who its roles can never be forgotten in this Nigerian democracy, and even in this just concluded election in Nigeria and the question remains that is it the party manifesto that motivate people to vote or people just been desperate for change with the large amount of money spent on the campaign by the incumbent president yet the election did not favoured him.

Objectives of the study
• To know the perception of broadcast media’s coverage of electioneering campaigns during the 2015 General elections
• To determine how broadcast media’s coverage of electioneering campaigns affect electorates voting decision during 2015 general elections
• To determine which broadcast medium did electorates regard as fair and balanced in the coverage of 2015 electioneering campaign
• To determine the factors impacted on electorate voting decision during the 2015 electioneering campaign

Research Questions
• What is perception of broadcast media’s coverage of electioneering campaigns during the 2015 General elections?
• Does broadcast media’s coverage of electioneering campaigns affect electorates voting decision during 2015 general elections?
• Which broadcast medium did electorates regard as fair and balanced in the coverage of 2015 electioneering campaign?
• What other factors impacted on electorate voting decision during the 2015 electioneering campaign?

Significant of the study
This paper would be of great benefit to the following categories of people:
• Politicians
• Students
• Journalists
• Broadcast stations
• General publics
Methodology

Research design
Survey method was adopted for this paperwork.

Instrument of data collection
The instrument of data collection used was questionnaire and were administered in Iwo road, Oja oba and Bodija as the economic area of Ibadan metropolis, being the largest city in the Africa and the headquarters of old western Region, as the city served as the population for the study to collate the view of people.

Sampling size
The total population is about two hundred and fifty people were sampled. And total number of two hundred and thirty-seven questionnaires were correctly filled and returned.

Sampling procedure
The sampling procedure for this study is purposive sampling

Method of data Analysis
The analysis of their responses were based on the two hundred and thirty-seven questionnaires that were correctly filled and returned. The method of analysis used was simple percentage and tables.

Data Presentation

Table 1.
Respondents on do you agree that broadcast media messages really help to determine your choice of candidate to vote for?

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>74</td>
<td>64.27%</td>
</tr>
<tr>
<td>Agree</td>
<td>10</td>
<td>9.09%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>16</td>
<td>14.35%</td>
</tr>
<tr>
<td>Disagree</td>
<td>10</td>
<td>9.09%</td>
</tr>
<tr>
<td>Total</td>
<td>110</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 1 shows 64.27% representing 74 respondents said they strongly agrees to the question 10 respondents representing 9.09% said they agree to the question, another 16 respondent representing 14.35% said the strongly disagree and while the last 10 respondent representing 9.09% said they disagree to the question. The highest number of 64% or74 which said they strongly agreed.
Table 2.
Respondents on do you agree that the broadcast medium really follow the NBC guidelines during electioneering campaign?

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>30</td>
<td>27.27%</td>
</tr>
<tr>
<td>Agree</td>
<td>33</td>
<td>30%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>42</td>
<td>38.18%</td>
</tr>
<tr>
<td>Disagree</td>
<td>5</td>
<td>4.55%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>110</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Table 2, 30 respondents said they strongly agreed representing 27.27%, 33 respondents representing 30% said they agree while 42 respondents representing 38.18% strongly disagreed, and having 5 respondents with 4.55% saying they disagree. 42 respondents or 38.18% of the respondents said strongly disagree.

Table 3
Respondents on do you agree that the broadcast messages are effective in influencing people’s mind?

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>59</td>
<td>53.64%</td>
</tr>
<tr>
<td>Agree</td>
<td>30</td>
<td>27.27%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>11</td>
<td>10%</td>
</tr>
<tr>
<td>Disagree</td>
<td>17</td>
<td>15.45%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>110</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Table 3, 53.64% representing 55 respondents said they strongly agreed, 30 respondents representing 27.27% said they agree, while 11 respondents representing 10% strongly disagreed, and 17 respondents representing 15.45% disagrees.

Table 4
Respondents on do you make use of broadcast media?

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>47</td>
<td>42.73%</td>
</tr>
<tr>
<td>Agree</td>
<td>19</td>
<td>17.27%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>23</td>
<td>20.91%</td>
</tr>
<tr>
<td>Disagree</td>
<td>21</td>
<td>19.10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>110</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Table 4, with 47 respondents representing 42.73% said they strongly agreed while 19 respondents representing 17.27% they agreed and 23 respondents representing 20.91% which strongly disagrees and while 21 respondents representing 19.10% said they disagree.

Table 5
Respondents on do you discuss your perception about electioneering campaign messages with your friends and family?

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>75</td>
<td>68.18%</td>
</tr>
<tr>
<td>Agree</td>
<td>10</td>
<td>9.09%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>19</td>
<td>17.27%</td>
</tr>
<tr>
<td>Disagree</td>
<td>6</td>
<td>5.45%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>110</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Table 5 shows that the 75 respondents representing 68.18% strongly agreed, 10 respondent representing 9.09% agreed, 19 respondent representing 17.27% strongly disagreed and while the remaining 6 respondent representing 5.45% said they disagreed to the question of discussing their perception of electioneering campaign messages with their families and friends.

Table 6
Respondent on does the electioneering messages really mean anything to you?

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>63</td>
<td>57.27%</td>
</tr>
<tr>
<td>Agree</td>
<td>18</td>
<td>16.36%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>20</td>
<td>16.18%</td>
</tr>
<tr>
<td>Disagree</td>
<td>9</td>
<td>8.18%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>110</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Table 6, 63 respondents representing 57.27% strongly agreed, 18 respondent representing 16.36% do agree, while 20 respondent representing 16.18% strongly disagreed and while the other 9 respondent representing 8.18% disagreed to the question if the electioneering messages really makes any meaning to them.

Table 7
Respondents on do electioneering campaign messages help in changing people’s orientation?

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>36</td>
<td>32.73%</td>
</tr>
<tr>
<td>Agree</td>
<td>49</td>
<td>44.55%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>20</td>
<td>18.18%</td>
</tr>
<tr>
<td>Disagree</td>
<td>5</td>
<td>4.55%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>110</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Table 7 shows that respondents representing 32.73% or 36 strongly agreed, 49 respondents representing 44.55% agreed, 20 respondents representing 18.18% strongly disagreed and while the other 5 respondent representing 4.55% disagreed to the question that electioneering campaign messages help in changing people’s orientation.

FINDINGS OF THE STUDY
The findings from the data in the tables presented showed that 64.27% representing 74 respondents said they strongly agreed that broadcast media messages really help to determine your choice of candidate to vote for. 42 respondents representing 38.18% strongly disagreed that broadcast medium do not really follow the NBC guidelines during electioneering campaign. 53.64% representing 55 respondents said they strongly agreed that the broadcast messages are effective in influencing people’s mind. 47 respondents representing 42.73% said they strongly agreed that make use of broadcast media. 75 respondents representing 68.18% strongly agreed that they discuss their perception about electioneering campaign messages with their friends and family. 63 respondents representing 57.27% strongly agreed that electioneering messages really mean something to them. 49 respondents representing 44.55% agreed that electioneering campaign messages help in changing people’s orientation.

CONCLUSION
Broadcast media are the products of society in which they operate. The broadcast media has really done well to the success and continuity of the democracy in Nigeria. The broadcast media also ensure the implementation of free and fair election in Nigeria, broadcast media have been a useful platforms to get closer to the people, especially voters during an electioneering campaign. The electioneering contest, at some point, also degenerated into a string of hate campaigns leading to allegations and counter allegations between the two frontline political parties and their candidates in Nigeria during 2015 electioneering campaign.

RECOMMENDATIONS
- Broadcast media is expected to play the role of peace building to heal the cleavages that have been raised from the intense campaign.
- The media should set for themselves the obligation of illuminating the political process and set agenda for the political class.
- That Broadcast media must avoid any conduct in their relationship with political aspirants that would jeopardize their integrity and professional ethics.
- That Broadcast media should also resist the temptation to be used to fan embers of ethno-religious crisis.
- That it is advised that the press should not lose sight of their social responsibility.
- That before announcement of election results there should be an approval from the INEC
- That the broadcast media should initiate and sustain programmes to educate and inform electorates on how to cope with present-day economic and social realities.
- That the broadcast media should display originality and creativity in assisting the public cope with economic, political and social situation.
REFERENCES