

## DEALING WITH OUR APATHY THROUGH THE RADIO: ANALYSIS OF THE ROLE OF FRCN NNŌKO UMUNWANYI PROGRAMME IN INFLUENCING WOMEN TO PARTICIPATE IN POLITICS

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### Abstract

The last three decades has been dotted by the continuous agitation by women for equal political positions in the political space of Nigeria. While women advocacy groups and international organisations accuse the men folk of engineering a political architecture that makes it difficult for women to participate, the men believe that there is growing apathy on the part of women. This has brought to the fore the issue of 35 percent affirmative action for women in developing societies like Nigeria. But this can only be achieved by raising the awareness level and interest of women in politics. In line with this demand, the Federal Radio Corporation of Nigeria (FRCN) Enugu developed a gender political programme- NnŌko Umunwanyi. The programme which is only targeted at women of Igbo speaking origin in Enugu State, is design to raise the interest of rural women in politics. More than ten years after this programme was designed and broadcast to rural women in Enugu State, how far has it gone in raising the awareness, knowledge level and interest of women in politics? In investigating all these, the researcher used Explanatory Sequential mixed methods design developed by Cresswell (2012) to collect both quantitative and qualitative data. Questionnaire was used to collect quantitative data while focus group discussion was used to generate qualitative data. After a thorough analysis using both quantitative and qualitative data, findings showed that women in Enugu State are exposed to NnŌko Umunwanyi. programme to a large extent. It was equally found that the knowledge and women participation in politics have increased as a result of their exposure in the programme. Based on these, it was recommended that more programmes of this nature should be designed.

**Keyword:** World • FRCN • Politics • Marginalization • Awareness • Knowledge • Participation

### INTRODUCTION

The mass media are social drivers in all human society. They determine most times what we do and how we do them. Unarguably, a lot of social changes occasioned by increase in knowledge level have taken place in most parts of the world because of media influence. Experts in the communication circle insist that the mass media are vehicles of social change in the dynamics of human existence.

No doubt, the mass media have powers to change people's attitude and persuade them to take up a particular course of action. In most cases, the media persuade you to do only what they want you to do (Okunna, 1999, p.210). The agenda setting function of the media explains better how the media tell us what to think about.

In the area of politics, agenda setting function of the media demonstrates how the media determine the topic for political debate and discussion in the society. Okunna (p.210) asserts that the "ability of the media to mould public opinion by defining the boundaries within which people think about and discuss political issues, has been widely noted". In line with this, the media might not succeed to tell the electorates what to think, but they inevitably tell them what and what to think about. This has been the power of the media over the years. Many studies support the fact that people gain knowledge about public events, politics and social trends from the media. However, experts wonder why women's participation in politics is still low despite all that the media are doing. Why some said that women are marginalized by men, some argued that men have more access to the media than the women. Whether this is true or not is another matter altogether; the fact remains that women participation in the politics of the third world is abysmally low.

According to Ogbiti and Onosu (2012, p.139), many third world "countries lag behind other world regions in ensuring gender equality in educational attainment, politics and control over economic resources". Ogbiti and Onosu (2012, p.139) explain further that:

The 2008/2009 global Gender Gap Reports (GG GR) (2009) by the World Economic Forum shows Africa fared poorly among the 130 countries featured.

Mozambique ranked (18), South Africa (22), Namibia (30), Tanzania (38), Uganda (43), Botswana (63), Madagascar (74)... Mali (109), Mauritania (110), Algeria (111), Angola (114), Bukina Faso (115) and Chad (129). On the global ladder of GGGRS, Norway came first while among the top 10 are Finland, Sweden, New Zealand, Philippines, Denmark, Iceland, Netherlands, and Latvia.

Ogbiti and Onosu (p.139) also observed that of all the countries in Africa, only President Ellen Johnson Sirleaf of Liberia is the only female president. The case is even worst in Nigeria as all the elections held have not produced significant number of women in elective positions. Okonkwo and Nwammuo (2012, p.9) write that:

There is no surprise about the results of 2011 elections that still portrayed male domination in Nigerian politics. Although this is an improvement from what it used to be in Nigerian politics. A lot still needs to be done.

After the 1999 general elections, only 14 women made it as cabinet members of the President. Odi (2011) cited in Okonkwo and Nwammuo (2012, p.9) observed that, as always, men occupied all sensitive positions. According to them "there has never been an elected female president, vice president, Senate president, etc". This ugly development is in spite of the noise of 35 percent Affirmative Action for women representation in Nigeria politics during the run up to the 2011 elections. In fact, observers claimed that the so called 'Women for Change Initiative of First Lady Patience Jonathan, did not yield much result.

Ogbiti and Onosu (2012, p.14) noted that the 2011 general elections, like other election, did not show that any serious effort was put in place to encourage women to participate actively. At present women constitute:

A paltry nine (9) percent of the number of persons in the Senate, 7.29 percent of the membership of House of Representative, 16.6 percent of the deputy governorship positions, 5.45 percent of the state house of assembly and zero percent at the presidential election office (Ogbiti and Onosu, p.140)

Worst still, 98.1 percent of all the women that got elective positions came from the urban areas leaving less than 2 per cent for rural women (Madu, 2012, p.124). This has made the need to encourage a genuine and effective participation of Nigerian women in politics is not only imperative but a must do.

To be able to meet Goal 3 of the Millennium Development Goal (MDGs) which has to do with gender equality and women empowerment, a serious communication effort must be put up by all to encourage and mobilize women, especially those in the rural areas to participate since over 80 percent of Nigerian women live in the rural areas. Moemeka (2012, p.139) writes that about "80% of the people (Nigerians) are very poor and live in rural environment".

Since the mass media occupy a privileged position and also have as their social responsibility the duty to inform and encourage women to participate actively in politics, one expects them to perform these roles effectively (Obot, 2012, p.489). Anything short of this will see everyone offloading all the blames on the media.

In line with the quest to develop an effective communication strategy, the Federal Radio

Corporation of Nigeria (FRCN) Enugu zonal station came up with a gender empowerment programme, Nnoko Umunwanyi. The programme designed for rural women in Enugu State to enlighten them on certain issues such as women development in terms of politics, health, culture and other matters concerning them. The programme is an aged long programme produced by Ngozi Obi and was first broadcast over 20 years ago. It is a magazine programme that accommodates two or three persons in a panel. The programme was formally aired on Wednesday by 9.30 am but later changed to Friday by 8.30pm due to demand of the audience. It is aired on 828KHZ 362 Meters MW Band or AM Band. The time belt for the programme is 30 minutes and it is run in Igbo language. The English version of the programme is called Women's World and it comes up every Wednesday by 6:30pm. For over twenty years that this programme has been running, one is quick to ask: what effort has it made in empowering rural women in Enugu State whom the station claims are active participants?

### **Statement of the Research Problem**

For over twenty years that Nnoko Umunwanyi programme was developed and broadcast by the Federal Radio Corporation of Nigeria (FRCN) Enugu, observers have been watching with keen interest the role the programme has played so far in educating and raising the political consciousness of Enugu State women who are audience of the programme. Why some argue that the programme has done so much in educating women and mobilizing them to participate actively in politics, some have however argued that the programme has not done much in rural women's political life (Ugwu 2009 and Okeke 2010).

However, a close look at these observations revealed that they were mere observations which are outcome of perceived happenings in the programme. No thorough study has been done on the influence of the programme in raising the political consciousness of rural women in Enugu State.

Hence, this study evaluates the influence of the programme in raising the political consciousness of rural women in Enugu State. This helped to reveal whether the programme is achieving its set goals or not.

## Research Questions

From the objectives above, the researcher asked the following research questions:

- 1) Are rural women in Enugu State exposed to Nnoko Umunwanyi programme of FRCN Enugu national station?
- 2) What is the extent of rural women's exposure to Nnoko Umunwanyi programme?
- 3) How has the political knowledge of rural women in Enugu State increased as a result of their exposure to the FRCN's Nnoko Umunwanyi programme?
- 4) To what extent has the programme raised the political interest of rural women in Enugu State?
- 5) To what extent has rural women participation in political activities increased as a result of their exposure to the programme?

## LITERATURE REVIEW

### Rural Women Exposure to Radio and Increase in Political Knowledge

It is unarguable a fact that the media occupy a central position in man's quest to gain more knowledge. It is widely acknowledged that the media in a bid to fulfil their information function play critical roles in the development of one's mental capacity. The postulations of the Knowledge Gap theory remind us that the closer one is to the media the more his knowledge will grow and the farther one is to the media the more ignorant the person will be (Okenwa 2002 cited in Ekwe, 2012, p.56). In essence, for one to gain more knowledge there must be exposure to the media. Even though some scholars have come to content that there are other avenues through one can gain knowledge apart from the media, available evidence shows that the media especially the radio dominates other sources of knowledge (Umeh 2012, 22). This is because the radio has many advantages over other media. It is portable, cheaper to operate and breaks the triple barrier of language, time and distance.

In rural development, radio has been seen as central especially in countries with community radio. Again, it is seen as a medium that women, especially those at the rural areas love the more (Umeh 2011, p.237). Writing about the role of radio in rural communities, Leventhal (2005, p.2) writes that:

Throughout Sierra Leone, radio has been a primary means of mobilizing and educating women about their rights as well as sensitizing men and government officials to issues such as gender based violence and women's equality. Radio is also being used as an empowerment tool, bringing examples of successful women and successful project models to a mass audience.

However, it is acknowledged wildly that radio can only make impact in the life of those who are exposed to it. Women exposure to radio remains an issue of great concern to most researchers. They have argued that the kind of radio listening pattern obtainable with the female circle is not wonderful but insist that it is encouraging (Umeh, 2011 and Omerigwe 2012). According to Umeh (2011, p.222), there is a significant improvement in the level of rural women exposure to political information on radio. This she says was evidence during the 2011 general elections. In her survey which had 398 rural women drawn from the South-East, it was found among other things that rural women exposure to political information increased during the election and this subsequently led to increase in political knowledge. The study equally showed that most of the rural women preferred radio to other medium due to "its ability to speak their local dialect". Umeh (2011, 229) concluded that radio serves as an important channel to inform, educate and mobilize rural women to participate in elections. Supporting the claims of Umeh, Omerigwe (2012,p.117) concluded after her survey of radio listening patterns among women in Benue State, that radio served as the most effective channel in educating rural women during elections period.

Still on rural women exposure to political information on radio, Leventhal (2005, p.8) writes that:

In the local elections in 2004, women were apparently uninformed that they were allowed to run for office. In response, the local Sierra Leone Women's Forum in Kailahun worked with Radio Moa to saturate the airwaves with information about the importance of women playing a role in politics. An unprecedented number of women ran for office and eight women were elected to local councils.

This experience among rural women in Sierra Leone is an open attestation that exposure to information in the media can increase one's knowledge level on an issue. Expectedly, the findings of Leventhal (2005, p.11) revealed that radio has continue to play central role in local and national elections in Sierra Leone. The case is not different in Zimbabwe as women continue to play critical roles in the establishment of community radio stations to ensure maximum women exposure. According to George (1993, p.8) since 1985, the Federation of African Media Women of Zimbabwe (FAMWEZ), with funding from UNESCO and the Friedrich Ebert Foundation and the partnership of the Zimbabwe Broadcasting Corporation's Educational station, ZBC Radio 4, has established a total of 45 radio listening clubs in four provinces of Zimbabwe. The project, named

"Development through Radio", is targeted to women in the rural areas of Zimbabwe, who, in many cases, have been left to manage the household and farm because the men of the family have migrated to urban areas to find work.

In another related survey conducted in 2012 by Nwammou, it was found that "the role of radio in mobilizing the rural populace, especially women, into politics cannot be overemphasized." According Nwammou (2012, p.1) "radio has the ability of teaching, sensitizing and enlightening the rural dwellers on all issues concerning them, especially political issues. For this reason, radio is being termed by many communication scholars as the medium for the marginalized and voiceless, (Udejah, 2004; Uduajagbo, 2011)". In fact, a respondent, Susan, in the survey says that:

I prefer radio for news and any other thing because whether there is light or no light, you will listen to it. It is always available. I enjoy the Igbo (vernacular) programmes because I don't understand the big big grammar in T.V, newspaper and magazine. Also with hundred naira you can buy your batteries which will last for 2-3 weeks quite unlike T.V where you will buy fuel if there is no light. Radio is also better because it serves us the rural people. Just last week the radio Nigeria people came here and collected our cards for their requests programme. Once you pay for the cards, you will hear your name mentioned in their request programme which they present in Igbo language.

In Tanzania, the story is the same; exposure to radio increases one's political knowledge. Moshiro (1998, p.22) writes that Radio Tanzania Dar es Salaam has played significant role in transmitting (political) information and elements of culture to the people, and there is no question about that. Based on studies in rural areas, RTD reaches over two-thirds of villagers every day, whereas in urban areas the percentage could be closer to 100 percent.

Moshiro (1998, p.24) also explained that the introduction of many other programmes on radio helped to develop the rural people. According to him:

This role has been performed by RTD over the years. There was introduction of special political programmes, involvement of the Party and its affiliates in producing radio programmes, ideologization of senior officers and embracing the dictum that broadcasting is propaganda. In the area of development, RTD has played well its role in various national campaigns and general education of the masses in collaboration with development agencies. However, we must be cautious here in attributing whatever changes that have occurred to the RTD. According to research done in rural areas, the people admit that they rely on RTD for news and other information on the nation and outside the country. However, when asked about receiving information on their environment, and how this information has helped them better their living, the people gave negative answers. Development information for the majority of the people is not obtained from RTD, but elsewhere. The point is that national establishments like the RTD, normally cannot identify with the multiple needs and interests of the numerous communities of a vast country like Tanzania.

In concluding this review, it worthy to note that rural women exposure to various political programme on radio have kept them more informed than ever. This is a pointer to the fact that the closer one is to the media, the smaller your knowledge gap but the farther one is to the media the wider the knowledge gap.

### **Radio and Women Participation in Politics**

The need for adequate participation of the citizens in virtually all political activities cannot be overemphasized. Politics, no doubt, thrives on the altar of effective participation of all eligible citizens which involves both men and women. Karl (2010, p.13) asserts that;

No nation's political system can make any appreciable progress without the active involvement of the masses. The citizens must be effectively involved in virtually all the processes to make the political system better and stronger which will herald good governance in the nation.

The import from Karl's statement above indicates that the bedrock of a better and stronger political system is the effective participation of the masses in politics. This amongst others includes participation in electoral campaigns and voting in elections. Just as indicated earlier, both men and women are required to actively participate to make the process a huge success.

One of the tools deployed to herald effective political participation in almost all nations of the world is radio. Radio is a mass medium used to disseminate messages to large and diversified audience simultaneously. The portability and affordability of radio place it above other forms of the mass media, especially in the area of political mobilization. In the U.S, France and many other countries of the world, the potency of radio in actualizing effective political participation have been tested. Bill, (2013, p.24) in his study of the use of radio in the 2012 general elections in the U.S found that radio was effectively utilized to mobilize the citizens to



participate in the election. In line with Bill's finding, Asamoah (2013, p.9) in his study of elections in France found that radio has been a major player in the mobilization of the citizens for active and efficient political participation.

Over the years, political participation in Nigeria has no doubt been on the low side. Worst is participation amongst women. The level of political apathy amongst Nigerian women is increasingly low. Most Nigerian women see politics as a man's activity. Some equally see it as a dirty and dangerous activity meant for some people alone.

In trying to encourage adequate women participation in politics, the radio has been effectively deployed. The question here is how effective has the radio been in mobilizing the Nigerian women for effective political participation?

Okoli in 2003 conducted a study on the use of radio in mobilizing women for political participation in Nigeria. In the study, selected women from the six geopolitical zones of the country were surveyed. Findings from the study revealed that 84% of the women actually got many political messages from their radio sets but did not participate in any political activity while only 16% of the women got involved in voting, electoral campaigns and other political activities.

The above finding by Okoli raises an important question, how clear and persuasive were the political messages disseminated to the people? This is very important because it is not all about just packaging anything and disseminating it to the masses. The message must first of all be very clear and understandable; it must as well be very convincing in such manner that the target audience will be compelled to respond appropriately. Lucas (2012, P.4) asserts that "political messages, just like other kinds of messages, must be very clear and persuasive in nature to effectively lure the audience to give the desired reaction. Nobody will respond to what does not move him".

In another study conducted by Okafor in 2004 on the Nigerian women participation in the 2003 general elections in Nigeria. 400 women were drawn from the six geopolitical areas in Nigeria. Survey research method was used in which questionnaire served as the measuring instrument. Findings from the study revealed that radio was effectively used to mobilize the women for participation in the elections but only 36% of the women participated in the elections while the remaining 64% did not participate in any of the aspects such as campaigns and actual voting.

Ahmed in 1999 conducted a study on the use of radio in mobilizing women in Northern Nigeria for political participation. 300 women were picked from the three geopolitical zones in northern Nigeria. The study showed that women participation in the election was moderate in northern Nigeria as 66% of the women did not participate in the election. Only 34% of them voted in the election.

The two studies by Okafor and Ahmed are also obvious attestations to the level of political apathy amongst Nigerian women. Both studies revealed that most of the women did not participate in the political activities of the 2003 and 1999 elections in Nigeria. This is despite the massive use of radio to mobilize the women. Not to participate in an election that will herald the leader of a given society is tantamount to allowing others to decide for you who will be your leader, and this can be counter productive as those who emerged can come up with ideologies which you do not share. This formed the basis for Karl (2010, p.3) to assert that;

Political activities give everyone the opportunity to amongst other things decide who will govern them and determine policy direction. That is why it is incumbent on the people- both men and women to actively participate in every political process to ensure the right people with the right ideology are brought in leadership positions for development to thrive.

Biniebi in 1999 conducted a study on the awareness and participation of women in politics in Bayelsa State. The study focused on women in eight local government areas of the state. The finding of the study showed that 78% of the women are sufficiently aware of political activities in the state and that radio was their major source of information. However, only 39% of them actually got involved in political activities.

In another related study, Opukiri in 2003 conducted a study on Bayelsa State women's knowledge and participation in politics. Just like Biniebi, Opukiri tried to ascertain the knowledge level and participation level of women in the eight local government areas of Bayelsa State. Using survey research method where 389 women were sampled, it was found that the women's political knowledge and participation level were low, only 31% of the women participated in the 2003 general elections indicating very low participation, despite the heavy use of radio to mobilize them.

Biniebi and Opukiri's findings show the unacceptable level of political apathy amongst women in Bayelsa State. Both the 1999 and 2003 elections witnessed a moderately low participation of women in the state, not minding the fact that the radio and other media of communication were used to mobilize the women. The question here is, has radio not really succeeded in penetrating these women in terms of improving their knowledge level and political participation? Whatever the responses will be, it is obvious that despite the role of

radio in mobilizing women in the state, their knowledge and participation levels are low. No doubt, there is a significant relationship between their knowledge of political activities and their participation in politics.

In a study conducted by Okoli in 2003 on the use of the mass media in mobilizing Enugu State women for the 2003 general elections in Enugu State. The women were randomly selected across the three senatorial zones in the State. It was found that the mass media were fully deployed to sensitize the women for political participation but 59% of the women did not participate in the political activities during the era. Only 41% of the women were able to get involved in the political process.

Kalu also conducted a study on the role of radio in mobilizing women for political participation in the 2007 general elections in the South-East Region of Nigeria. The study adopted the survey research method where both questionnaire and oral interview guide were used as measuring instruments. Using a sample of 296 women in Abia, Enugu and Imo States, it was discovered that despite heavy radio messages, women participation in politics was however moderate. In line with this study, Kalu also conducted another study to find out how radio was used to mobilize women in the 2011 general elections. Using the same scope and methodology, Kalu found that the level of participation amongst South-East women in the 2011 general elections was higher than their participation in every other election in Nigeria. He stated that women did not just participate in only voting, they equally contested for elective positions which most of them won.

A study conducted by Isa in 2011 on the use of the mass media in the mobilization of women for participation in the 2011 general elections in Nigeria showed that the women actively participated in the elections. The study showed that the awareness level amongst the women was very high as a result of intense media campaigns for increased women participation in politics. Amongst the entire mass media, it was revealed that the women got most of the political messages from the radio. This implies that radio played very significant role in the mobilization of women for participation in the 2011 general elections.

Abaku in 2011 conducted a study on the role of radio in mobilizing women for the 2011 INEC voters registration exercise in Nigeria. Using selected women from the six geopolitical zones of the country, findings revealed that radio was effectively utilized to mobilize the women for active participation in the exercise, as 85% of the women in the study registered and collected their voter's card. Related to this is a study conducted by Abubakar in 2011 on the role of radio in mobilizing the northern women for participation in the 2011 INEC voter's registration. Here, Abubakar studied women in selected states from the three geopolitical zones in the North. Revelations from the study showed that radio played very important role in mobilizing the women to actively participate in the voter's registration exercise. Abubakar asserted that although other forms of communication were engaged for this purpose, radio out played them as confirmed by the respondents.

A study by Aligwe (2011) on the role of the broadcast media in mobilizing Ebonyi State women to participate in the INEC 2011 voter's registration exercise revealed that the broadcast media, particularly radio was properly utilized to mobilize the women for effective participation in the registration exercise. While another study in Rivers State conducted by Njoku in 2011 also revealed that radio was properly used to persuade the women in Rivers State to adequately participate in the 2011 INEC voters registration exercise.

Although, the voter's registration exercise received adequate response from women in some states, some other states were however different. A study by Obang on the use of radio in mobilizing women for the 2011 INEC voter's registration in Cross-River State revealed that women participation was just moderate. The study showed that a number of the women sampled did not participate in the registration exercise. Also in a study conducted by Ibrahim on the role of the mass media in mobilizing women for active participation in the 2011 INEC voter's registration exercise in Yobe State revealed that women participation in the exercise was just moderate as a significant number of those sampled did not participate in the registration exercise.

Furthermore, Okoye and Yusuf in 2011 did a comparative analysis of the southern and northern women participation in the voter's registration exercise in Nigeria. 600 women from the six geopolitical zones of the country were selected for the study while survey research method was adopted to execute the study. Findings showed that amongst the 300 women selected from Southern Nigeria, 73% of them participated in the registration exercise while amongst the 300 women selected from the Northern Nigeria, 48% of them participated in the registration exercise. This implies that the level of participation in the 2011 INEC voter's registration exercise amongst women in Southern Nigeria was higher than those in the north. However, it was revealed that amongst the entire mass media, radio was the channel the women got more information on the voter's registration exercise.

Abdulhi and Adeyemi in 2011 also did a comparative analysis of the role of the mass media in the mobilization of women for active participation in the 2011 INEC voter's registration exercise in Lagos and Kano States. In conducting the study, 400 women (200 from each state) were selected and administered questionnaire. The result shows that 89% of women in Lagos State participated in the registration exercise while 36% of women in Kano State participated in the exercise. The import from this study is that the participation level amongst Lagos State women in the INEC voter's registration was higher than the women in Kano State. The study further

established that the mass media were effectively deployed to mobilize these women and radio was adjudged as the medium that served the women with most of the information they got about the registration exercise.

Studies have attested to the power of radio to mobilize women for effective political participation. Virtually all the studies reviewed attest to the fact that radio effectively played the mobilization function of the mass media. It was used to mobilize women for the 1999, 2003, 2007 and 2011 elections. The studies reviewed further affirmed that amongst the entire mass media, radio was the most potent mass medium deployed to mobilize women for participation in the 2011 INEC voter's registration exercise.

Although in some circumstances, the response rate amongst the women was poor/moderate (which may be as a result of other factors) but they all confirmed that radio was a major source of information on the issue in question.

### Research Design

From the nature of this study and to effectively test all the variables in the study, the researchers adopted the explanatory mixed method design which accommodates survey and focus group methods. The survey method was used to generate data for quantitative analysis while the focus group method was used to generate data for qualitative analysis. The idea of using dual methods to address variables in the research is aimed at ensuring that all the variables in the study were studied (Creswell, 2002, p.562).

### Population of the Study

The population of the study covers all women in Enugu State of Nigerian. From the 2006 census figures as obtained from the National Population Commission (NPC), the total population of women in Enugu State is 1,671,795. Therefore, the total population of this study is 1,671,795.

A sample of 400 was thereafter drawn using Taro Yamane formula.

### Sampling Technique

The sampling procedure that was used in this study is the multi-stage sampling technique, which Osuala (2005, p.134) averred that "it is a design where more than one stage of selection is used... Clusters are often geographical areas such as local government, wards or institutions, such as schools, hospitals and employers... A three-stage sample has three separate stages of selection, for example, selection from states, local governments, and then wards." This technique, which is also known as multi-stage sampling calls for the use of several sampling methods or stages of a particular method in ensuring true representation, especially when the population is large and complex (Chukwuemeka, 2002, p.111). In line with this, therefore, the stages of sampling technique used for this study are presented below:

**Stage one:** The study focused on women in Enugu State of Nigeria. The State is made up of three senatorial zones namely Enugu-East, Enugu-North and Enugu-West senatorial zones. The three senatorial zones were carefully studied.

**Stage two:** From each of the three senatorial zones, one local government area was purposefully selected. Nkanu-East Local Government Area was selected in Enugu-East Senatorial Zone, Udi Local Government Area was chosen from Enugu-West Senatorial Zone while Igbo-etiti Local Government Area was also selected from Enugu-North Senatorial Zone. This selection was based on two cardinal foundations-the rural nature of the local government areas and the very clear reception of signal from FRCN in the local government areas.

**Stage three:** In the local government areas there are communities. Just like how the selection was done in the local government areas, the researcher purposively selected two communities from each of the local government areas that were selected. For Nkanu-East Local Government Area, Amagunze and Nara communities were selected, for Udi Local Government Area, Abia and Obioma communities were used for the study while Ohodo and Ukehe communities were selected in Igbo-etiti Local Government Area. These communities were picked based on their rural nature and their clear reception of FRCN. Here, the copies of questionnaire were administered to the respondents using simple random sampling technique. Proportional representation is done below:

#### PROPORTIONAL REPERENSTATION TABLES

State	Senatorial Zone	LGAs Selected	Communities selected	Population	Sample size
Enugu	Enugu-East	Nkanu-East	Amagunze and Nara	78,583	105
	Enugu-West	Udi	Obioma and Abia	120,391	159
	Enugu-North	Igbo-etiti	Ukehe and Ohodo	103,071	236
Total				302045	400

For the qualitative analysis, the researcher conducted focus group discussions in three locations in the three local government areas that were selected. The locations were Amagunze in Nkanu-East, Obioma for Udi Local Government Area while Ukehe served as the discussion venue for Igbo-etiti Local Government Area.

Each of the groups had 4 participants, giving that 12 were selected from all the LGAs. The participants were purposively chosen based on the interactions the researcher had with some respondents during the questionnaire administration. Some women opinion leaders in the communities helped to contact and convince some participants where necessary.

## **DATA PRESENTATION AND ANALYSIS**

### **Discussion of Findings**

Here, all the findings were properly discussed. This was done with the use of relevant data generated from the field and similar studies conducted by media and political researchers.

### **Research Question One: Are rural women in Enugu State exposed to Nnoko Umunwanyi programme of FRCN Enugu national station?**

To answer this research question, items numbers 7-12 on the questionnaire were utilised. These items in the questionnaire which were used to test whether women in Enugu state exposed themselves to Nnoko Umunwanyi programme on FRCN Enugu revealed that majority of them were exposed to the programme. Specifically, information in table 4.1.11 revealed that 262 respondents representing 69.3% were exposed to the programme. Also, information in table 4.1.12 showed that 203 respondents representing 53.7 percent of the entire respondents said that they have been listening to Nnoko Umunwanyi programme on FRCN Enugu; 128 said they have not been listening to the programme, while 47 respondents representing 12.4 percent could not say whether they have been listening to the programme or not. The conclusion here is that a good number of rural women in Enugu State expose themselves to Nnoko Umunwanyi programme on FRCN Enugu.

The above finding is in line with the findings of Adeyemi (2011, p.12). Adeyemi in his study of Women exposure to political programmes in Lagos State found that Lagos State women expose themselves to women political programmes on the mass media. Also affirming the above finding, Abubakar (2011, p.10) revealed in his study that Yobe State women exposed to women political programmes on the broadcast media. He further revealed that radio constituted their major source of exposure to women political programmes.

### **Research Question Two: What is the extent of rural women's exposure to Nnoko Umunwanyi programme?**

Data presented in tables 13-19 were used to ascertain the extent to which rural women in Enugu State exposed themselves to Nnoko Umunwanyi programme on FRCN Enugu. Of these tables, tables 4.1.13 and 4.1.14 were of immense importance. From the figures in table 4.1.13 above, 10 respondents listen to Nnoko Umunwanyi programme always; 162 listen often; 21 respondents listen occasionally; 11 respondents listen rarely, while 174 said they don't listen at all. This means that a greater number of those who listen to the programme do that often. Data in table 4.1.18 above show the extent to which respondents in Enugu State expose themselves to major information from Nnoko Umuwayi programme on FRCN Enugu. From the table, 8 respondents representing 2.1 percent of the respondents said that they expose themselves to the programme to a very large extent; 178 respondents representing 47.1% percent expose themselves to a large extent; 11 respondents expose to a little extent; 3 respondents or 0.8 percent expose themselves to a moderate extent; 6 respondents representing 1.6 percent expose themselves to a low extent; while 172 respondents representing 45.5 percent did not expose themselves to the programme at all. This means that the women, to a large extent, expose themselves to the Nnoko Umunwanyi programme on FRCN Enugu.

The above finding is in consonance with the finding of Rotimi (2011, p.10) who found in his study that the level of Ekiti State women exposure to women political programmes on radio is significantly high. Njoku (2011, p.6) also gave credence to the above finding when he revealed in his study that there is high level of women exposure to women political programmes in Rivers State.

### **Research Question Three: How has the political knowledge of rural women in Enugu State increased as a result of their exposure to the FRCN's Nnoko Umunwanyi programme?**

Both quantitative and qualitative data gotten from the administration of questionnaire and the use of Focus Group Discussion were used to provide appropriate response to this research question. This was done to give a more comprehensive answer to the issue of whether the programme has increased the women's political knowledge.



The quantitative data generated through questionnaire and presented in tables 20-27 showed that majority of the respondents gained serious political knowledge from their exposure to the programme. Specifically, data contained on table 4.1.26 above show that 206 respondents out of the 378 studied said the programme serves as a source of political knowledge. Table 4.1.27 also shows that 47.1 % out of the 55% of respondents that listen to the programme were of the opinion that their exposure to the programme has increased their political knowledge to a moderate extent. The implication of the quantitative data generated is that Nnoko Umunwanyi programme has to a moderate extent increased the political knowledge of rural women in Enugu State.

The qualitative data generated through focus group discussions held in three LGAs in the state equally support the fact that the programme has increased the political knowledge of rural women in Enugu state. For instance, Mrs. Ngozi, a teacher from Nkanu-West, who participated in the Focus Group Discussion asserted that Nnoko Umunwanyi programme has increased my political knowledge and has equally provoked my interest in politics. I took part in the last election because my interest in politics rose.”

The above finding is in line with the finding of Douglas (2011, p.9) who found in his study that exposure to women related programmes on NTA and AIT moderately increased the political knowledge of rural women in Rivers State. Okonkwo (2011, p.61) gave support to this finding when he found in his study that the political knowledge of rural women in Delta State have been increased to a moderate extent as a result of their exposure to female political programmes on the mass media.

#### **Research Question Four: To what extent has the programme raised the political interest of rural women in Enugu State?**

To answer this research question, both quantitative and qualitative data were generated. For quantitative data, information in tables 28 and 29 were used. Focus group discussions were held in three LGAs to throw more light on the extent to which the programme has increased respondents’ political interest. Quantitative data were presented first.

Information in table 4.1.28 shows that Nnoko Umunwanyi programme has raised the political interest of 204 respondents representing 53.9 percent; however, 150 respondents said it has not raised their political interest, while 24 respondents could not say whether it has raised their interest or not. This, therefore, means that majority of the respondents believed the programme has raised their political interest.

In table 4.1.29, the data show that 6 respondents representing 1.6 percent believe their political interest has been raised to a very large extent because of their exposure to Nnoko Umunwanyi programme on FRCN Enugu; 6 respondents representing 1.6 percent said it was to a large extent; 12 respondents representing 3.2 percent believe it is little extent; 175 respondents representing 46.3 percent said it is to a moderate extent; 8 respondents said it is to a low extent; while 171 respondents did not expose themselves to the programme at all.

The qualitative data generated from the Focus Group Discussions shows the result gotten from the analysis of the quantitative data. For instance, Mama Oge, a farmer from Udi Local Government Area asserted that “ever since our leader told me about this programme, I have not stopped listening to the programme. Yes, my interest has risen but to a moderate extent.”

Kalu (2011, p.14) upheld the above finding when he found from his study that the political interest of rural women in Abia State increased moderately as a result of their exposure to famine related political programmes. Yakubu (2011, p10) gave credence to this finding when he found in his study that the political interest of rural women in Benue State moderately increased as a result of their exposure to female political related programmes.

#### **Research Question Five: To what extent has rural women exposure to Nnoko Umunwanyi programme increased their participation in political activities?**

In answering this research question, both quantitative and qualitative data were used.

For the quantitative data, information on tables 30, 31 and 32 above were used.

Data in table 4.1.30 above reveal that 180 respondents representing 47.6 percent hold the opinion that their participation in politics has increased as a result of exposure to Nnoko Umunwanyi programme; 28 respondent representing 7.4 percent, however said no, while 170 respondents could not tell whether it has or not.

From information in table 4.1.31 above, 8 respondents said their participation in politics has increased to a very large extent because of their exposure to Nnoko Umunwanyi programme; 8 respondents said it has to a large extent; 4 respondent said it is to a little extent; 183 respondents believe it is to a moderate extent; 2 respondents said it is to a low extent, while 173 said they have not exposed themselves to the programme at all. This means that majority of the respondents believed that the programme has moderately increased their participation in politics.

The qualitative data generated lend support to the result gotten from the quantitative analysis. Mummy Adaobi, a community woman leader, in the course of the focus group discussion asserted that, “I believe that time has come for everyone to embrace the simple fact that the world is fast growing and we should grow with it if we don’t want to be left behind. Thank God the programme is doing justice to that. The interest of an average

Nsukka woman is growing and this is largely traceable to their participation in the programme. They can now discuss political issues like political scientist.”

Findings of the studies conducted by Olila (2011, p.79), Ikidi (2011, p.5) and Yusuf (2011, p.92) all gave credence to the fifth finding of this study. They found in their studies that women exposure to female related political programmes has moderately increased their level of participation in politics.

### Summary of Findings

After the presentation and analysis of both the quantitative and qualitative data, it was found that

1. Rural women in Enugu State, to a large extent, expose themselves to “Nnoko Umunwanyi” programme on FRCN Enugu.
2. Nnoko Umunwanyi programme has to a moderate extent, increased the political knowledge of rural women in Enugu State.
3. Nnoko Umunwanyi programme has to a moderate extent, raised the political interest of rural women in Enugu State.
4. Nnoko Umunwanyi programme has moderately increased the level of political participation amongst rural women in Enugu State.

### Conclusion

As indicated earlier, both quantitative and qualitative data were utilised to prosecute this study from where the four cardinal findings above were made. Based on the findings, the researcher concludes that though Nnoko Umunwanyi programme has increased the political knowledge, interest and participation level of rural women in Enugu State, the level of increase is just to a moderate extent. The implication of this is that a reasonable measure of adjustment in the programme is needed to effectively increase the political knowledge, interest and participation level of rural women in Enugu State.

### Recommendations

Based of the findings of this study, the researchers made the following recommendations

The Nnoko Umunwanyi programme should be made more attractive and proper step should be taken to encourage the rural women to expose themselves to the programme in order to consistently secure increased listenership.

FRCN Enugu and the sponsors of the Nnoko Umunwanyi programme should take a second look at the programme and redesign it in such manner that will lead to increased political knowledge which will give birth to increased political interest and finally herald increased political participation amongst rural women in Enugu State.

The mass media should come up with more of such female related programmes to adequately mobilise the rural women for effective political participation amongst them.

Further studies in this area should include more female related political programmes in other broadcast stations an as well increase the scope beyond Enugu State for an all encompassing result.

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