



### **Yoruba Newspaper Review On Redeemer's 103.5 FM And Political Socialisation Among People Of Ede South Local Government, Nigeria**

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#### **Abstract**

*This research looked at how the Yoruba newspaper review programmes on Redeemer's 103.5 FM influence the political socialisation among the people of Ede South local government, Nigerian. The purpose of this research was to find out how much duellers of Ede south local government were exposed to the Yoruba newspaper review on Redeemer's 103.5FM as well as the influence of this programme on the people politically. The researchers relied on two theoretical frameworks; namely: social responsibility theory and uses and gratification theory. The data for this study came from a survey taken by 150 respondents in Ede south local government. The method developed by Taro Yamane was used to determine the samples. The findings of this study inform how government and necessary authority need to make use of programme like Yoruba newspaper review on radio to socialised the citizen politically and make them participate in electioneering process in the country.*

**Keywords:** Yoruba, Newspaper review, Radio, Redeemers 103.5 FM, political Socialisation





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## **Introduction**

In most today's broadcast organizations, the "review of newspapers" is so popular among the Media audience; even the broadcast stations that cannot get hard copies to review daily substitute with the online versions of the newspapers. Some stations even have it in indigenous languages and Pidgin English. For example (Bond FM 92.9, Lagos, reviews newspapers in Yoruba language called 'Koko inu iwe iroyin') meaning 'The main point of the news', Uniq FM Ilesha calls it "Ojutole Ojutoko" Splash FM in Ibadan runs similar programme in Local language called "Tifun Tedo", "Ajabale" on Fresh FM Ibadan. Moreso, the newspapers review in Yoruba on Redeemer's 103.5fm tagged "Nje Etigbo" is one of the most accepted programmes by the people of Ede, Osogbo, Ejigbo, Iwo and many communities in Osun State.

Guanah (2018) believes that the decision by some broadcast stations to run newspapers review programmes in vernacular, is because some people cannot understand foreign languages and they tend to lean on the broadcast media for information particularly those that are run in local languages. Moreover, Busa (2013) has argued that the language of instruction in which readers have received education determines the desire to relate to it.

Therefore, Yoruba news review programme is believed to have great impact on the audience. Guanah, (2018). It is imperative for the presenters on electronic media to study the use of Yoruba language because it is the basis of understanding of the message by the sender to the receiver. The social responsibility function of the media in Nigeria and many other countries to inform, educate and entertain with the aid of using local languages for the benefit of rural dwellers are neglected, whereas, the rural dwellers are categories of people that government and political actors are aiming at during electioneering campaign. In fact, in Nigeria today, there are many electronic media houses that are deficient in the presentation of interesting programming to the society in local languages. (Adeyemi, 2011). For the progress of a nation educating the people at the grassroots level must be done as crucial aspect of the social responsibilities of the media.



### **Statement of the problem**

The ministry of information under successive governments has always held the belief that they have achieved significant progress in raising awareness among the public about political socialization and engagement in the country's electoral process. This belief is based on the extensive use of mass communication tools such as the National Orientation Agency, Television, Newspapers, Magazines, Radio, Pamphlets, billboards, and other communication platforms, with minimal focus on indigenous channels that are more accessible and understandable to the non-literate majority. This research aims to analyze the coverage of Yoruba newspapers review on Redeemers 103.5 and its impact on political socialization in Ede South Local government, Nigeria, with the goal of establishing through empirical assessment.

### **Objective of the study**

The objectives of this study are to:

- i. examine factors influencing socialization process among people of Ede South Local Government, Nigeria:
- ii. examine factors influencing political participation among people of voting age in Ede South Local Government, Nigeria:
- iii. examine the potentials of newspaper as change agent in socio political process in Ede South Local Government, Nigeria
- iv. investigate the effectiveness of Yoruba newspapers reviews on redeemer's 103.5fm as medium of awareness raising among people of Ede South Local Government, Nigeria
- v. investigate the extent to which exposure to Yoruba newspaper review on Redeemer's 103.5fm, influence political participation among listeners in Ede South Local Government, Nigeria.

### **Research Questions**

- i. What are the factors influencing socialization process among Redeemers' 103.5fm audience in Ede South, Nigeria?

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- ii. What are the factors influencing political Participation among people of voting age in Ede South, Nigeria?
- iii. What potential does Newspaper have as change agent in sociopolitical process among people of Ede South, Nigeria?
- iv. What is the relative effectiveness of Yoruba Newspaper review on Redeemer's 103.5fm as medium of raising socio-political awareness among people of Ede South Local government, Nigeria?
- v. To what extent does exposure to Yoruba newspaper review on Redeemer's 103.5fm influence political Participation among people of Ede South Local government, Nigeria?

### **Significance of the Study**

This research aims to bring value to radio listeners by helping them recognize the significant advantages of tuning in to Yoruba newspapers reviews on the radio. Additionally, it aims to provide insights for broadcast outfit owners and staff to comprehend their audience's perceptions of their programs and make necessary adjustments. The study will support broadcast organizations in enhancing the quality and impact of their newspaper review programs and other related content. Moreover, it will shed light on the potential for using indigenous language to effectively raise awareness among the public on political socialization for the government.

### **Scope of the Study**

The study will focus on Yoruba Newspapers Review on Redeemer's 103.3FM and Political Socialization in Ede South Local government, Osun State, Nigeria, will be focus.

### **Theory for the Study:**

#### **Social Responsibility Media Theory**

The press is held accountable to both the audience and the government according to this theory. The theory originated from the Hutchins commission on freedom of the press, which was established in the United States in 1947 to reconsider the concept of press freedom as depicted in the Libertarian media theory. It was recognized at that time that the free market of ideas philosophy had not delivered on the promise that press freedom would always uncover the truth. Therefore, the commission proposed a model in

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which the media had specific responsibilities to society, such as providing information, truth, accuracy, objectivity, and balance.

### **Uses and Gratification theory**

In 1940, Katz and Blumler coined the term "uses and gratifications." The uses and gratifications theory aims to comprehend the reasons behind people's media consumption, their underlying needs for using specific types of media, and the satisfaction they derive from using them. Originally, the theory was developed to explain the choices people made in consuming different media forms available in the 1940s. Presently, the theory is based on two key assumptions about the media, asserting that audiences actively engage with the media by selecting the content they prefer to consume. The second assumption being that the media users or consumers are more aware of the reasons why they choose the particular media that they choose to use or consume.

### **Conceptual Review**

#### **Concept of Socialization**

Man is a product of socialization and is shaped as a result of interactions and communication with his environment. While some people's socialization is shaped by the need for influence achievement, prestige other individuals are shaped by other factors.

Socialization can simply be defined as the process of learning and practicing the culture of a given society by both the young and the adult members, it is the way of acquiring the specific prescriptions and proscriptions of standardized practice of a given society (Ajayi and Owumi, 2013). Socialization is the process by which individuals acquire the knowledge, skills, and character traits that enable them to participate as effective members of groups and society (Maccoby, 2007 in Berns, 2013).

Humans have used socialization as a means of adaptation and development from ancient times. According to Hamambos and Holborn (2000), socialization is the process by which individuals learn the culture of their society. The entirety of learned, socially transmitted customs, knowledge, material objects, and behavior is what is referred to as culture. It consists of the beliefs, ideals, and objects of many social groups (Schaefer, 2010).

#### **Agent of Socialization**



## **Social Group Agents**

The primary actors in the process of socialisation are the individuals who have the most influence on others such as parents, siblings, teachers, peer groups, and other close acquaintances. The individual also obtains values, conventions, and ideas about the broader society beyond their immediate environment from the mass media, including both printed and audio-visual forms. These sources allow them to engage with and become part of the society.

### **Family**

The family serves as the initial interface between a kid and the outside world, providing them with the fundamental skills necessary to navigate society and prepare for their future. Here, he acquires either positive or negative moral values, depending on the circumstances. He ascends the social hierarchy by virtue of his familial membership. The parents and other siblings serve as the embodiment of the broader society, from whom the children initially acquire the proper patterns of conduct, attitudes, values, norms, mores, and folkways of the society. Family types vary across different social contexts. In Nigeria, the most common family structures are the nuclear family system and the extended family structure. The interpersonal relationships within these groups can be categorised as authoritarian, laissez-faire, or egalitarian. These factors have a profound impact on the socialisation process and the development of self in children, leading to variations in behaviour and personality types across different cultures. According to Otite and Ogionwo [2006], the supervision and regulation of the numerous children requires not only the parents' control and guidance, but also the involvement of other important members of the extended family.

### **School**

The youngster acquires abilities from school that equip him to engage with the social world. The teacher assumes the role of instructing, guiding, and commanding the child's learning process, while also assisting in the development of logical thinking. Examples are provided to facilitate the learner in aligning their thinking with the teacher's intentions. By regularly imitating and rehearsing what the child has been taught, and integrating this knowledge, the youngster becomes prepared for the future role in the society.

### **Friends**



The child also acquires a significant amount of knowledge from his classmates. The social or anti-social behaviour of a youngster can be assessed by the group he belongs to. Children in schools and religious institutions aspire to join popular groups in order to demonstrate their latent abilities in addressing various social matters. He demonstrates unwavering commitment to the group that provides him with a platform, acknowledgement, and safeguard. He actively engages in group activities and internalises its values and disvalues, therefore developing self-awareness. For him, group affiliation and loyalty are intense psychological realities that go beyond rational thinking. A dispute between groups leads to the escalation and profound level of allegiance, fostering esprit de corps or morale (Martindale, 1970.). While peer influence can be positive in activities like sports, girls guide, scouting, and church groups, it can also be bad. The most negative effects include drug and alcohol usage, early sexual involvement, and other socially unacceptable behaviours. Academic achievement is also influenced by friends at school. Many high-achieving pupils, especially disadvantaged minority students, face ostracism and chastisement for being brilliant. Teacher, parent, and adult role models significantly impact students' socialisation and shaping their lives in society.

### **Religion**

Religion is a powerful socialisation tool by teaching morality, truth, and just living in religious meetings. There are ideals that involve treating the sacred with reverence and the vulgar with laxity. Religion gives kids a whole code of conduct. Society's clothes, companionship, cuisine, sex, sexuality, and alcohol restrictions stem from a people's religion.

### **Scope and Concept of Political Socialisation**

Fundamentally, individual have to acquire certain social habits and political beliefs that make them capable of being governed by the government. It is these habits and beliefs that are promoted through political socialisation. This notion is reflected in the view of Dennis (2003) who suggests that political socialisation is the means of building diffuse support for a political system, which in turns results in systems persistence and the continuation of a political system over time.

Notions of persistence may, however, imply too rigid a conceptualisation of society. Several researchers have proposed that fundamental changes in values and attitudes have occurred in



recent decades. These authors prefer to view society as more fluid and subject to constant change. The most prominent of these authors, Inglehart, (1977) said that Western societies have moved from an overwhelming emphasis on material well-being and physical security to a greater emphasis on the quality of life. Inglehart(1977) suggests this as a result of various factors, including increasing levels of education, growth of the mass media, and increased economic prosperity.

Moran (2005) however, believes that the post-affluence model proposed by Inglehart may in reality only apply to the young, well-educated middle-classes. There are, however, clear aspects of the British political system which have persisted for centuries. Research into political socialisation thus contributes to an understanding of both continuities and changes in the political system. Research into political socialisation and disagreements over both its definition and content go back many years. Dawson et al (2007) trace the origin of political socialisation research (in its current form) back to the late 1940s.

#### **Political Participation Process**

The struggle against imperialism and colonialism started the political participation process in Africa. The acquisition of Western form of education by the nationalist leaders equipped them to understand the dynamics of imperialism, colonialism and political power. This development formed the original basis to agitate and demand for political freedom for African societies from the colonisers. To actualize the dream of freedom for African societies, nationalist parties were formed across the continent of Africa. Few examples of such nationalist leaders include Dr. Herbert Macaulay, Dr. Nnamdi Azikiwe (Nigeria), Dr. Kwame Nkrumah (Ghana), Julius Nyerere (Tanzania) and Jomo Kenyetta (Kenya). Some of the nationalist parties were the National Council of Nigeria and Cameroon (NCNC), the Convention Peoples' Party (CPP), Tanganyikan African National Union (TANU), Kenyan African Nationalist Union (KANU), among other.

In the words of Ofoeze (2001) national integration made political parties to have the primary objective of ensuring unity in diversity. This they do by creating a common sense of identity among the diverse ethno linguistic groups. In Nigeria, this is important because most of the ethnic groups have been forced to live together due to colonial encounter.

Nigeria attained political independence in 1960. Rather than focusing their efforts on uniting the various ethnic groups that were culturally

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incompatible, the political leaders prioritized gaining total power by suppressing their political opponents in other ethnic groups.

### **Newspapers as Traditional Channels Used as Change Agent**

Newspapers are a key mass medium of nineteenth- and twentieth-century history. They offer a wealth of information on the social, political and cultural life at the local, regional and national level. The concept of change when applied to the overall mass media practice is not only new, but to a large extent debatable.

Modern societies rely on the media - of which newspapers are an important component - to disseminate information. In order to perform this role, the media must be comprehensive in their coverage. One of the objectives of a newspaper is to understand the popular feeling and give expression to it. It also arouses among the people certain desirable sentiments; the third is to fearlessly expose popular defects (Gandhi, 2008).

### **Radio and newspapers` headlines**

The Radio, which is an audio medium with a 'visual' impact is an arm of the broadcast media that is considered to be very effective in spreading information and effectively reaching a heterogeneous audience that is made up of millions of both literate and illiterate listeners simultaneously. Uche&Nwabueze (2011, p.6) corroborates the fact that the broadcast media are powerful means of reaching and persuading target audience in any society. Just as Olowu and Igodan (1998) and other communication scholars gave credence to radio as a major source of information,

### **Reasons for effective awareness raising, mobilization and socialization**

The Yoruba language, with its rich linguistic heritage, not only serves as a means of communication but also as a vehicle for preserving and transmitting cultural values, traditions, and historical narratives. When this language is employed in the presentation of news on television, it becomes a potent medium through which information is not only conveyed but also infused with cultural nuances. The choice of language, tone, and narrative style in Yoruba news broadcasts contributes to the construction of a distinctive media identity that resonates with the cultural sensibilities of the audience.

In same vein, Yoruba news presentation is effective because it simplifies the news dissemination to its audience for quick

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understanding. Thus, breaking the complexity of the English Language for its audience.

### **Theoretical Framework**

Three theories will be used to drive this study as presented below:

#### **Social Responsibility Media Theory**

This theory makes the press to be accountable to the audience as well as to the government. This theory was the outcome of the Hutchins commission on freedom of the press set up in the United States of America in 1947 to re-examine the concept of press freedom as shown in the Libertarian media theory. It was realized then that the free market of ideas philosophy had failed to fulfill the promise that press freedom would always reveal the truth. The commission therefore provided a model in which the media had certain obligations to society such as in-formativeness, truth, accuracy, objectivity and balance.

The main notion behind social responsibility theory is that media should reflect the diversity of the society and therefore give access to various points of view. Although the individual should be mindful of others' privacy and private rights of others and no attempt to disrupt vital social structures and interests. The journalist is accountable to his audience and it is socially acceptable for the press to self-regulate. Apart from self-regulation, certain social structures were put in place to ensure compliance with recognized social standard by the media.

#### **Uses and gratification Theory**

##### **(a) Overview of the Theory**

Katz, Blumber and Gurevitch (1974) developed The Uses and Gratification Theory to address the concerns about how the needs desires of the audience might influence the effect of mass media programming. The idea behind the Uses and Gratification Theory is to prove further the idea that audience also have influence on the media as against the mass society theory which regards the audience as powerless and always susceptible to media influence.

##### **(b) The Key Notions of the Theory**

The Uses and Gratification theory, as limited effect theory, is based on the following three major considerations or ideas:



The idea of active audience in which individuals have their own reasons for accessing media content.

The idea that audience has existing motives for accessing the media is for the gratifications of certain personal needs and desires.

The idea that audience has abilities to provide useful information about their motives and desires with regard to the media. (Miller 2003). Katz, Blumler and Gurevitch (1974) have enumerated the basic points of framework behind the Uses and Gratifications studies.

The social and psychological origins of needs , which generate expectations of the mass media or other sources, which lead to differential patterns of media exposure (or engagements in other activities, resulting in need gratifications and other consequences perhaps mostly unintended ones.

The key notion in the Uses and Gratifications theory rests on how the needs and desires of the audience might influence the effect of mass media programming. Kim and Rubin (1997) summarize three ways in which audience activities influence media activities:

## **Method**

### **Research Design**

The cross-sectional research design was adopted for this study. This approach allows data collection at a single point in time among a specified population. This type of design allows for the possibility to establish relationships between variables which align with the objectives of this study, such as giving details of how Yoruba-language newspaper review on radio influences socio-political awareness and political participation.

### **Study Setting**

The residents of Ede South Local Government Area, Osun State, where Redeemer's 103.5 FM is located were the target population for this study, and in accordance to the the 2006 National Population Census report, this geographic region had 75,489 persons across communities in the local government (10) political wards. This study had noticed that there is breach in the signal strength of the Redeemers 103.5 FM as it does not cover the entire communities in the 10 political wards,



thus this study focus will be within the coffers of surrounding political wards where the station signal can be accessed.

### Sample Size Determination

The sample size for this study was calculated with the Yaro Yamane (1967) formula, with optimal consideration for the target population of 75,489 residents.

$$n = N/1+Ne^2$$

Where n = Sample size sought

N= total population (75,489)

e= Level of significance or margin of error (0.05)

1= 1 is constant

Worthy of note that the choice of 0.05 level of significance is exclusively a decision of the researcher.

Substituting the values above with the formulae, we have;

$$n = \frac{75,489}{1 + 75,489(0.05)^2}$$

$$n = \frac{75,489}{1 + 75,489(0.0025)}$$

$$n = \frac{75,489}{189.72}$$

$$n = 398$$

A sample size of 398 participants was suggested to be the most appropriate sample size for this reported population in Ede South; however numerous practical limitations led to the reduction of the sample size to 150 participants. These limitations were as follows:

Majorly, this study researcher was unable to adopt the fully recommended 398 participants is due to the limited reach of Redeemer's 103.5 FM signal, and this study target are those listening to this Radio station, but the station's signal only reaches five political wards within Ede South Local Government; which include the Olodan (Ward 6), Babasanya (Ward 7), Sekona (Ward 8), Oloki/Akoda (Ward 9), and Loogun (Ward 10). Therefore, limiting the sample size to 150 participant

s is to ensure that participants are drawn from areas where the radio signal is accessible, and they are likely to be active listeners. It must be noted that sampling a larger population would include areas beyond

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the reach of radio's signal which might potentially leads to responses from individuals who were unfamiliar with the station, and in-turn could distort the study results.

This study goal is also to assess the impact of Yoruba newspaper review on Radio and socio-political awareness and participation of the program listeners. When the study sample is restricted to 150 participants from areas where Redeemer's Radio signal strength is active, individuals who are then participating in this study will be those who on regular occasions listen to aired program from the station. This means that increasing the sample size will cause a mix up in the quality of data that should have been sorted for this study, because many of the participants might not be actively listening to or be influenced by the station broadcast.

A quality of time, financial resource, and logistic planning will be required to conduct a survey among 398 participants. Therefore, limiting the study focus within the specific community focus had constrains data collection to a more manageable sample size of 150 persons which allows for more efficient data collection within the available time frame and resources.

Communities within the political wards where the Redeemer's Radio signal reaches are smaller in population compared to the entire Ede South Local Government Area. A smaller, more coordinated group of 150 participants will make the data collected efficient within these wards without stretching resources across the larger population required for the 398-sample size.

### **Study Sample**

The convenience sampling technique was adopted this study, 30 participants were selected from each of the five political wards, totaling 150 respondents. This form of sampling technique was adopted for its practicality, because it allows the researcher to select participants who were ready and willing to participate in the study to do so without been coerced. This approach is perceived to be suitable given the specific focus on the audience of Redeemer's 103.5 FM.

### **Survey Instrument**

Data collection was done with the use of a self-reported questionnaire. The questionnaire comprised multiple sections which were designed in accordance to the study's objectives:



**Section A:** Covers the requisite information of the participants' socio-demographic characteristics such as their gender, age, education, and occupation.

**Section B-E:** Encapsulates seven items in each section related to the study's five research questions, with specific focus on factors influencing socialization, political participation, the role of newspapers as change agents, and the efficacy of Yoruba-language radio broadcasts in effort to raise political awareness.

The questionnaire before it was administered to the participants had undergone face and content validity checks to maintain its statements accuracy sticking to the study's key focus. The counsel of experts in media studies and political science were also consulted to authenticate the item relevance, ensuring its validity for this research.

### Data Analysis

Frequency and percentage distributions were adopted to test the demographic characteristics. The formulated research questions were tested using frequency distribution and percentages, mean ranking was used where necessary, and the analysis was further validated with Chi square summary.

### Results

Analysis of the research data were conducted in this section using both descriptive and inferential statistics. All the results were summarized in tables.

**Table 1:**  
*Frequency Distribution showing Respondents' Social Demographics*

| <b>Factors</b> | <b>Options</b>     | <b>Frequency</b> | <b>%</b> |
|----------------|--------------------|------------------|----------|
| <b>Gender</b>  | Male               | 115              | 76.7     |
|                | Female             | 35               | 23.3     |
|                | Total              | 150              | 100.0    |
| <b>Age</b>     | 20 Years and Below | 50               | 33.3     |
|                | 21-25 Years        | 36               | 24.0     |
|                | 26-30 Years        | 36               | 24.0     |
|                | 31 Years and       | 28               | 18.7     |
|                |                    |                  |          |

| Above                            |                         |     |       |
|----------------------------------|-------------------------|-----|-------|
|                                  | Total                   | 150 | 100.0 |
| <b>Religious Affiliation</b>     | Christianity            | 69  | 46.0  |
|                                  | Islamic                 | 71  | 47.3  |
|                                  | Traditional             | 10  | 6.7   |
|                                  | Total                   | 150 | 100.0 |
| <b>Educational Qualification</b> | Primary Education       | 27  | 18.0  |
|                                  | SSCE                    | 49  | 32.7  |
|                                  | NCE/OND                 | 25  | 16.7  |
|                                  | HND/First Degree        | 24  | 16.0  |
|                                  | Others                  | 25  | 16.7  |
|                                  | Total                   | 150 | 100.0 |
| <b>Marital Status</b>            | Students                | 27  | 18.0  |
|                                  | Self-Employed           | 78  | 52.0  |
|                                  | Private Sector Employee | 37  | 24.7  |
|                                  | Civil Servants          | 8   | 5.3   |
|                                  | Total                   | 150 | 100.0 |
| <b>Marital Status</b>            | Single                  | 24  | 16.0  |
|                                  | Married                 | 95  | 63.3  |
|                                  | Separated               | 11  | 7.3   |
|                                  | Divorced                | 17  | 11.3  |
|                                  | Widow                   | 3   | 2.0   |
|                                  | Total                   | 150 | 100.0 |
| <b>Occupation</b>                | Students                | 27  | 18.0  |
|                                  | Self-Employed           | 78  | 52.0  |
|                                  | Private Sector Employee | 37  | 24.7  |
|                                  | Civil Servants          | 8   | 5.3   |
|                                  | Total                   | 150 | 100.0 |

The findings on the social demographics of the respondents were presented in Table 1. The gender distribution of the respondents had revealed that there were more of males than the females, though both genders were dully represented in this study. This was such that 76.7% of them were males, while 23.3% were females. The age categorization of the respondents revealed that 33.3% of them were aged 20 years and below, 24% of them were within the age range of



21 and 25 years, similar percentage of them (24%) were within the age range of 26 and 30 years, while 18.7% of them were aged 31 years and above. In respect to the respondent's religious affiliation, it was reported that 46% of them were Christians, and 47.3% were Muslims, while 6.7% were Traditionalist.

Information relating to the respondents educational qualification was with the indications that 18% of them had completed their primary education, 32.7% of them had completed their secondary school education, 16.7% of them had either the Nigerian Certificate of Education certificate or National Diploma as equivalent, a similar percentage of them (16%) had either the Higher National Diploma or First degree as equivalent, meanwhile 16.7% of them had indicated they had other certifications though not specified in this study. The details of the respondent's marital status was such that 16% of them were single, and 63.3% of them were married, 7.3% were separated from their spouse, and 11.3% of them were divorced, while a few of them (2%) were widowed. The last reported socio-demographics information of the respondents was their occupation, it was indicated that 18% of them were students, a good number of them (52%) were self-employed, and 24.7% of them were private sector employee, while 5.3% of them were civil servants.

**Analysis on Research Questions**

**Research Question 1:** What are the factors influencing socialization process among Redeemer's 103.5fm audience in Ede South Osun State, Nigeria?

**Table 2:**

*Friedman's Test showing the factors influencing socialization process among Redeemer's 103.5fm audience in Ede South Osun State, Nigeria*

| Items  | Response Options |            |            |          |          |          | Total        | Mean Ranking |
|--|------------------|------------|------------|----------|----------|----------|--------------|--------------|
|  | SA               | A          | UN         | D        | SD       |          |              |              |
| The availability of radio Yoruba newspaper review programs in Yoruba language enhances my engagement | F<br>%           | 50<br>33.3 | 76<br>50.7 | 3<br>2.0 | 7<br>4.7 | 4<br>9.3 | 150<br>100.0 | 3.54         |

|  |   |      |      |     |     |     |       |      |
|--|---|------|------|-----|-----|-----|-------|------|
| with local and political issues  |   |      |      |     |     |     |       |      |
| Yoruba newspaper review on Radio that promote listener interaction make me feel more involved in political discussions | F | 56   | 90   | 1   | 1   | 2   | 150   | 3.95 |
|  | % | 37.3 | 60.0 | 0.7 | 0.7 | 1.3 | 100.0 |      |
| Yoruba newspaper review on radio encourages and help me feel more connected to political issues                        | F | 78   | 66   | 2   | 1   | 3   | 150   | 4.37 |
|  | % | 52.0 | 44.0 | 1.3 | 0.7 | 2.0 | 100.0 |      |
| Information on radio newspaper review programs helps me make informed decisions about political matters                | F | 80   | 66   | 2   | -   | 2   | 150   | 4.45 |
|  | % | 53.4 | 44.0 | 1.3 | -   | 1.3 | 100.0 |      |
| Regular listening to Yoruba newspaper review on radio influences my views on local and national political issues       | F | 67   | 75   | 4   | 3   | 1   | 150   | 4.08 |
|  | % | 44.6 | 50.0 | 2.7 | 2.0 | 0.7 | 100.0 |      |
| I feel more engaged with local political processes during Yoruba newspaper review on Radio                             | F | 48   | 87   | 4   | 4   | 7   | 150   | 3.55 |
|  | % | 32.0 | 58.0 | 2.7 | 2.7 | 4.6 | 100.0 |      |
| Yoruba newspaper review on Radio featuring   | F | 63   | 81   | 6   | -   | -   | 150   | 4.07 |
|  | % | 42.0 | 54.0 | 4.0 | -   | -   | 100.0 |      |

|  |                |        |      |     |     |     |       |
|--|----------------|--------|------|-----|-----|-----|-------|
| political discussions affect my understanding of political processes |                |        |      |     |     |     |       |
| Averaged Total   | F              | 63     | 77   | 4   | 3   | 3   | 150   |
|  | %              | 42.0   | 51.3 | 2.7 | 2.0 | 2.0 | 100.0 |
| Freidman's Chi Square  | X <sup>2</sup> | 41.661 |      |     |     |     |       |
|  | df             | 6      |      |     |     |     |       |
|  | P              | < .05  |      |     |     |     |       |

The result in Table 2 shows the factors influencing socialization process among Redeemer's 103.5fm audience in Ede South Osun State, Nigeria. The Friedman test conducted had revealed that the reported mean ranking was valid to explain the preference with the identified determining factors based on the perception of impact by Radio listeners ( $X^2= 41.661$ ,  $df= 6$ ,  $p < .05$ ).

The primly rated factors influencing socialization process was connection to political issues ( $M=4.37$ ). It was observed that nearly all the respondents (96%) affirmed the impression that Yoruba newspaper review on radio encourages and help them to feel more connected to political issues, 1.3% of them were indecisive, meanwhile 2.7% of them refuted. The next rated factor influencing socialization process was access to political information ( $M=4.45$ ). This was such that 97.4% of the respondents supported the idea that information on radio newspaper review programs helps them make informed decisions about political matters, 1.3% of them were neither in support nor against it, though similar percentage of them (1.3%) did not bide this idea. The mean value of 4.08 had placed next in ranking of identified factors influencing the socialization process to be regular listening to Yoruba newspaper review. Higher number of the respondents (94.6%) had agreed with the perception that regular listening to Yoruba newspaper review on radio influences their views on local and national political issues, and 2.7% of them neither agreed nor disagreed, however 2.7% of them disagreed.

Political discussion in newspaper review was the next in rating as a factor influencing the socialization process ( $M=4.07$ ). It was reported that 96% of the respondents consent that Yoruba newspaper review on Radio featuring political discussions affect their understanding of political processes, though 2.5% of them were not specific in response.



Enhanced listeners interaction through Yoruba Newspaper review was the next rated factor influencing socialization process (M=3.95). Larger percentage of the respondents (97.3%) were of the opinion that Yoruba newspaper review on Radio that promote listener interaction make them feel more involved in political discussions, 0.7% of them were equivocal, though 2% of them were of a contrary opinion.

Identifying the possible factors influencing socialization process on the order of hierarchy had placed next in rating engagement with local political processes (M=3.55). Majority of the respondents (90%) had reported they felt more engaged with local political processes during Yoruba newspaper review on Radio, 2.7% of them were neutral in response, meanwhile 7.3% of them felt contrary. The least identified factor perceived to be influencing the socialization process was availability of Yoruba language radio programs (M=3.54). It was indicated that 84% of the respondents had thought that the availability of radio Yoruba newspaper review programs in Yoruba language enhances their engagement with local and political issues, 2% of them were indecisive, and however 14% of them thought differently.

In the average summary, it was observed that nearly all the respondents (93.3%) consenting this statement had indicated that the aforementioned were the factors influencing socialization process among Redeemer's 103.5fm audience in Ede South Osun State, Nigeria... This was such that 42% of them strongly agreed these statements, and 51.3% agreed, though 2.7% of them were not specific in response, and 2% of them disagreed, while a similar percentage of them (2%) strongly disagreed. Sequel to the variation observed in frequencies, it could be affirmed that this result is valid for further clarification. Therefore, it is justified that the aforementioned were the factors influencing socialization process among Redeemer's 103.5fm audience in Ede South Osun State, Nigeria.

**Research Question 2:** What are the factors influencing political participation among people of voting age in Ede South in Osun State, Nigeria?

**Table 3:**

*Friedman Test on statement regarding the factors influencing political participation among people of voting age in Ede South in Osun State, Nigeria*

| Items | Response Options |   |    |   |    | Total | Mean Ranking |
|-------|------------------|---|----|---|----|-------|--------------|
|       | SA               | A | UN | D | SD |       |              |

|   |   |      |      |     |     |     |       |      |
|---|---|------|------|-----|-----|-----|-------|------|
| Political stories in Yoruba on radio helps me reinforce my political agitation  | F | 33   | 91   | 13  | 12  | 1   | 150   | 3.57 |
|   | % | 22.0 | 60.7 | 8.6 | 8.0 | 0.7 | 100.0 |      |
| The issues prioritized by Yoruba newspapers review significantly shape my understanding about political matters       | F | 54   | 88   | 3   | 3   | 2   | 150   | 4.34 |
|   | % | 36.0 | 58.7 | 2.0 | 2.0 | 1.3 | 100.0 |      |
| I actively seek out Yoruba newspaper review on radio to stay informed about political developments                    | F | 50   | 92   | 6   | -   | 2   | 150   | 4.31 |
|   | % | 33.4 | 61.3 | 4.0 | -   | 1.3 | 100.0 |      |
| Yoruba newspaper review program on radio provides a platform for listeners to join discussion about political issues  | F | 43   | 92   | 7   | 5   | 3   | 150   | 3.96 |
|   | % | 28.7 | 61.3 | 4.7 | 3.3 | 2.0 | 100.0 |      |
| The choice of political newspaper stories review on radio in Yoruba by news presenters affects my political awareness | F | 50   | 66   | 13  | 8   | 13  | 150   | 3.64 |
|   | % | 33.3 | 44.0 | 8.7 | 5.3 | 8.7 | 100.0 |      |
| Exposure to diverse perspectives on   | F | 51   | 84   | 5   | 6   | 4   | 150   | 4.21 |
|   | % | 34.0 | 56.0 | 3.3 | 4.0 | 2.7 | 100.0 |      |

|  |     |                       |      |     |     |     |       |      |
|--|-----|-----------------------|------|-----|-----|-----|-------|------|
| political issues in Yoruba newspaper review influences my understanding and opinions                                   |     |                       |      |     |     |     |       |      |
| When Yoruba newspapers highlight political issues prominently, I feel more informed about political matters in Nigeria | F   | 44                    | 88   | 11  | 6   | 1   | 150   | 3.97 |
|  | %   | 29.3                  | 58.7 | 7.3 | 4.0 | 0.7 | 100.0 |      |
| Average Summary  | F   | 46                    | 86   | 8   | 6   | 4   | 150   |      |
|  | %   | 30.7                  | 57.3 | 5.3 | 4.0 | 2.7 | 100.0 |      |
| Freidman's Square  | Chi | X <sup>2</sup> 30.506 |      | df  | 6   |     |       |      |
|  | P   | < .05                 |      |     |     |     |       |      |

The result on the factors influencing political participation among people of voting age in Ede South in Osun State, Nigeria was presented in Table 3. The conducted Friedman test revealed that the reported mean ranking was valid to explain the preference with the identified measures based on the perception of impact ( $X^2= 30.506$ ,  $df= 6$ ,  $p < .05$ ).

The highest ranked identified factor influencing political participation was issues the issues prioritized in the Yoruba newspaper reviews ( $M=4.34$ ). Nearly all the respondents (94.7%) were of the opinion that the issues prioritized by Yoruba newspapers review significantly shape their understanding about political matters, 2% of them were indecisive, and meanwhile 3.3% of them were of a contrary opinion. Next rated factor influencing political participation was active seeking of political information ( $M=4.31$ ). Similar percentage of the respondents (94.7%) affirmed that they actively seek out Yoruba newspaper review on radio to stay informed about political developments, 4% of them were equivocal, although 1.3% of them refuted. The mean value of 4.21 had placed next in ranking of the identified factor influencing political participation to be exposure to diverse political perspectives ( $M=4.21$ ). It was observed that 90% of the



respondents complied that exposure to diverse perspectives on political issues in Yoruba newspaper review influences their understanding and opinions, 3.3% of them were neither in support nor against it, however 6.7% of them report differently.

Arranging the identified factors influencing political participation among people of voting age on order of hierarchy had placed next in rating the reporting of prominent political issues (M=3.97). Majority of the respondents (88%) were of the perception that when Yoruba newspapers highlight political issues prominently, they feel more informed about political matters in Nigeria, 7.3% of them were indecisive, though 4.7% of them report contrarily. The availability of platforms for listeners participation was another identified factor influencing political participation among voting age persons that was placed in rating with the mean value of 3.96. This was such that 90% of the respondents consent the view that Yoruba newspaper review program on radio provides a platform for listeners to join discussion about political issues, 4.7% of them were not specific in response, and however 5.3% of them were of a contrary view.

The identified factor possibly influencing political participation among persons of voting age that was rated before the least was choice of political stories presented by broadcasters (M=3.64). The respondents in their larger percentage (77.3%) complied with the perception that the choice of political newspaper stories review on radio in Yoruba by news presenters affects their political awareness, 8.7% of them were dicey in response, and however 14% of them report differently. The least reported factor influencing political participation among persons of voting age was reporting political stories in Yoruba language (M=3.57). It was observed that 82.7% of the respondents had reported that political stories in Yoruba on radio helps them reinforce their political agitation, 8.6% of them were not specific in response, meanwhile 8.7% of them report contrarily.

It was reported in the average summary that majority of the respondents (88%) consenting these statements had affirmed that the aforementioned were the perceived factors influencing political participation among people of voting age in Ede South in Osun State, Nigeria. This was such that 30.7% of them strongly agreed these statements, and 57.3% agreed, though 5.3% of them were indecisive, 4% disagreed, while 2.7% of them strongly disagreed. Inference from the variation observed in frequencies indicated that this result is valid for further conclusion. Therefore, it is summated that the aforementioned were the factors influencing political participation among people of voting age in Ede South in Osun State, Nigeria.

**Research Question 3:** What potential does Newspaper have as a change agent in sociopolitical processes among people of Ede South, Nigeria?

**Table 4:**

*Chi square summary on statement regarding the possible potential newspaper have as a change agent in sociopolitical processes among people of Ede South, Nigeria*

**Table 4:** Chi square summary on statement regarding the possible potential newspaper have as a change agent in sociopolitical processes among people of Ede South, Nigeria

| Items  |                | Responses |      |     |     |      | Total |
|--|----------------|-----------|------|-----|-----|------|-------|
|  |                | SA        | A    | UN  | D   | SD   |       |
| Yoruba Newspaper review on radio effectively raise awareness about critical sociopolitical issues affecting my community         | F              | 47        | 65   | 12  | 11  | 15   | 150   |
|  | %              | 31.3      | 43.3 | 8.0 | 7.4 | 10.0 | 100.0 |
| Yoruba newspapers review on radio program have the potential to mobilize people for political change in Southwest Nigeria        | F              | 71        | 55   | 3   | 12  | 9    | 150   |
|  | %              | 47.3      | 36.7 | 2.0 | 8.0 | 6.0  | 100.0 |
| Yoruba Newspapers review on radio program in Southwest Nigeria play a viable role in shaping local and national view on politics | F              | 68        | 72   | 2   | 7   | 1    | 150   |
|  | %              | 45.3      | 48.0 | 1.3 | 4.7 | 0.7  | 100.0 |
| Yoruba newspapers review influence public perception about politician  | F              | 68        | 71   | 2   | 7   | 2    | 150   |
|  | %              | 45.3      | 47.4 | 1.3 | 4.7 | 1.3  | 100.0 |
| Yoruba newspapers review on radio encourage political participation by highlighting issues and events that require public action | F              | 59        | 82   | 3   | 5   | 1    | 150   |
|  | %              | 39.3      | 54.7 | 2.0 | 3.3 | 0.7  | 100.0 |
| The way Yoruba newspapers review on radio program frame political issues can drive sociopolitical change in the western Nigeria  | F              | 55        | 77   | 4   | 8   | 6    | 150   |
|  | %              | 36.7      | 51.3 | 2.7 | 5.3 | 4.0  | 100.0 |
| Yoruba newspapers review on radio provide a platform for public discourse that can lead to political change in Southwest Nigeria | F              | 75        | 64   | 5   | 3   | 3    | 150   |
|  | %              | 50.0      | 42.7 | 3.3 | 2.0 | 2.0  | 100.0 |
| Averaged Total   | F              | 63        | 69   | 5   | 8   | 5    | 150   |
|  | %              | 42.0      | 46.0 | 3.3 | 5.3 | 3.3  | 100.0 |
| Chi Square   | X <sup>2</sup> | 140.600   |      |     |     |      |       |
|  | df             | 4         |      |     |     |      |       |
|  | P              | < .05     |      |     |     |      |       |



The test on the possible potential newspaper have as a change agent in sociopolitical processes among people of Ede South, Osun State Nigeria was presented in Table 4. Larger number of the respondents (74.6%) were of the view that Yoruba Newspaper review on radio effectively raise awareness about critical sociopolitical issues affecting their community, 8% of them were neutral in their response, meanwhile 17.4% of them were of a contrary view. Majority of the respondents (84%) were of the opinion that Yoruba newspapers review on radio program have the potential to mobilize people for political change in southwest Nigeria, 2% of them were indecisive, however 14% of them were of a contrary opinion.

Nearly all the respondents (93.3%) complied that Yoruba Newspapers review on radio program in southwest Nigeria play a viable role in shaping local and national view on politics, 1.3% of them were wavering in response, although 5.4% of them refuted. In a similar trend 92.4% of the respondents had thought that Yoruba newspapers review influence public perception about politician, 1.3% of them were neither in support nor against this statement, meanwhile 6% of them had thought contrarily. The statement that says Yoruba newspapers review on radio encourage political participation by highlighting issues and events that require public action was supported by 94% of the respondents, 2% of them were neither in support nor against this statement, however 4% of them deposed it.

The respondents in their higher percentage (88%) were of the perception that the way Yoruba newspapers review on radio program frame political issues and drive sociopolitical change in the western Nigeria, 2.7% of them were indifferent, meanwhile 9.3% of them report differently. Lastly 92.7% of the respondents were of the idea that Yoruba newspapers review on radio provide a platform for public discourse that can lead to political change in southwest Nigeria, 3.3% of them were wavering in response, however 4% of them did not bid this idea.

Averagely, it was reported that majority of the respondents (88%) consenting these statements had affirmed that Yoruba newspaper reviews as a change agent had potentially influenced sociopolitical processes positively among people of Ede South, in Osun State



Nigeria. This was such that 42% of them strongly agreed these statements, and 46% agreed, though 3.3% of them were not specific in response, 5.3% of them disagreed, while 3.3% of them strongly disagreed.

Further confirming this result is the chi square summary of ( $X^2= 140.600$ ,  $df= 4$ ,  $p < .05$ ), which had shown that the difference observed in frequencies ascertained this result to be valid for further justification. Therefore, it is summated that the Yoruba newspaper review as a change agent had potentially influenced sociopolitical processes positively among people of Ede South, in Osun State Nigeria.

**Research Question 4:** What is the relative effectiveness of Yoruba Newspaper review on Redeemer's 103.5fm as a medium of raising socio-political awareness among people of Ede South Local Government, Nigeria?

**Table 5:**

*Chi square summary on statement regarding the relative effectiveness of Yoruba Newspaper review on Redeemer's 103.5fm as a medium of raising socio-political awareness among people of Ede South Local Government, Nigeria*

| Items   | Responses      |         |      |     |     |     | Total |
|---|----------------|---------|------|-----|-----|-----|-------|
|   |                | SA      | A    | UN  | D   | SD  |       |
| Listening to Yoruba newspaper reviews on radio had increased my awareness of political issues in country                      | F              | 74      | 61   | 8   | 6   | 1   | 150   |
|   | %              | 49.3    | 40.7 | 5.3 | 4.0 | 0.7 | 100.0 |
| Yoruba newspaper reviews on radio effectively cover local political issues relevant to my community                           | F              | 70      | 64   | 5   | 11  | -   | 150   |
|   | %              | 46.7    | 42.7 | 3.3 | 7.3 | -   | 100.0 |
| The information presented in Yoruba newspaper reviews on radio is clear and helps me understand political developments better | F              | 50      | 87   | 1   | 7   | 5   | 150   |
|   | %              | 33.3    | 58.0 | 0.7 | 4.7 | 3.3 | 100.0 |
| Regular updates provided by Yoruba newspaper reviews on radio keep me well-informed about political changes in the society    | F              | 53      | 84   | 9   | 2   | 2   | 150   |
|   | %              | 35.4    | 56.0 | 6.0 | 1.3 | 1.3 | 100.0 |
| Yoruba newspaper reviews on radio enhance my knowledge about civic responsibilities and political processes                   | F              | 53      | 82   | 5   | 7   | 3   | 150   |
|   | %              | 35.3    | 54.7 | 3.3 | 4.7 | 2.0 | 100.0 |
| The analysis provided in Yoruba newspaper reviews on radio influences my perception of political issues                       | F              | 69      | 75   | 4   | 1   | 1   | 150   |
|   | %              | 46.0    | 50.0 | 2.6 | 0.7 | 0.7 | 100.0 |
| Yoruba newspaper reviews on radio contribute significantly to public debate on political issues                               | F              | 73      | 72   | 2   | 1   | 2   | 150   |
|   | %              | 48.7    | 48.0 | 1.3 | 0.7 | 1.3 | 100.0 |
| Averaged Total  | F              | 63      | 75   | 5   | 5   | 2   | 150   |
|   | %              | 42.0    | 50.0 | 3.3 | 3.3 | 1.4 | 100.0 |
| Chi Square  | X <sup>2</sup> | 171.600 |      |     |     |     |       |
|   | df             | 4       |      |     |     |     |       |
|   | P              | <.05    |      |     |     |     |       |

The test on the relative effectiveness of Yoruba Newspaper review on Redeemer's 103.5fm as a medium of raising socio-political awareness among people of Ede South Local Government, Nigeria was presented in Table 5. Nearly all the respondents (90%) had opined listening to Yoruba newspaper reviews on radio had increased their awareness of political issues in country, 5.3% of them were neutral in their response, and meanwhile 4.7% of them were of a contrary opinion. Majority of the respondents (89.4%) were of the impression that Yoruba newspaper reviews on radio effectively cover local political issues relevant to their community, 3.3% of them were indecisive, however 7.3% of them refute this impression.

Higher percentage of the respondents (91.3%) complied that the information presented in Yoruba newspaper reviews on radio is clear and helps them understand political developments better, 0.7% of them were wavering in response, although 8% of them report contrarily. In a similar trend 91.4% of the respondents were of the perception that regular updates provided by Yoruba newspaper reviews on radio keep them well-informed about political changes in

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the society, 6% of them were neither in support nor against this statement, and meanwhile 2.6% of them had deposed this perception. It was the impression of 90% of the respondents that Yoruba newspaper reviews on radio enhance their knowledge about civic responsibilities and political processes, 3.3% of them were equivocal, however 6.7% of them refute this impression.

Nearly all the respondents (96%) had claimed that the analysis provided in Yoruba newspaper reviews on radio influences their perception of political issues, 2.6% of them were neither in support nor against this statement, although 1.4% of them deposed it. Lastly 96.7% of the respondents were of the idea that Yoruba newspaper reviews on radio contribute significantly to public debate on political issues, 1.3% of them were wavering in response, however 2% of them did not bid this idea.

Averagely, it was reported that majority of the respondents (92%) consenting these statements had certified high level efficacy of the Yoruba Newspaper review on Redeemer's 103.5fm as a medium of raising socio-political awareness among people of Ede South Local Government, in Osun State Nigeria. This was such that 42% of them strongly agreed these statements, and 50% agreed, though 3.3% of them were not specific in response, similar percentage of them (3.3%) disagreed, while 1.4% of them strongly disagreed.

Further confirming this result is the chi square summary of ( $X^2= 171.600$ ,  $df= 4$ ,  $p < .05$ ), which had shown that the difference observed in frequencies ascertained this result to be valid for further justification. Therefore, it is summated that the Yoruba Newspaper review on Redeemer's 103.5fm has been highly effective medium in raising socio-political awareness among people of Ede South Local Government, in Osun State Nigeria.

**Research Question 5:** To what extent does exposure to Yoruba newspaper review on Redeemer's 103.5fm influence political participation among people of Ede South Local Government, Nigeria?

**Table 6:**

Chi square summary on statement regarding extent at which exposure to Yoruba newspaper review on Redeemer's 103.5fm influences political participation among people of Ede South Local Government, Nigeria

| Items  |                | Responses |      |      |      |     | Total |
|--|----------------|-----------|------|------|------|-----|-------|
|  |                | SA        | A    | UN   | D    | SD  |       |
| Exposure to Yoruba newspaper reviews on radio had really influenced my opinions on political issues              | F              | 53        | 60   | 15   | 14   | 8   | 150   |
|  | %              | 35.3      | 40.0 | 10.0 | 9.3  | 5.3 | 100.0 |
| Listening to Yoruba newspaper reviews on radio helps me better understand political processes and structures     | F              | 64        | 77   | 3    | 2    | 4   | 150   |
|  | %              | 42.7      | 51.3 | 2.0  | 1.3  | 2.7 | 100.0 |
| I am more likely to engage in political discussions after listening to Yoruba newspaper reviews on radio         | F              | 38        | 78   | 12   | 18   | 4   | 150   |
|  | %              | 25.3      | 52.0 | 8.0  | 12.0 | 2.7 | 100.0 |
| Exposure to Yoruba newspaper reviews on radio increases my awareness of political candidates and their platforms | F              | 49        | 73   | 2    | 14   | 12  | 150   |
|  | %              | 32.7      | 48.7 | 1.3  | 9.3  | 8.0 | 100.0 |
| Listening to Yoruba newspaper reviews on radio influences my voting decisions and behavior                       | F              | 48        | 77   | 7    | 11   | 7   | 150   |
|  | %              | 32.0      | 51.3 | 4.7  | 7.3  | 4.7 | 100.0 |
| Exposure to Yoruba newspaper reviews on radio is a key factor in my political socialization process              | F              | 37        | 65   | 5    | 31   | 12  | 150   |
|  | %              | 24.7      | 43.3 | 3.3  | 20.7 | 8.0 | 100.0 |
| Listening to Yoruba newspaper reviews on radio helps me form and reinforce my political identity                 | F              | 40        | 72   | 4    | 21   | 13  | 150   |
|  | %              | 26.7      | 48.0 | 2.7  | 14.0 | 8.7 | 100.0 |
| Averaged Total   | F              | 47        | 72   | 7    | 15   | 9   | 150   |
|  | %              | 31.3      | 48.0 | 4.7  | 10.0 | 6.0 | 100.0 |
| Chi Square   | X <sup>2</sup> | 108.267   |      |      |      |     |       |
|  | df             | 4         |      |      |      |     |       |
|  | P              | < .05     |      |      |      |     |       |

The result in Table 5 presents result relating to extent at which exposure to Yoruba newspaper review on Redeemer's 103.5fm influences political participation among people of Ede South Local Government, Nigeria. It was reported that larger number of the respondents (75.3%) were of the perception that exposure to Yoruba newspaper reviews on radio had really influenced their opinions on political issues, 10% of them were neutral in their response, meanwhile 14.7% of them refuted. Nearly all the respondents (94%) were of the impression that listening to Yoruba newspaper reviews on radio helps them better understand political processes and structures, 2% of them were indecisive, however 4% of them were of a deposing impression.

Higher percentage of the respondents (77.3%) were of the view that they are more likely to engage in political discussions after listening to Yoruba newspaper reviews on radio, 8% of them were wavering in response, although 14.7% of them refuted. Majority of the respondents (81.4%) had thought that exposure to Yoruba newspaper reviews on



radio had increased their awareness of political candidates and their platforms, 1.3% of them were neither in support nor against this statement, meanwhile 17.3% of them had thought contrarily. It was reported by 83.3% of the respondents that listening to Yoruba newspaper reviews on radio influences their voting decisions and behavior, 4.7% of them were equivocal, meanwhile 12% of them report contrarily.

The statement that says exposure to Yoruba newspaper reviews on radio is a key factor to the citizen's political socialization process was supported by 68% of the respondents, 3.3% of them were neither in support nor against this statement; however, 28.7% of them report contrarily. Lastly 74.7% of the respondents were of the idea that listening to Yoruba newspaper reviews on radio helps them form and reinforce their political identity, 2.7% of them were wavering in response, however 22.6% of them did not bide this idea.

In the average reporting, it was indicated that larger number of the respondents (79.3%) consenting these statements had ascertained that exposure to Yoruba newspaper review on Redeemer's 103.5fm to a great extent had influenced political participation among people of Ede South Local Government, in Osun State Nigeria. This was such that 31.3% of them strongly agreed these statements, and 48% agreed, though 4.7% of them were not specific in response, 10% of them disagreed, while 6% of them strongly disagreed.

Further confirming this result is the chi square summary of ( $X^2= 108.267$ ,  $df= 4$ ,  $p < .05$ ), which had shown that the difference observed in frequencies ascertained this result to be valid for further justification. Therefore, it is summated that citizens' exposure to Yoruba newspaper review on Redeemer's 103.5fm to a great extent had influenced political participation among people of Ede South Local Government, in Osun State Nigeria.

#### **Discussion of Findings,**

The media can be a potent means to bring about a change in the sociopolitical process in the nation, especially with its efficacy in relating and reporting directly to the citizens using their local or indigenous language. This consequently motivated this research interest to determine the extent at which the Yoruba Newspaper Review, through the radio station Redeemer's 103.5 FM, influences the people of Ede South Local Government with regard to socio-political issues and evaluates how this exposure has affected their political awareness, opinions, and participation.



This study research first research question had inquired the possible factors influencing socialization process among Redeemer's 103.5fm audience with specific statements such as "Yoruba newspaper review on radio encourages and help me feel more connected to political issues, etc." with consent from the populace had justified that the reported factors actually exert an influence on the socialization process. This study finding was congruent with the Adesoji (2010) finding which had stated that broadcast through indigenous languages on radio are very effective in enhancing political orientation in Nigeria, because the people in their local dwellings always become more politically conscious when they have access to the right information in the language, they easily comprehend through the media broadcast. Similarly, this study finding had aligned with the Okoro and Odoemelam (2013) finding with the assertion that radio broadcast plays a viable role in political sensitization because indigenous language broadcast has helped orient the populace on how politics works. Just like previous studies, the Babalola and Olowolabi (2015) study report been in-line with this study finding, was such as they had affirmed that indigenous language media report explains political concerns in the way listeners will easily pick relevant points as regards events in the political space both locally and nationally. The Agbaje (2017) finding had questioned the position of this study as the study claimed that indigenous broadcast on radio sometimes is lacking in-depth and critical analysis, which possibly may limits their expected impact on comprehensive political orientation.

In this study second research question in respect to the factors influencing political participation among people of voting age in Ede South in Osun State, Nigeria with specific statement like "The issues prioritized by Yoruba newspapers review significantly shape my understanding about political matters, etc." was supported by most of the responding citizens, this thus justify the enumerated factors to actually influence political participation among politically inclined persons. This study finding was consistent with the Alozie (2017) findings which had clarified that indigenous radio stations are very efficient in covering local political concerns because they report trending political events in the language their audience can understand, which ordinarily won't have been possible on mainstream media. This study report is also harmonious with the Ojebuyi and Salawu (2014) study where they had expressed that presentation of programs in indigenous language on local radio stations improves sociopolitical relevance of the citizenry by covering topics that have direct on the community which always yields a higher political consciousness. Negating the findings of this study is the Adeyemi (2016) assertion



which had said that genuinely local radio stations may touch specific local political issues that borders the people, but they frequently had shortcomings in providing meaningful answers on the required critical analysis related to points under discuss, and some listeners to their broadcast may become skeptic on the breath of their idea limits.

The possible potential Newspaper have as a change agent in sociopolitical processes among people of Ede South, Nigeria was the focus of this study research question three with specific statement such as "Yoruba newspapers review influence public perception about politician, etc.", and the consent of the responding citizens had clarified that the Yoruba newspaper review as a change agent had potentially influenced sociopolitical processes positively among people of Ede South, in Osun State Nigeria. This study finding aligns with the Uche (2014) findings that as claimed that radio broadcast in local language greatly enhances political debates and participation in the public because they make political information more relatable to the people in the language they could easily understand. The salawu (2015) study assertion support this study report as the study had clarified that local radio stations adoption of indigenous language in their broadcast had aided a sense of community engagement and shared experience which therefore encourage their listeners willingness to participate in political discussions. The Ogunleye (2018) finding had report differently from the claim of this study, as they study had envisaged that even when local radio stations raise awareness through their adopted language of broadcast, its influence on actual political participation "voting, or activism" is constrained due to political elements such as political indifference and mistrust of the political system among dwellers in rural areas.

In this study research question four that had enquired the relative effectiveness of Yoruba Newspaper review as a medium of raising socio-political awareness, with specific statements such as "Yoruba newspaper reviews on radio effectively cover local political issues relevant to my community, etc.", was mostly supported by the responding citizens, which thus indicated that Yoruba Newspaper review has been highly effective medium in raising socio-political awareness among people of Ede South Local Government, in Osun State Nigeria. This study findings is congruent with the Oloruntoba (2012) assertion that individuals residing in rural areas mostly rely on local radio stations in recent times because they have access to broadcast in indigenous language that increases their socio-political awareness. The Aina (2016) study aligning with the finding of this study had affirmed that newspaper review that engages listeners in the discussions of local and national political issues via the radio with in



indigenous language are gaining grounds through active listening from the populace in rural areas solely as they want to genre their awareness within the political circle. This study finding had a conflicting view from the Omotosho (2019) report claiming that despite the general acceptance and the trend of local radio stations due to their adoption of indigenous reporting of newspaper review, they may not always offer balanced information and through picture if event due to transcription of languages.

In the study research question five as regards extent at which exposure to Yoruba newspaper influences political participation with specific statements such as "Listening to Yoruba newspaper reviews on radio influences my voting decisions and behavior, etc.", with most support from the responding radio listeners had shown that citizens' exposure to Yoruba newspaper review to a great extent had influenced political participation. This study finding was supported by the Ibrahim (2013) assertion that said the adoption of indigenous language for media broadcast had significantly raised the listeners political consciousness and they in-turn increased their participation in political related activities. The Akinwale (2017) findings align with this study report, as it was stated by the study that local radio broadcast had now been a vital tool in promoting political engagement because their listeners had trusted them due to their adoption of indigenous language in review and broadcast, thus every information coming from the radio station is believed to be authentic. The finding of the Onabanjo and Bello (2018) contrast this study finding as they had contended that even when local radio broadcast raises political consciousness of her listeners, several underlying factors such as literacy level, political discontent socioeconomic hardship still hampers the extent at which the radio stations broadcast could transform to active political involvement of listeners.

### **Summary of Findings**

The possible impact of indigenous newspaper reviews and broadcasts on listeners sociopolitical development and as well political participation has been a subject of discuss among many research scholars in Nigeria. While some studies justify their relevancies, there are others present conflicting ground on this felt impact. This uncertainty in findings had interest this study in understanding the influence of Yoruba newspaper reviews, by evaluating its effectiveness in raising socio-political awareness and its impact on political participation.



Previous studies had reported varying perspectives on the influence of indigenous media on political engagement. Instance of such is the Akinola and Ojo (2018) study that had asserted that indigenous newspaper reviews primly contribute to increased political awareness and participation in different localities. Their findings justified the impression that media adoption of indigenous languages for her broadcast and news reviews can enhance citizen's engagement by making political information more accessible and interesting to the listeners. A different report by Adamu and Ojo (2020) had opined that despite the requisite potentials, the indigenous media often struggles with limited reach and credibility, which impedes her efficacy in yielding efficient political participation. The Uses and Gratifications Theory, by Katz, Blumler, & Gurevitch, (1974) was used to create bases for this study. This theory had postulated that media listeners most times wanting to hear media content that meet their expectations, in information, personal identity, and social interaction. Applying it it to this study has help to provide explanation to why residents of Ede South may turn to Yoruba newspaper reviews on the media for sociopolitical information and this may in-turn influences their political related actions.

This study in an attempt to test five formulated research questions, had utilized a correctional survey research design to gather empirical data, and a convenience sampling technique was employed to select 150 respondents from specific political wards in Ede South. This approach ensured that the sample was representative of the local population and allowed for a focused examination as regard the interrelation between study factors of interest. The findings reveal that while indigenous newspaper reviews play viable roles in raising sociopolitical awareness, though there may possible limitations to its overall impact. The study results indicated strong support for the effectiveness of Yoruba newspaper reviews in increasing political awareness and participation among the respondents, yet some conflicting evidence highlights challenges in reach and perceived impact. This study contributes to the ongoing discourse on media influence in political processes by clarifying the role of indigenous media in local contexts, addressing previous research gaps, and providing actionable insights for media practitioners and policymakers.

## **5.2 Conclusion**

The possible impact of Yoruba-language newspaper review on political engagement and socio-political awareness in Ede South, Nigeria was the focus of this study. It took interest in the relevance of



language adoption in influencing citizens' political involvement, specifically at the grassroots, where major means of communication is indigenous. This study result had provided evidence that political content reviews broadcasted in Yoruba language considerably enhances listeners political awareness, strengthen citizens involvement in civil duties, and increases their involvement in political related activities.

The findings of this study had clarified that the adoption of Yoruba language in radio program broadcast genres listeners' access to political information thus resulting to a tighter affinity between them with sociopolitical concerns. This medium is functional due to the fact that it can resolve intricate political discuss in a manner that it will be easily understood and culturally appropriate. Therefore, the findings of this study had authenticated the need to add up radio program been aired in indigenous languages to incessantly promote political awareness and listeners involvement, especially in areas where local languages are the predominantly adopted means of communication

This study finding also further indicated that regularizing the airing of the Yoruba newspaper reviews through media outlets in western Nigeria through local radio stations is a viable platform to blow wind of change to the nation's political space. This dignifies the relevance of this program in making the citizens always ready to be in the know of political related activities and encourage political advocacy. In respect to this summation, the Yoruba radio programming is necessary for political indoctrination and will helps create a better equipped and engaged citizenry.

This study outcome also contributes to the existing wealth of research in an effort to expand the body of knowledge about how media broadcast, through the adoption of indigenous languages in presenting radio programs will be helpful in changing the phase of citizens sociopolitical involvement. This study then supports the possible need to present critical and relevant social political issues with local or indigenous language, as necessary step to improving the phase of political awareness and involvement among residence especially in in the grassroots.

### **5.3 Recommendations**

Based on the findings of this study, the following recommendations therefore were made to enhance the effectiveness of Yoruba-language radio newspaper review in raising socio-political awareness and encouraging political participation among the citizenry;



Radio stations like Redeemer's 103.5 FM need to expand time for indigenous language usage, especially Yoruba, because this research established that broadcasting in indigenous language increased listener engagement and political awareness. Therefore, more of such programming will lay deeper grassroots engagements with political issues and bear higher civic participation by the Yoruba-speaking community.

The civic education programs enshrined in Yoruba language should be aired to pinpoint pertinent socio-political issues that are of concern to the people. That is how listeners may relate with local governance, the electoral processes, and social policies effectively to their needs and as well seek a way toward a more relevant and practical type of political education that would enable them to understand and effectively take part in the political processes.

This study finding has explained the purpose of listener interaction promotion programs. Thus, Radio stations should include such interactive segments as phone-ins, text messages, and even social media platforms to enable listeners to have their say on issues of a political nature. Such interaction enhances not only involvement but also political socialization through sharing and debating divergent viewpoints.

Radio broadcasters should realize that they act as agents of political mobilization and hence design programs which encourage high levels of active political participation, including voter education campaigns and debates on political accountability, besides discussing civic responsibilities. It is in this way that radio stations can bridge the gap between the political elite and citizens by motivating them to partake in meaningful political activities, such as voting and community organizing.

There is indication from this study finding broadcast in indigenous language can drive public debate and influence socio-political change. Therefore, Media organizations should thereby collaborate with government agencies, civil society organizations, and political actors to advocate for policies enhancing civic engagement and political accountability. The partnership will ensure that the content aired by radio stations is consistent with the national political agendas and supports the promotion of good governance at the local level.

Broadcasting of political issues to the Yoruba-speaking public on radio can only be widely informed and appropriately influenced through



specialized training of broadcasters on socio-political issues. This training is going to give them the needed knowledge and skills required for presenting accurate, balanced, and insightful political analysis capable of swaying public opinion and encouraging informed political participation. Therefore, a well-informed media workforce is going to enhance the general effectiveness of Yoruba-language programs as tools of political socialization.

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