

## Political Parties' Gubernatorial Broadcast Campaigns and Voters' Choice in Delta State 2019 Elections

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### **Abstract**

*Owing to the strategic place of political campaign to the electoral process, this study examined how broadcast media messages influenced voters in their choice of governorship candidates of the different political parties in the 2019 general elections in Delta State. To guide the study, four research objectives were formulated, which include to: identify which political campaigns were publicised through the broadcast media for voters in the 2019 gubernatorial election in Delta; examine the frequency of political campaigns publicised through the broadcast media; determine the degree of persuasiveness of broadcast campaign to influence voters' choice of candidates and assess the effect of broadcast campaign on non-partisan voters' choice of candidates in the 2019 gubernatorial election in Delta State. The study was anchored on Social Judgment/Involvement theory. The population of the study was 1,188,784 drawn from the figure of registered voters in Delta State. The researcher used the Taro Yamane to determine the sample size, for which 400 formed the sample of the study. The data obtained from the field exercise were analysed using simple percentages and four-point Likert Scale to find the weighted mean scores for the research questions. Findings revealed among others that the political campaigns publicised through the broadcast media for voters during the 2019 gubernatorial election in Delta State include campaigns on: revalidation of the permanent voter's card, manifestoes of the different political parties, modalities to vote during the election, zoning arrangement of political offices and campaign of continuity in office. The researchers recommended among other things that critical stakeholders in electoral processes including the electoral body, monitoring groups, political parties, corporate bodies and individuals should sustain broadcast media messages for more political awareness and engagement and that broadcasts media should increase the frequency of political coverage to include periods of pre-election, during election and post-election campaigns.*

**Key words:** *Political parties, Gubernatorial election, Broadcast campaign, Voters' choice*

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## **Introduction**

The present political structure is that the Nigerian state practises the multi-party system with different partisan programmes. For the 2019 elections, the Independent National Electoral Commission (INEC) announced the participation of a total of 91 registered political parties in the elections. The Commission also announced that the voting population for the general elections was 84,004,084. The Presidential election had a total of 73 candidates, while the Governorship election featured a total of 1, 068 candidates in 29 States of the federation (Nwachukwu, 2019).

With these numbers of political parties and candidates, the average Nigerian voters with no political affiliation may have to face the innocuous challenge of making choices during elections. Thus, the need for an important component of the electioneering processes which is the campaign. Campaign, generally is a series of planned activities or programmes that are intended to achieve a particular social, commercial or political aim. A notable meaning of campaign is that, it is the planned attempt to influence public opinion, behaviour, attitude and knowledge on behalf of some cause, person, institution or topic, using different media over a specific period of time (source). Azu (2013) sees a campaign “as an act of working in an organised and active way toward a particular goal, typically a political or social one” (p.13). In other words, a campaign is a coordinated communication effort that is conducted through the mass media, interpersonal communication or some combination. Hence, media campaigns are an important part of a comprehensive population-based approach to communicate physical behaviour change (Obinna, 2022, Wakefield, Loken, & Homik, 2010, Bauma & Chan, 2009, Bauma, Smith, Maibach & Reger-Nash, 2006). Basically, the role of the media in any political setting is vital. Olayiwola (1991) notes thus:

The problem of examining the role of the media in political communications and its effects on national issues, election campaigns in particular, is not confined to Nigeria. Anywhere in the world, the press has always been involved in politics, formation of public opinion, perception of images of candidates for political offices, the definition of social reality and social norms, the education, information, enlightenment and entertainment of the public, as well as the presentation and clarification of issues, values, goals and changes in culture and society, some kind of communication on some kind of issues, brought to the attention of some kinds of people under some kinds of conditions have some kinds of effect (p.112).

Media campaign is designed to encourage and sustain positive behavioural change. Apart from being an avenue to create awareness, its messages are created to reach a specific targeted or particular audience with the intent to influence the behaviour of this audience in a desired way. Since, the mass media allows for simultaneity to reach heterogeneous audience the focus is on

creating a persuasive message that is capable of producing the end result through the medium selected to carry out the campaign (source) There are different types of campaigns: political campaign, advertising, public information, fund-raising and public campaigns etc. A political campaign, according to Lexicon Webster Dictionary (1981) is “any course of aggressive action...intended to influence voters in an election” (p.143). Etika, Nyong, Opusunju and Agbor (2018) note that “political campaign is the avenue in which political aspirants market themselves before the electorates during general elections” (p.1). Political campaign offers the opportunity for political parties and their candidates to sell their candidature to the electorate. Etika et al (2018) aver that “during this time, different gimmicks are employed to ensure that their campaign messages are effectively packaged to convince the electorates so as to gain their mandates” (p.1).

Azu (2013) identifies three kinds of campaign and how their deficiencies could render the message meaningless to the electorate. The first is the kind of campaign that does not have a persuasive message to deliver to the electorate with no clear idea of which voters to persuade. The second is the campaign that has a concise, persuasive message with a clear idea of which voters it can persuade but lacks a reasonable plan of what to do between the campaign period and the Election Day. Finally, the third kind of campaign is the one that has a clear message, a clear idea of its voters and a plan to get to Election Day, but fails to follow through on the plan, not doing the hard work day after day to get elected. Azu (2013) submits that “a political campaign is a communication process that should find the right message, target that message to the right group of voters, and as such repeating that message again and again until it registers in the mind of the voters” (p.12).

The broadcast media, otherwise known as the electronic media basically include the radio and television. The radio and television was used to ascertain how the broadcast campaign influenced voters in their choice of candidates of the different political parties for the governorship election in Delta State in the 2019 general elections held in 29 states of the federation. The broadcast media possess both the audio and visual features that can illustrate the nature and images of the campaign. Also, studies have shown that the use of radio and television has proved to be effective in disseminating campaign messages (Adibe, Okonta & Udeogaranya, 2010; Etika et al, 2018). Mainly, campaign messages are designed as public communication messages patterned to influence these non-partisan voters’ who are exposed to the campaign be it on radio or television. Atkin and Rice (2013) as cited in Godwin and Udoudu (2019) define public communication campaign as purposive attempts to inform or influence behaviour in large audiences within a specified time period using an organised set of communication activities and featuring an array of mediated messages in multiple channels generally to produce non-commercial benefits to individuals and society. They further explained that in developing such communication campaigns, it should follow a basic process that involves carefully developing a realistic goal, assessing the target audience, developing a strategy that uses appropriate media and finally, creating a message that is appropriate for the audience.

In Delta State, the radio stations include Melody FM Warri (88.6), Crown FM Effurun

(89.9), Quest FM Ogor (93.1), JFM Otu Jeremi (95.1), Ray Power FM Oghara (96.1), Kpoko FM Warri (pidgin English radio) (100.5), Trend FM Asaba (100.9), Rize FM Warri (106.7), Charity FM (Radio Nigeria) Asaba (104.4), Delta State University (Delsu FM) (103.7), Hot FM Asaba (96.5), Shockwave Radio (Internet radio) and Demodelsnigeria FM (83.9). Others are Joko FM Ughelli (88.10), Delta State Radio Asaba (88.50), Crown FM Asaba (94.70) and DBS Voice of Delta FM Asaba (97.90) — (Nwabueze, 2018). The television stations in Delta State include the Nigerian Television Authority (NTA) Channel II (VHF), Delta Broadcasting Service TV 31 (UHF) and Delta Broadcasting Service Warri TV 41 (UHF).

In Nigeria, the Independent National Electoral Commission (INEC) which is the body vested with the responsibility of conducting elections, also exercises some powers with regards to monitoring activities and programmes of political parties. INEC “is empowered to monitor public political campaigns, rallies and processions and provide Rules and Regulations which shall govern political parties, as well as keep records of the activities of all Registered Political Parties” (INEC, 2014, p.4). The Independent National Electoral Commission defines a political party as any association (registered by the Commission) whose activities include canvassing for votes in support of a candidate for election to the Office of President, Vice President, Governor, Deputy Governor, membership of Legislative House or Local Government Council and the Federal Capital Territory Area Council. The Commission adds that only a political party can sponsor a candidate and canvass for votes as provided for in Section 221 of the 1999 Constitution of the Federal Republic of Nigeria (as amended). For the 2019 gubernatorial election in Delta State, a total of 50 political parties fielded candidates in the election which held on Saturday, March 9, 2019. Political campaign has a timeframe as issued by the Commission. INEC (2014) notes that:

Political campaign is the process by which political parties and their candidates, members or supporters upon the release of timelines for Elections publicly canvass for votes from registered voters for elective offices upon the release of Notice of Elections by the Commission in compliance to Section 99 of Electoral Act 2010 (as amended). Political campaign can also be conducted by way of processions, rallies, media advertisement, posters, handbills, and house-to-house contacts with voters, etc. within the timeframe of 90 days before the election in accordance with the law (p.8).

INEC (2014) avers that the objectives of political campaigns shall be to canvass for votes in favour of a political party and/or candidate in competition with other political parties and/or candidates for an elective office. Political campaigns are expected to commence only after the release of timetable for elections to the political parties. Within this period, candidates must have emerged through primary elections conducted by the political parties. “Political parties shall ensure compliance with the statutory time to commence campaigns of ninety (90) days before polling day and end twenty-four (24) hours prior to poll day for general elections” (INEC, 2014, p.13).

The target audience for political campaigns are registered voters. The programmes, policies and projects of political parties are offered to voters as contained in the political party’s

Manifesto and Constitution. In Delta State, the total voting population for the 2019 governorship election was 2,831,205. Out of that number as the total registered number of voters, 1,188,784 voters were accredited for the election, while 1,178,335 of the number were recorded as total votes cast. However, a total of 1,154,188 votes were recorded as the valid votes as 24,147 votes were rejected (Adurokiya, 2019).

The choice of Delta State is premised on the fact that out of the four states in the South South geopolitical zone where governorship elections held for 2019 general elections, Delta State with 50 governorship candidates had the highest percentage of voters' participation with 42% voters' turn out. Akwa Ibom State for instance, recorded approximately 34% voters' turn out with 45 governorship candidates. Akwa Ibom State had 2,119,727 as total registered votes, while 712,037 votes were recorded as the total votes cast for the 2019 governorship election in the state. Cross River State which had a total of 26 candidates, recorded 1,486,026 as total registered voters and 533,808 as total votes cast with 36% voters' turn out. For Rivers State which had 64 candidates and 3,048,741 total registered votes and 1,123,840 as total votes cast, the percentage of voters' turn out is 37%.

The thrust of the study therefore, is to establish how the political campaign for the 2019 gubernatorial election through the broadcast media influence the voters particularly, the non-partisan voters in their choice of governorship candidates in Delta State.

### **Statement of the problem**

In a democratic system, the sovereign power in the state rests with the people and the beauty of any democracy lies in the political participation of majority of the people. One way of mobilising the people towards political participation is during general elections when voters make informed choices of who to govern them following the presentation of manifestoes by the candidates. When voters participate fully in the electioneering processes, power tend to reside with the people, but in situation where there is voters' apathy, a few individuals could manipulate the process and enthrone a government that does not emerge from collective participation.

The ideologies of political parties could easily be disseminated to the electorate through the mass media. The commonest media to promote political campaigns are the broadcast media as noted by Adibe, Okonta and Udeogarany (2010) and Etika et al (2018). Thus, the crux of this research centres on ascertaining how political campaign for the 2019 gubernatorial election through the broadcast media had influenced the choice of voters in Delta State. The problem of the study is stated thus: how did the use of broadcast media for political campaign influence voters' choice in the 2019 gubernatorial election in Delta State?

### **Aim and objectives of the study**

The aim of the study is to examine how political campaigns in the broadcast media influenced voters in their choice of governorship candidates of the different political parties in the 2019 general elections in Delta State, Nigeria. The objectives of the study are to:

- 1 identify which political campaigns were publicised through the broadcast media for

- voters in the 2019 gubernatorial election in Delta State;
- 2 examine the frequency of political campaigns publicised through the broadcast media in the 2019 governorship elections in Delta State;
  - 3 determine the degree of persuasiveness of broadcast campaign to influence voters' choice of candidates in the 2019 gubernatorial election in Delta State;
  - 4 investigate the clarity of broadcast campaign for the 2019 gubernatorial election in Delta State;
  - 5 assess the effect of broadcast campaign on non-partisan voters' in their choice of candidates in 2019 gubernatorial election in Delta State.

### **Research questions**

- 1 What are the political campaigns publicised through the broadcast media for voters in the 2019 gubernatorial election in Delta State?
- 2 How frequent were the political campaigns publicised through the broadcast media in the 2019 governorship elections in Delta State?
- 3 To what degree are the broadcast campaigns persuasive to influence voters' choice of candidates in the 2019 gubernatorial election in Delta State?
- 4 What are the levels of clarity of the broadcast campaigns for the 2019 gubernatorial election in Delta State?
- 5 What are the effects of the broadcast campaigns on non-partisan electorate in their choice of candidates in 2019 gubernatorial election in Delta State?

### **Literature Review**

#### **Political System and Political Developments in Nigeria**

The political system has undergone certain stages of development since 1960. It has moved from a multi-party system to a two-party system and is now a multi-party system in the Fourth Republic. According to Akanye and Adugbe (2022), the political party system in Nigeria has evolved and still plays an important role in achieving democratic goals. Undoubtedly, the past fifty years have seen the rapid rise of various political parties. Nigeria implemented a two-party system from 1991 to 1993, with the government establishing the National Republican Congress (NRC) and the Social Democratic Party (SDP). The military government then restructured the parties after nullifying the 1993 presidential election, then Nigeria returned to democracy in 1999. In addition, the restoration of democratic government in 1999 led to a new approach to partisan politics in Nigeria. The political party registration procedure was liberalised, expanding the political scope for the masses to participate in domestic political activities.

#### **Political Campaigns**

Political campaigns have existed as long as there has been informed citizen about campaigning objective. Political campaigns are referred to as electoral campaigns. During political campaigns, a number of messages are sent from the candidates to the electorate in order to convince them. Thus, candidates use a variety of channels during election campaign in order to make an impact on the electorate. Obviously, channels which are perceived as effective are used, while others are



put aside (Kombol & Agbana, 2011). Lynn (2009) cited in Kombol and Agbana (2011) states that a political campaign is a communication process, you need to, find the right message, target that message to the right group of voters and repeat that message again and again. More than anything else, electoral campaigns should be persuasive, more often than not campaigns messages improve the visibility of the candidate, which is only a first step. Once it is achieved, efforts should be geared towards persuasion (Uwaoma, Ojiakor & Dike, 2019).

## **Audience of Media Campaigns**

McQuail (1997) posits that the ‘audience’ has long been familiar as the collective term for the ‘receiver’. He further explains that the audience (receiver) is one of the essential parts of the communication process, because it points to the receiver as the one the communicated message is intended for. For every media campaign, there must be potential media audience, who the end result is meant to produce a behavioural change in the attitude of the audience who are expose to the media campaigns messages.

## **2.2 Theoretical framework**

### **Social Judgment/Involvement Theory**

The major proponents of the social judgment theory are Muzafer Sherif, Carolyn Sherif, Carl Hovland and Roger Nebergall among others in 1961. The thrust of the social judgment theory is that the effect of a persuasive communication depends upon the way in which the receiver evaluates the position it advocates. Social judgment theory seeks to explain how an audience processes messages. The new information is compared to existing beliefs and a decision to accept or reject the information is made. The beginning of social judgment theory can be traced to early experiments on attitude and persuasion in social psychology, but it was first given its foundations with the work of Muzafer Sherif, Carolyn Sherif and Carl Hovland in 1961. Thus, it can be said that the theory was developed by Muzafer Sherif, Carolyn Sherif and Carl Hovland in 1961.

However, the theory has its weaknesses; some messages take positions that are fairly clear and the audience has less leadway in interpreting those messages, compared with more ambiguous messages. They explain that we would not expect that a communication taking a clearly black or white stand on an issue would be subject to such displacement as assimilation or contrast. Except for message position, social judgment/involvement theory ignores message content. There is much evidence that several message variables, like evidence or argument quality, affect persuasion. Social judgment/involvement theory, like other consistency theories, does not take into account any of these important message variables. It is possible, for example, that a message that falls in the latitude of rejection might not be rejected if it has strong arguments for its position that are extremely discrepant at the far end of the latitude of rejection from the listener's own attitude may almost always be rejection.

However, some messages that fall in other parts of the latitude of rejection might be persuasive, if the messages are strong. The theory also ignores the effects of source credibility, another factor that can influence attitude change. This theory is relevant to this study for its

emphasis in explaining how audience processes messages. This study is an attempt to understand the role of broadcast campaign in the choice of gubernatorial candidate by non-partisan voters in the 2019 general elections in Delta State.

**Methodology**

The survey design was adopted for this study. The survey design was needed to sample opinion of respondents on subject matters. It is a research design which focuses on a representative sample drawn from an entire population of study. The result of the study that uses survey is usually generalised to the entire population.

The population of the study was drawn from the population of the total number of registered voters in Delta State. According to the figure released by the Independent National Electoral Commission, Delta State has a total registered number of voters as 1,188,784. This figure represents the total number of eligible voters in the state. Consequently, 1,188,784 formed the population of the study. The Taro Yamane scientific formula was used to determine the sample size for the study. The formula is as follows:

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

**Where:**

n= is the sample size

N= is the population size

e= is the level of precision (sampling error)

For the population of Port Harcourt which is 1,188,784, the formula is applied as follows:

$$n = 1,188,784 / (1 + 1,188,784 (0.05)^2)$$

$$n = 1,188,784 / (1 + 1,188,784 (0.0025))$$

$$n = 1,188,784 / (1 + 2972)$$

$$n = 1,188,784 / (2973)$$

$$n = 399.86$$

Approximately, the sample size for the study will be 400.

To ensure fair representation of the respondents, the multi-stage cluster sampling was adopted for the study. At the first stage of the multi-stage sampling, three senatorial districts of the state which are: Delta Central, Delta North and Delta South were selected.

At the second stage of the multi-stage, 25 local government areas were selected for the study. At the third stage of multi-stage cluster sampling, wards in Delta State were selected in the 25 LGAs. The LGAs are:

S/No	Senatorial District	LGAs
1.	<b>Delta Central</b>	Ethiope East, Ethiope West, Okpe, Sapele, Udu, Ughelli North, Ughelli South, Uvwie



2.	<b>Delta North</b>	Aniocha North, Aniocha South, Ika North East, Ika South, Ndokwa East, Ndokwa West, Oshimili North, Oshimili South and Ukwuani
3.	<b>Delta South</b>	Bomadi, Burutu, Isoko North, Isoko South, Patani, Warri North, Warri South and South West

The purposive sampling was applied to select 121 wards in the three senatorial districts. Forty wards were selected in Uvwie and Ughelli North Local Government Areas for Delta Central senatorial district, forty-two wards were selected in Aniocha North, Oshimili South and Oshimili North Local Government Areas in the Delta North senatorial district which has the highest number of local government in Delta State, while thirty nine wards were selected in Warri South West and Patani local government areas in Delta South senatorial district. The purposive sampling was very appropriate for the study because the researchers needed respondents who were knowledgeable and involved in the electoral processes with particular reference to the 2019 elections.

Consequently, 160 copies of the questionnaire were administered to respondents in Delta Central, 84 were administered to respondents in Delta North, while 156 copies were distributed to respondents in Delta South, making a total of 400 copies of questionnaire. Then, the quota sampling was used to select the wards in each of the local government.

### Results and Discussion

Of the 400 copies of questionnaire administered to the respondents, a total of 390 representing 97.5% return rate was retrieved from the respondents. The data are presented in tabular format and analysed using mean statistic. The presentation of data and discussion of result were worked around the research questions.

### Demographic Distribution of Respondents

**Table 1: Gender Distribution of the Respondents**

Category of Response	Frequency of Response	Percentage (%) of Response
Male	259	66.4
Female	131	33.6
<b>Total</b>	<b>390</b>	<b>100</b>

Table 1 above showed that there were more male than female respondents.

**Table 2: Age Distribution of the Respondents**

<b>Response</b>	<b>No of respondents</b>	<b>Percentage %</b>
18-25	74	19
26-33	139	36
34-41	86	22
42-49	51	13
50 and above	40	10
<b>Total</b>	<b>390</b>	<b>100</b>

Table 2 shows that youths made up the majority of the respondents as they add up to more than 50% of the respondents.

**Table 3: Marital Status Distribution of the Respondents**

<b>Category of Response</b>	<b>Frequency of Response</b>	<b>Percentage (%) of Response</b>
Single	138	35
Married	252	65
<b>Total</b>	<b>390</b>	<b>100</b>

Table 3 above shows that there were more persons as respondents.

**Table 4: Occupational Distribution of Respondents**

<b>Response</b>	<b>No of respondents</b>	<b>Percentage (%)</b>
Civil/public servants	102	26
Students	84	23
Business/private sector	121	31

Retiree	60	15
Farmer	23	6
<b>Total</b>	<b>390</b>	<b>100</b>

From Table 4, the data show that the majority of respondents were business people in the private sector, civil/public servants and students.

**Table 5: Educational background Distribution of the Respondents**

Category of Response	Frequency of Response	Percentage of Response
FSLC	61	15.6
SSC	71	18.2
First Degree	249	63.8
Post Graduate	9	2.3
<b>Total</b>	<b>390</b>	<b>100</b>

Table 5 above show that respondents with first degree were in the majority.

### Data Analysis

**Table 6: Political Campaigns Broadcast Media Messages for Voters**

Item	Description of Statement		SA (4)	A (3)	D (2)	SD (1)	Total	Mean Score	Decision
6	I listened to broadcast campaigns of revalidation of my PVC the 2019 gubernatorial election in Delta State.	No of Response	274	99	16	1	1426	3.65	Agreed
		Total Number	1096	297	32	1			
7	I listened to manifesto campaigns of the	No of Response	300	81	7	2	1459	3.74	Agreed

	different political parties in the broadcast media.	Total Number	1200	243	14	2			
8	I listened to campaigns on how to vote on the election day in the broadcast media.	No of Response	274	107	6	3	1432	3.67	Agreed
		Total	1096	321	12	3			
9	I listened to political campaigns of zoning of political offices in the broadcast media	No of Response	263	116	9	2	1420	3.64	Agreed
		Total	1052	348	18	2			
10	I listened to political campaigns of continuity in office in the broadcast media	No of Response	279	98	12	1	1435	3.67	Agreed
		Total	1116	294	24	1			
<b>Cumulative</b>							<b>7172</b>	<b>3.67</b>	<b>Agreed</b>

In summary, respondents agreed that they listened to broadcast campaigns of revalidation of PVC for the 2019 gubernatorial election in Delta State. They listened to manifesto campaigns of the different political parties in the broadcast. They listened to campaigns on how to vote on the election day in the broadcast media. They listened to political campaigns of zoning of political offices in the broadcast media. They listened to political campaigns of continuity in office in the broadcast media. In all, the data for the research question generated a cumulative mean of 3.67 which affirmed that the respondents were exposed to political parties' campaign broadcast messages.

**Table 7: Frequency of Reception of the Political Campaign Broadcast Messages**

Item	Description of Statement		SA (4)	A (3)	D (2)	SD (1)	Total	Mean Score	Decision
11	The political campaign of revalidation of PVC was aired on a regular basis within the period of the election in Delta State.	No of Response	303	76	11	-	1462	3.74	Agreed
		Total Number	1212	228	22	-			
12	Most of the political parties ran their	No of Response	123	90	176	1	1115	2.85	Agreed

	manifestoes on a regular basis within the campaign period in Delta for State.	Total Number	492	270	352	1			
13	I listened regularly to the campaigns on how to vote during the 2019 gubernatorial election in Delta State	No of Response	67	224	91	8	1130	2.89	Agreed
		Total Number	268	672	182	8			
14	I listened regularly to the campaigns on how to vote during the 2019 gubernatorial election in Delta State	No of Response	109	95	186	-	1093	2.80	Agreed
		Total Number	436	285	372	-			
15	I listened regularly to campaign of continuity in the broadcast media in the 2019 gubernatorial election in Delta State.	No of Response	266	99	22	3	1408	3.61	Agreed
		Total Number	1064	297	44	3			
<b>Cumulative</b>							<b>6208</b>	<b>3.18</b>	<b>Agreed</b>

The data in Table 7 show that given the 2.50 benchmark for acceptance, items 11-15 of the questionnaire have shown above the benchmark indicating that there is significant frequency of the political campaign broadcast messages in the 2019 gubernatorial election in Delta State. In summary, respondents agreed that on all the statements put forward with a cumulative mean score of 3.18.

**Table 8: Broadcast Campaign Messages Influence on Voters' Choice of Candidates**

16	The broadcast campaign messages had strongly convinced me to vote for candidate I voted for in the gubernatorial election in Delta State	No of Response	281	90	16	3	1429	3.66	Agreed
		Total Number	1124	270	32	3			
17	The broadcast media campaign messages presented a sound manifesto that influenced my vote for the political party I voted for in the election	No of Response	287	90	10	3	1441	3.69	Agreed
		Total Number	1148	270	20	3			

18	The fact that the broadcast campaign articulated the message and symbols influenced my voting during the 2019 gubernatorial election in Delta State	No of Response	276	94	18	2	1424	3.65	Agreed
		Total Number	1104	282	36	2			
19	I totally agreed with the campaigns on the qualification of the candidate I voted for	No of Response	295	84	9	2	1452	3.72	Agreed
		Total Number	1180	252	18	2			
20	The charisma of the candidate I voted was a conviction for my vote.	No of Response	305	77	6	2	1465	3.75	Agreed
		Total Number	1220	231	12	2			
<b>Cumulative</b>							<b>7211</b>	<b>3.70</b>	

The data in Table 8 show the mean of respondents on the degree of the broadcast campaign persuasive to influence voters' choice candidates in the 2019 gubernatorial election in Delta State. Given the 2.50 benchmark for acceptance, items 16-20 of the questionnaire have shown above the benchmark indicating that the degree of persuasiveness of the broadcast campaign in influencing voters' choice of candidates in the 2019 gubernatorial election in Delta State was high and overwhelming.

**Table 9: The Level of Clarity of the Broadcast Campaigns**

Item	Description of Statement		SA (4)	A (3)	D (2)	SD (1)	Total	Mean Score	Decision
21	The campaign messages were very clear to me for specifying the issue of revalidation of voters' card	No of Response	159	97	128	6	1189	3.04	Agreed
		Total	636	291	256	6			
22	The campaign messages were very clear to me for specifying the issue of revalidation of voters' card	No of Response	130	141	111	8	1173	3.0	Agreed
		Total	520	423	222	8			
23	The broadcast campaign messages were clear on who	No of Response	140	138	106	6	1192	3.05	Agreed



	to vote for	Total	560	414	212	6			
24	The broadcast campaign messages were clear on who to vote for	No of Response	157	218	12	3	1309	3.35	Agreed
		Total	628	654	24	3			
25	The broadcast campaign messages were clear on the call for continuity in office	No of Response	243	137	8	2	1401	3.59	Agreed
		Total	972	411	16	2			
<b>Cumulative</b>							<b>6264</b>	<b>3.21</b>	<b>Agreed</b>

The data in Table 9 show the mean of respondents on the level of clarity of the broadcast campaigns for the 2019 gubernatorial election in Delta State. Given the 2.50 benchmark for acceptance, items 21-25 of the questionnaire have shown above the benchmark indicating that there are significant levels of clarity of the broadcast campaigns for the 2019 gubernatorial election in Delta State.

**Table 10: Broadcast Campaign Messages and the Choice of Political Candidates**

Item	Description of Statement		SA (4)	A (3)	D (2)	SD (1)	Total	Mean Score	Decision
26	The messages influenced my participation in the revalidation of PVC	No of Response	303	76	11	-	1462	3.74	Agreed
		Total	1212	228	22	-			
27	The campaign messages influenced me to vote for the party I voted for	No of Response	123	90	176	1	1115	2.85	Agreed
		Total	492	270	352	1			
28	I was influenced by the messages on the zoning arrangement	No of Response	67	224	91	8	1130	2.89	Agreed
		Total	268	672	182	8			
29	I was influenced on the call for continuity in office.	No of Response	109	95	186	-	1093	2.80	Agreed
		Total	436	285	372	-			

30	The effect of the broadcast campaign was overwhelming on me.	No of Response	266	99	22	3	1408	3.61	Agreed
		Total	1064	297	44	3			
<b>Cumulative</b>							<b>6208</b>	<b>3.18</b>	<b>Agreed</b>

The data in Table 10 show the mean of respondents on the influence of the broadcast campaigns on electorate in their choice of candidate political in the 2019 gubernatorial election in Delta State. Given the 2.50 benchmark for acceptance, items 26-30 of the questionnaire have shown above the benchmark indicating that there is significant influence of broadcast campaign on voters in their choice of candidate political in the 2019 gubernatorial election in Delta State.

In summation, respondents agreed that the influence of the broadcast campaign messages had contributed overwhelmingly for their choice of candidates for the election with mean score of 3.18.

### Discussion of Findings

#### What are the political campaigns publicised through the broadcast media for voters the 2019 gubernatorial election in Delta State?

From the findings, the political campaigns publicised through the broadcast media for voters during the 2019 gubernatorial election in Delta State include campaigns on: revalidation of the permanent voter's card, manifestoes of the different political parties, modalities to vote during the election, zoning arrangement of political offices and campaign of continuity in office. The majority of the respondents strongly agreed that they listened to broadcast media messages on revalidation of the permanent voter's card. The foregoing assertion was strengthened with the weighted mean score of 3.65% agreeing to the proposition. On other political campaigns which the voters listened to, the majority of respondents again agreed that they listened to manifestoes of the different political parties with a weighted mean score of 3.74%; modalities on how to vote during the election with a weighted mean score of 3.67%; zoning arrangement of political offices with a weighted mean score of 3.64% and campaign of continuity in office with a weighted mean score of 3.67%.

This implies that a greater percentage of the voters had listened to broadcast media campaigns of revalidation of the Permanent Voter's Card, campaigns through the use of manifestoes of the different political parties; campaigns on how to vote on the election day; political campaigns of zoning of political offices, campaigns of zoning of political offices and continuity in office during the 2019 gubernatorial election in Delta State.

These findings agree with Chukwu's (2015) submission which emphasises that political parties broadcast media political campaign programme contents must be designed and packaged to meet the needs of the entire target audiences of each radio and television stations and rural communities. Chukwu (2015) emphasises that to enhance democracy which is about choice, there should be the freedom to choose among so many alternatives candidates, policies,

programmes, among others.

In addition, Akpuke (2016) submits that political parties advertise their programmes to their customers (voters) in newspapers, on radio and on television to canvass the support of the voters. In canvassing for votes, political candidates publicly disclosed their qualifications and other attributes, including experience in order to persuade voters to vote for them. In the context of this study, the electoral body, critical stakeholders in the electoral process including gubernatorial candidates in Delta State availed the broadcast media to solicit votes from voters in the State.

### **What was the frequency of the political campaign publicised through the broadcast media in the 2019 gubernatorial election in Delta State?**

The findings indicated that the frequencies of the broadcast media messages were regular on revalidation of permanent voter's card, manifestoes of the different political parties, modalities on how to vote during the election, zoning arrangement of political offices and campaign of continuity in office. There were political campaigns of revalidation of PVC which were aired on a regular basis within the period of the election; political parties ran their manifestoes on a regular basis within the campaign period in Delta State and modalities on how to vote during the election. The voters also agreed that the broadcast media messages on zoning arrangement of political offices and campaign of continuity in office were regular.

The foregoing findings support Dazang's (2022) assertion that seasoned politicians and statesmen need to use the media frequently to communicate their ideas and visions clearly. Oyedokun et al. (2022) corroborate Dazang's position when they observe that politicians increasingly utilise broadcast media platforms to, among other things, boost exposure, share periodic accomplishments, and solicit public or sectional support. They also use broadcast media channels to present their manifestos and personal and party ideas. It was to this end that Oyedokun et al. (2022) posit that broadcast media are significant tools for political engagement as they can effectively distribute content to interconnected audiences, especially when it comes to increasing public awareness. Uwalaka (2021) contends that democratic administration depends on citizens' opinions of democratic norms, political participation, and interest in issues. All democracies share this. This is due to the fact that political involvement and engagement not only guarantee the survival of democracies but also strengthen popular rule in emerging democracies.

### **To what degree are the broadcast campaign persuasive to influence voters' choice of candidates in the 2019 gubernatorial election in Delta State?**

The findings indicated that there was significant degree of persuasiveness of the broadcast media messages which strongly influenced voters' choice of candidates in the 2019 gubernatorial election in Delta State. This manifested when the majority of the respondents constituting a weighted mean score of 3.66% agreed that the broadcast campaign messages had strongly influenced their choice of candidates in the 2019 gubernatorial election in Delta State. Broadcast campaign to a great extent, strongly influenced the revalidation of their PVC for the 2019

gubernatorial election in Delta State, highly influenced them on who to vote for, highly influenced their opinion of the political arrangement in the state.

The study has agreement with Perloff's (2017) argument that the impact of political marketing communications can occur at the micro level by influencing the thoughts, judgments, feelings, attitudes, and behaviours of electorate. The influence manifests through political advertising and political campaigns when candidates and political parties engage in effort to change attitudes of voters. Besides the micro level, political communication also operates at the macro level, creating broad impacts based on public opinion, institutional change, political activism and public regulation. The existence of broadcast media in political communication practice or activity is itself inevitable (Munzir, 2019). According to Zuniga and Chen (2019), broadcast media have become an integral part of people's political and democratic life.

Alayya (2022) posits that the popularity of broadcast media among consumers encourages political parties to use them to promote their candidates. The process of political campaigns on broadcast media in the digital media era represents significant developments and differences from the era before the widespread use of audiovisual media. According to Ahmed (2019), political information is easily accessible through digital media, including images, party logos, supporters and press releases.

### **What are the levels of clarity of the broadcast campaigns for the 2019 gubernatorial election in Delta State?**

The findings revealed that there are significant levels of clarity of the broadcast campaigns for the 2019 gubernatorial election in Delta State. This is as majority of respondents with a weighted mean score of 3.04% agreed that the messages specifying the issue of revalidation of voters' card were very clear. The respondents also agreed that broadcast messages on campaign manifestoes of the different political parties were very clear to them. The level of clarity of broadcast media messages was high when respondents with a weighted mean score of 3.05% agreed that the political campaign was clear to them in determining who to vote for in the 2019 elections in Delta State. The broadcast media campaign was very clear on zonal arrangements with a weighted mean score of 3.35%. The level of clarity of broadcast media messages was also high with 3.59% on campaigns on continuity in office.

This implies that respondents agreed that the level of the broadcast campaign was clear to them to the extent that it contributed to their participation in the revalidation of the PVC and their choice of who and how to vote in the election.

Swanson (2004) notes that instead of or in addition to traditional campaign activities such as rallies by party loyalists, political parties and candidates have relied on the use of sophisticated mass media to persuade voters, who are the "consumers" of political communication, to support them at election time. This is because the mass media provide an aesthetic platform for the projection (broadcast) of political advertisements and election campaign messages. Swanson (2004) asserts that editorial independence, the absence of strict government supervision and censorship, among others will create media society with clear message.

In other words, the representative role of the broadcast media includes helping to

facilitate the full promotion of alternative views and points of view for the people to understand. Apart from being an information channel for the people, political information regarding to campaigns of political parties must be simple and generally use language should encourage understanding.

### **What are the effects of the broadcast campaign on non-partisan electorate in their choice of candidate political in the 2019 gubernatorial election in Delta State?**

The findings revealed that respondents constituting 3.74% agreed that the effects of the broadcast media messages influenced their participation in the electoral processes leading to the success of the 2019 gubernatorial election in Delta State. The effect of the broadcast messages on the electorate was given impetus by the submission of Roskin, Cord, Medeiros and Jones (2003) that the broadcast media serve political interests and are recognised worldwide to reach millions of voters simultaneously in order to convince their consciousness to vote for a particular political party or parties or their candidates. Supporting the foregoing, Ojebode (2003) avers that broadcast media political campaigns are successful in mobilising non-partisan voters to participate in the selection of candidates for different leadership positions in the country. Kaid (2004) espouses that political communication on broadcast media begins with assessing the impact of media messages on the non-partisan voters.

Also, Okkinda, Nyambuga and Ojwang (2020) agree that television and radio along with other mass media have the potential to influence the mind of non-partisan voters to make decision of political issues relating to candidate and political parties' preference. Durante and Gutierrez (2014) concede that broadcast media political campaigns by politicians and parties can influence an individual's knowledge, perception, and involvement in political activism. As a result, individuals' exposure to different sources of information about political activity, resources, perceived benefits to the community, and other personal characteristics combine to affect information mobilisation through the broadcast media (Bosch, 2020).

### **Major findings**

From the data presented and analysed, the following were findings:

1. The political campaigns publicised through the broadcast media for voters during the 2019 gubernatorial election in Delta State include campaigns on: revalidation of the permanent voter's card, manifestoes of the different political parties, modalities to vote during the election, zoning arrangement of political offices and campaign of continuity in office.
2. The frequencies of the broadcast media messages were regular on revalidation of permanent voter's card, manifestoes of the different political parties, modalities on how to vote during the election, zoning arrangement of political offices and campaign of continuity in office.
3. There was significant degree of persuasiveness of the broadcast media messages which strongly influenced voters' choice of candidates in the 2019 gubernatorial election in Delta State.
4. There are significant levels of clarity of the broadcast campaigns for the 2019 gubernatorial election in Delta State as the majority of respondents agreed in all the

- propositions that the broadcast media messages were very clear.
5. The effects of the broadcast media messages influenced the participation of voters in the 2019 gubernatorial election in Delta State.

### **Conclusion**

The study concluded that voters made their choices of candidates in the Delta State gubernatorial election in 2019 elections based on political campaigns publicised through the broadcast media. These broadcast media messages took the form of campaigns of revalidation of PVC, manifesto campaigns of the different political parties in the broadcast media, campaigns on how to vote on the election day, political campaigns of zoning of political offices and political campaigns of continuity in offices.

### **Recommendations**

Consequent upon the findings of the study, the following recommendations were considered useful:

1. Critical stakeholders in electoral processes including the electoral body, monitoring groups, political parties, corporate bodies and individuals should sustain broadcast media messages for more political awareness and engagement.
2. Broadcast media should increase the frequency of political coverage to include periods of pre-election, during election and post-election campaigns. This will help non-partisan voters to participate in political activities.
3. Broadcast media should properly investigate candidates that stand for election to ensure that those they are projecting to the public are trustworthy individuals. This is because many voters are influenced by the persuasive messages they watch and listen about candidates and political parties.
4. Political campaign messages should be clear and void of propaganda so as to increase number of non-partisan voters to participate in the election exercise.
5. Electorate should in addition to what they listen and watch in the broadcast media do their individual scrutiny of candidates standing in for political positions so that they will not only be influenced by the media.

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