**UYO RESIDENTS’ ASSESSMENT OF NATIONAL ORIENTATION AGENCY’S POLITICAL ENLIGHTENMENT PROGRAMMES DURING 2015 GENERAL ELECTIONS**

**BY**

**ESSIEN, EKERE MARSHALL**

**UCP/H2014/MC/075**

**TO**

**THE DEPARTMENT OF MASS COMMUNICATION,**

**UYO CITY POLYTECHNIC, UYO**

**SEPTEMBER 2016**

**UYO RESIDENTS’ ASSESSMENT OF NATIONAL ORIENTATION AGENCY’S POLITICAL ENLIGHTENMENT PROGRAMMES DURING 2015 GENERAL ELECTIONS**

**BY**

**ESSIEN, EKERE MARSHALL**

**UCP/H2014/MC/075**

**TO**

**THE DEPARTMENT OF MASS COMMUNICATION,**

**UYO CITY POLYTECHNIC, UYO**

**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF HIGHER NATIONAL DIPLOMA (HND) IN MASS COMMUNICATION**

**SEPTEMBER 2016**

**DECLARATION**

I declare that this research project was carried out by me, Essien, Ekere Marshall.

**CERTIFICATION**

This is to certify that this research work was carried out by Essien, Ekere Marshall with the Registration Number UCP/H2014/MC/075 of the Department of Mass Communication, Uyo City Polytechnic Uyo Under the supervision of;

Pastor George Udoh, (Ph.D) ..............................

(Supervisor) Signature/Date

Mr. Victor Ikpatt ............................

(Head of Department) Signature/Date

**DEDICATION**

This work is dedicated to Almighty God for sustaining my life and giving me the strength and ability to carry out this research project and at the same time complete this course. I also dedicated to my beloved parent Elder & Mrs. Marshall Essien for their parental capacities which have rendered this project a success.

**ACKNOWLEDGEMENTS**

I am sincerely grateful to God Almighty for his infinite grace that has kept me all through my academic pursuit. My heartfelt gratitude goes to my supervisor Dr. George Udoh for his patient and guidance towards the success of this work.

I am forever grateful. I acknowledge all my lecturers Pastor Enefiok Inyang, Mr. Emmanuel Ebong, Miss Philomena Umoren, Mr. Victor Ikpat and Mr. Samuel Udofia for their efforts to make sure I sail through. My unreserved gratitude also goes to my parent Elder & Mrs. Marshall Essien, my cousin, Engr. Nsikak Essien, my sibling and also my friends for their love and support which has actually shaped my life positively. Also to all who have in one way or the other contributed to the successful completion of my studies, I love you all. Thank you

**ABSTRACT**

A study on an assessment of National Orientation Agency’s political enlightenment programmes during 2015 general elections was explored in order to assess the role so far played by the agency. The study’s design was the survey method. The population of the study based on 2006 census was 554, 090 and a sample of 222 was determined from the study’s population through Yaro Yamani. The study’s tool was the questionnaire. Data for the study were presented using percentage as statistical tool. Findings showed that the electorate in Uyo metropolis was not really enlightened during the 2015 general election. Secondly, the National Orientation Agency only sensitised a minority of the electorate on programme of the 2015 general election. Based on these findings, the study recommended that the national orientation agency should intensify its awareness programme in subsequent elections. Resident living in rural areas in Uyo should be touched by electoral programmes via communication means, the staff working for the national orientation agency should be equipped with appropriate tools when disseminating basic information on election issues. Then the mobilisation process should be adequately conducted during other elections. Lastly, staff of the National Orientation Agency should be sent on refresher courses so as to update their knowledge in enlightenment programme dissemination to the electorates.

**TABLE OF CONTENTS**

Cover page

Title page

Certification - - - - - - - - i

Dedication - - - - - - - - - ii

Acknowledgements - - - - - - iii

Abstract - - - - - - - - - iv

Table of Contents - - - - - - - - v

**CHAPTER ONE: INTRODUCTION**

* 1. Background to the Study - - - - 1
  2. Statement of the Problem - - - - - 3
  3. Objectives of the Study - - - - 5
  4. Research Questions - - - - - 6
  5. Significance of the Study - - - - 7
  6. Delimitation of the Study - - - - 8
  7. Limitation of the Study - - - - 8
  8. Definition of Terms - - - - 8

**CHAPTER TWO: REVIEW OF RELATED LITERATURE**

2.1 Introduction - - - - - - 10

2.2 Overview of Studies on the Functions of National Orientation Agency (NOA) - - - - - - 10

2.3 Review of Opinions: Brief on Nigeria’s Democratic experience and Democratic Mandate of Enlightenment Agencies 16

2.4 Review of studies NOA and Democratisation via the Media. - - - - - - - - - - 19

2.5 Deontological Theories of Ethics - - - 23

**CHAPTER THREE: RESEARCH METHODS**

3.1 Introduction - - - - - - 25

3.2 Research Design - - - - - - 25

3.3 Population of the Study - - - - 25

3.4 Sample and Sampling Procedure - - - - 26

3.5 Instrument for Data Collection - - - 27

3.6 Validity of the Instrument - - - - - 27

3.7 Reliability of the Instrument - - - - - 27

3.8 Method of Data Collection - - - - - 28

3.9 Method of Data Analysis - - - -- - 28

**­CHAPTER FOUR: PRESENTATION OF DATA, ANALYSIS AND DISCUSSION OF FINDINGS**

* 1. Introduction - - - - - - 29
  2. Presentation of Data - - - - - 29

4.3 Discussion of Findings - - - - - 36

**CHAPTER FIVE:**

**SUMMARY, CONCLUSION AND RECOMMENDATIONS**

**5.1** Introduction - - - - - 39

5.2 Summary - - - - - - - 39

5.3 Conclusion - - - - - - 40

5.4 Recommendations - - - - - 41

**REFERENCES**

**APPENDICES**

**CHAPTER ONE**

**INTRODUCTION**

* 1. **Background to the Study**

As the Independent National Electoral Commission (INEC) was preparing to deliver the 2015 general elections which were made up of the presidential elections and the gubernational poll, there were greater needs to sensitize and educate Nigerian eligible voters. The electoral bodies could not have performed such electoral task alone. It is on this aspect that staffs of the National Orientation Agency were to be alerted in training its personnel in order to affect the process of enlightenment campaign so as to conduct a successful and credible general election which took place in the year 2015.

The need for Nigerian to shun violence and embrace peace was to be emphasized by different political stakeholders and security agencies. The effective method was undertaken by the National Orientation Agency (NOA). The National Orientation Agency (NOA) ensured that its duty was to enlighten Nigerian voters on the way they could conduct themselves and dissociate with violent acts.

It would be recalled that the National Orientation Agency (NOA) made much efforts to achieve its goal which was efforts to achieve its goal which was base on the necessity for the realisation of democracy and for an actualisation of a credible elections and active participation of a greater percentage of Nigerians.

Communication on its own part was necessary because there was a need to use basic channels to reach out to Nigerians of different walks of life. The National Orientation Agency (NOA) needed also to be assisted by the media.

In other to realise successful general elections which took place in 2015, several bodies were involved into enlightenment programme during the said presidential and gubernational pools. These bodies were:

The Independent National Electoral Commission (INEC), National Orientation Agency (NOA), News Agency of Nigerian(NAN), Nigerian Television Authority (NTA), Federal Radio Corporation of Nigeria (FRCN), Nigerian Guild of Editors (NGE), Nigerian Labor Congress (NLC), Nigerian Union of Journalists (NUJ), Federal ministry of information (FMI), among others. These bodies were to ensure effective dissemination of information and enlightenment of the electorate for credible elections in 2015. As the study indicates, the National Orientation Agency (NOA) in a bid to educate Nigerians during the 2015 general elections added its partnership with INEC to ensure free and fair elections.

* 1. **Statement of the Problem**

In Nigeria, since the environment of democracy practice on fourth republic May 29, 1999, 2003, 2007, 2011 and 2015 several criticisms have been leveled against NAO in terms of strategic enlightenment.

Despite the fact that elections are more regular in Nigeria, the quality of these elections is a matter of grave concern to both the actors and observers. 2003 and 2007 elections were particularly marked by dissatisfaction by candidates, voters and observers. In a similar vein, could it be said that NOA did not partake in the enlightenment programme of the electorate during these periods under review? Does it mean that elections frauds which took place within these period could have not been averted by the NOA in terms of enlightenment programme during the elections of the reviewed periods?

In this connection, it is appropriate to recall that NOA exhibited enough competence during the electrons within these periods. But 2015 general elections had it own criticism because despite the effort of enlightenment programme conducted by NOA, the Nigerian masses became totally marginalized. In reality Nigerians needs political education in order to improve in their electoral system and democratic practice in subsequent general elections. This is the study’s focus.

National Orientation Agency (NOA) has to formulate a well co-ordinated strategy for the awareness of the people’s right to effectively utilised and promote democracy in Nigeria. However, since the present political scenario in Nigeria is such that political party because of their lack of focus on the masses has not been able to effectively perform the functions of political socialization, and political communication.

* 1. **Objectives of the Study**

The aims and objectives of this study were to:

1. find out the extent to which the National Orientation Agency was involved in enlightenment programme during 2015 general elections.
2. find out the relationship between National Orientation Agency and enlightenment programme during the 2015 general elections.
3. appraise the role of National Orientation Agency during the 2015 general elections and
4. find out the views of Akwa Ibomites on the enlightenment programme of the NOA during the 2015 general elections.
   1. **Research Questions**

The research questions formulated were:

1. How was the NOA involved in enlightenment programme during the 2015 general elections?
2. What is the relationship between the National Orientation Agency (NOA) and enlightenment programme during the 2015 general elections?
3. What was the role of the NOA during the 2015 general elections?
4. What were the views of Akwa Ibomites on the enlightenment programme of the NOA during the 2015 general elections?
   1. **Significance of the Study**

The study is significant because it is going to expose most reader and students on the enlightenment programme of the NOA during the general elections in Nigeria.

Secondly, the study is significant because it will highlight more on the significance of enlightenment programme by an agency that focuses on sensitization of the masses on electoral issues. In addition, this study shall be significant to researchers that wish to further their researches in the area of political communication. The work shall equally be relevant to reporters and editors of both the print and the electronic media. Then students in the department of Mass Communication, Uyo City Polytechnic and the Nigerian masses shall benefit from this study. Lastly, the study shall act as reference materials to journalists and other researchers.

* 1. **Delimitations of the Study**

The study’s scope is Uyo metropolis. The respondents of the metropolis shall be interviewed on NOA and enlightenment programme during the 2015 general elections.

* 1. **Limitations of the Study**

In the course of executing the research, the researcher encountered financial difficulty where she was unable to obtain all the reference materials due to high cost of transportation. Secondly, the researcher was unable to distribute the copies of questionnaire as it could have been because of her inability to locate most at times the respondents. Writing on the research topic smoothly was another hindrance because locating the correct research materials was another difficulty.

* 1. **Definition of Terms**

Key terms have been defined. They are:

**National Orientation Agency (NOA):** An institution saddled with the responsibility of creating awareness mobilization and promoting peace during elections and other national programmes.

**Enlightenment programme:** ensuring that programmes and policies related to the general public are better understood through effective communication channels.

**2015 general elections:** these are presidential, legislative and gubernational elections which took place on 11th March and 31st April 2015.