

# Strategic Radio Programmes as Agents of Sociopolitical Opinion Moulding: A study of ‘Orotonlo’ on Oluyole FM and ‘State Affairs’ on Splash FM

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## Abstract:

People form sociopolitical values throughout their life cycle through different agents of political socialization, including family, media and education. This paper is motivated to propose influence of strategic radio programmes such as ‘Orotonlo’ on Oluyole FM and ‘State Affairs’ on Splash FM as agents of sociopolitical Opinion Moulding focusing on Ibadan South-East Local Government Area of Oyo State. The paper adopted Agenda Setting Theory as the building block on which the study was laid. This study adopted quantitative research design using questionnaire. Simple random sampling was employed to select 100 residents living around Ring-Road and Challenge areas of the local government to form the sample size for the paper. The findings of this study shows that majority of the respondents have listened to State Affairs on splash FM and ‘Orotonlo’ on Oluyole FM. These two programmes have shaped their opinion on sociopolitical issues. This paper therefore, recommended that these two programmes should keep on running as they contribute to the opinion moulding of the society and broadcast programmes both radio and television should maintain high level of professionalism and ethnic standard in carry out programmes aim at moulding the opinion of their target audiences.

## Keywords:

Strategic Broadcast Programme, Public Opinion Moulding, Public Opinion, Opinion Moulding, Orotonlo and State Affairs

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## 1. Introduction

The radio plays a huge role in the shaping and moulding of public opinion. In addition to shaping general understanding, radio plays an important role in creating awareness and informing the public of sociopolitical issues, as Ekweme and Oluwtoyin [1] argue that radio “can be a delivery mechanism for getting the right information to the right people, in the right way and at the right time to promote

behavioural change” and that “they can be a vehicle for increasing participation in civic and political life and social capital to promote social change”. Consistent with this and in line with occurrences elsewhere, radio stations in Nigeria has been embarking on campaigns or programmes that are aimed at informing and educating the public on both international and national issues which ensure behavioural change [2].

According to Hasan [3], public opinion is the aggregate of individuals’ attitudes or beliefs held by the adult population on issues affecting their sociopolitical well-being. Public opinion developed as a concept with the rise of ‘public’ in the eightieth century. The English term ‘public opinion’ dates from the eighteenth century and derives from the French word ‘opinion publique’. This came about through urbanization and other political and social forces.

According to an American sociologist, Herbert Blumer, public opinion is always shifting, inconsistent and often contradictory. It is said that generally, public opinion on sociopolitical issues is likely to be a bundle of disparate, often conflicting opinions rather than an unanimous judgment offered by the body of citizen of socio-political issues and activities of the government. Only in rare situation will it appear as the voice of the people, either because the issue is of transparent simplicity and cuts across sectional interest, or because it touches certain deep-seated emotions of a large majority of the people affected by it. For example, the rumored increased in fuel price from 11 to 14 March, 2021 in Nigeria or the fear created by the use of covid-19 vaccines; one can see aggregate opinion of Nigerian on these issues. In line with the American sociologist, since public opinion is not consistent and always shifting, the radio becomes a vital tool or medium in the formation of public opinion on various sociopolitical issues.

The role of the radio was felt both during pre-colonial and post-colonial era as it was used as a strong mechanism for information and propaganda by colonial masters and independence crusaders through strategic programmes developed to influence the public on issues of interest and set agenda for the public in forming their opinion on sociopolitical issues.

### ***1.1. Statement of Problem***

Radio programmes is one of the channels through which the mass media as a core element of mass communication help to inform, entertain, enlighten and educate members of the society in relation to their development and progress. Radio programmes that help shape people’s opinion abound in the Nigerian society. This study uses one private and one public radio stations in Ibadan as case studies. These two stations are Oluyole FM and Splash FM radio stations. Two strategic public opinion molding on sociopolitical issues in these two stations are ‘Orotonlo’ and ‘State Affairs’. Orotonlo is aired every Friday while State Affairs air every Saturday between 8am to 11am both programmes are call-in programmes where audiences and listener can participate.

The composition of the public is predictable in some ways; unpredictable in other ways. So in the reception of the audience, the quality and nature of the response too is largely unknown. While it is true that a particular component or a medium has influenced the audience, the audience too has influenced the form and substance of the medium, its genres and its components.

Indeed, various radio programmes are part of, and have often been taken from the socio-cultural experience of the audience. Audience therefore, listen to the message of the radio in terms of that experience, they ‘negotiate’ the various meanings, accepting or ‘rejecting’ the open and the latent layers of meanings. Public generally do not interact with the radio messages as a ‘mass’ but rather as a family, a cultural group, a social class, and a caste or tribal group. The media therefore are not unrelated to the public, but are an integral part of the social history and cultural values of the public.

In line with Hasan [3], some questions beg for answers such as: are public in Ibadan exposure to sociopolitical radio programmes? And what is the impact of sociopolitical radio programmes on opinion moulding of Nigerian. Hence, this study seeks to examine ‘Orotonlo’ on Oluyole FM and ‘State Affairs’ on Splash FM Radio Programmes as agents of sociopolitical opinion moulding.

### ***1.2. Objectives of the Study***

- a. Establish audience exposure to sociopolitical radio programmes in Nigeria
- b. Evaluate the Impact of sociopolitical radio programmes on opinion moulding of Nigerian

### ***1.3. Research Questions***

- a. To what extents are audience expose to sociopolitical radio programmes in Nigeria?
- b. What is the impact of sociopolitical radio programmes on opinion moulding of Nigerians?

## **2. Literature Review**

### ***2.1. Concept of Public Opinion***

An opinion is the position – favourable, unfavourable, neutral or undecided – people take on a particular issue, policy, action or leader. Opinions can be said to be related to but not the same as attitudes towards people, groups or institutions. Attitudes sometimes shape opinions in the society. Though there are various definitions of public opinions, it can best be explained as the sum total of many individual opinions. In any society, four major types of public opinions stand out: individual, majority, group or elite opinions.

The measurement of public opinion is accomplished through opinion polls or social surveys. A poll or a survey is a systematic effort to collect information about opinions, perceptions, behaviors, or intentions among a random sample of people that is more or less representative of a larger population [4]. While polls and surveys are a seemingly ubiquitous feature of modern life, the techniques for measuring public opinion took many years to develop. The methods used by researchers to conduct a survey or poll evolved over a 100 year period that began with the founding of professional statistical societies in Great Britain and the US in the 1830s and culminated in the first use of modern sampling methods in nationwide surveys of employment and unemployment during the Great Depression of the 1930s.

During this time the techniques for creating representative samples were developed by a group of statisticians and social scientists from many different countries, including Anders Kiaer, a statistician who conducted numerous experiments with

Norwegian census data in the 1890s, and Jerzy Neyman, a Polish statistician who provided the mathematical foundation for modern sampling techniques based on classical theories of probability [5]. Opinion polling and market research has grown into a sizable worldwide industry that employs thousands of survey researchers, interviewers, and statisticians. Surveys and polls are now used throughout the modern world as efficient and cost-effective methods for gathering data on public opinion, but also for collecting many kinds of information needed for the normal operations of government and industry.

Within the field of survey research, the scientific study of social attitudes and public opinion has emerged as a specialized area of study that includes research done by sociologists, psychologists, political scientists, and market researchers. Their data come from interviews conducted with large numbers of survey respondents in many countries around the world. These interviews are done in person, over the telephone, by mail using printed questionnaires, or over the Internet using online questionnaires. In addition to surveys and polls, researchers who study public opinion also use observations and data gathered from controlled laboratory experiments, focus groups, observational studies, and the analysis of media content such as newspaper articles and radio and television broadcasts. It is important to express that there are different factors that shape individual and aggregate types of opinions in any society. Such factors include family socialization/environments, group identity, prejudice, education and the mass media amongst others [6].

## **2.2. Theoretical Framework**

This research is anchored on Agenda Setting Theory,

Agenda Setting Theory Agenda-setting theory was formally developed by Max McCombs and Donald Shaw in a study on the 1968 American presidential election [7]. Agenda setting is a social science theory; two basic assumptions underlie most researches on agenda-setting;

- The press and the media do not reflect reality; they filter and shape it;
- Media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues.

The agenda-setting is the process whereby the news media lead the public in assigning relative importance to various public issues. In this situation, the media agenda influences the public opinion on sociopolitical activities not by saying this issue is important in an overt way but by paying more attention to it giving more space and time to that issue and by giving it more prominent space and time [4]. The application of agenda-setting has the potential to offer high versatility in opinion modeling. The field of modeling places a significant focus on intrapersonal, interpersonal, organizational and community-change process theories. This is well applicable in radio programming in the opinion modeling of listeners of radio Programme.

## **2.3. Methodology**

The paper used quantitative research approach. The paper adopted the survey method of research. The instrument of data collection for the study was the questionnaire. The questionnaire had two sections. Section A contained items meant to generate demographic data of the respondents and section B contain items drawn

from the variables of the study. The questionnaire had 9 items. The area of study was Ibadan South-West Local Government Area of Oyo State with a total population of 282, 585 according to 2006 census. The simple random sampling was employed to select 100 residents living around Ring-Road and Challenge areas of the local government to form the sample size for the study. After the administration of the questionnaire, 97 copies of the questionnaire were returned and found valid for analysis. The data generated was subject to analysis by the researchers and presented below in simple percentage tables for easy understanding and simplicity.

### 3. Results and Discussion

#### 3.1. Data Analysis

From Table 1 shows that 55 (56.7%) of the respondents are male, while female respondents are 42 (43.35). This makes a difference of 13.4% between male respondents and female respondents.

*Table 1. Gender of Respondents.*

Gender	No of Respondents	Percentage%
Male	55	56.7
Female	42	43.3
<b>Total</b>	<b>97</b>	<b>100</b>

From Table 2 indicates that between age 25-30 years they are 16(16.5%) respondents, 27(28.8%) of the respondents are between age 31-35 years. The table further reveals that 39 (40.2%) of the respondents are 36-40 years, while between 41 and above years are 15 (15.5%).

*Table 2. Age of Respondents.*

Age	No of Respondents	Percentage%
25-30	16	16.5
31-35	27	28.8
36-40	39	40.2
41-45	15	15.5
<b>Total</b>	<b>97</b>	<b>100</b>

#### **Research Question One: To what extents are audience expose to sociopolitical radio programmes in Nigeria?**

From Table 3 shows that 20 (20.6%) of the respondents listen to either Orotunlo or State Affairs Radio Programmes once a month, 36 (37.1%) of the respondents listen to either Orotunlo or State Affairs Radio Programmes twice a month, also 27 (27.8%) of the respondents listen to either of the Programmes thrice times a month, while 14 (14.4%) of the respondents listen Orotunlo or State Affairs Radio Programmes four times a month.

*Table 3. Listenership of Orotunlo or State Affairs Radio Programmes.*

Often listen	No of Respondents	Percentage%
Once a month	20	20.6
Twice a month	36	37.1
Thrice times a month	27	27.8
Four times a month	14	14.4
<b>Total</b>	<b>97</b>	<b>100</b>

From Table 4, it indicates that 23 (23.7%) of the respondents listen to these programmes using their radio box, using Facebook to listen are 12 (12.4%) of the respondents, also 53 (54.6%) of the respondents uses mobile phone while 6 (6.9%) of the respondents listen to these programmes using other devices.

**Table 4.** *Medium Used in Listening to these Programmes.*

Medium used	No of Respondents	Percentage%
Radio box	23	23.7
Facebook	12	12.4
mobile phone	53	54.6
Others, specify	6	6.9
<b>Total</b>	<b>97</b>	<b>100</b>

From Table 5 shows that 33 (34.0%) of the respondents strongly agreed that they listen to either of the programmes from the beginning to the end, agreeing that they listen to either of the programmes from the beginning to the end are 48 (49.5%) of the respondents, 12 (12.4%) of the respondents strongly disagreed that they do not listen to these programmes from the beginning to the end, while 4 (4.1%) of the respondents disagreed that they do not listen to these programmes from the beginning to the end.

**Table 5.** *Total Listenership of Either Programmes from Beginning to the End.*

Listened to either of the programmes	No of Respondents	Percentage%
Strongly agreed	33	34.0
Agreed	48	49.5
Strongly disagreed	12	12.4
Disagreed	4	4.1
<b>Total</b>	<b>97</b>	<b>100</b>

In Table 6 indicates that 56 (57.7%) of the respondents strongly agreed that they understand both programmes based of language used, 41 (42.3%) of the respondents strongly agreed that they understand both programmes based of language used, while none of the respondents strongly disagreed or disagreed that they understand both programmes based of language used.

**Table 6.** *Understanding of Orotolno or State Affairs based on Language Used.*

Understand both programmes	No of Respondents	Percentage%
Strongly agreed	56	57.7
Agreed	41	42.3
Strongly disagreed	-	-
Disagreed	-	-
<b>Total</b>	<b>97</b>	<b>100</b>

### **Research Question Two: What is the Impact of Sociopolitical Radio Programmes on Opinion Moulding of Nigerian?**

From Table 7, it shows that 72 (74.2%) of the respondents said the programmes are enlightenment programmes, they are entertainment programmes said 9 (9.3%) of the respondents, likewise 5 (5.1%) of respondents said the programmes are edutainment programmes, while 11 (11.3%) of respondents said the programmes are education Programmes.

**Table 7.** *Kind of Programmes (Orotolno or State Affairs).*

Kind of programmes	No of Respondents	Percentage%
Enlightenment Programme	72	74.2
Entertainment Programme	9	9.3

Edutainment Programme	5	5.1
Education Programme	11	11.3
<b>Total</b>	<b>97</b>	<b>100</b>

It is revealed from Table 8, 31 (31.9%) of the respondents very often wait for these programmes before making decision on sociopolitical issues, 47 (48.5%) of the respondents often wait for these programmes before making decision on sociopolitical issues, 19 (19.6%) of the respondents not really wait for these programmes before making decision on sociopolitical issues, while none of the said not at all.

*Table 8. Waiting for the Programmes before Making Decisions on Sociopolitical Issue.*

Waiting for the Programmes	No of Respondents	Percentage%
Very often	31	31.9
Often	47	48.5
Not really	19	19.6
Not at all	-	-
<b>Total</b>	<b>97</b>	<b>100</b>

From Table 9 shows that 46 (47.4%) of the respondents strongly agreed that the programmes give audiences room to express their opinions, agreeing that the programmes give audiences room to express their opinions are 51 (55.8%), while none of the respondents strongly disagreed or disagreed that the programmes give audiences room to express their opinions.

*Table 9. These Programmes give audiences Room to express their Opinions.*

Express Opinion	No of Respondents	Percentage%
Strongly agreed	46	47.4
Agreed	51	55.8
Strongly disagreed	-	-
Disagreed	-	-
<b>Total</b>	<b>97</b>	<b>100</b>

From Table 10 reveals that 53 (54.6%) of the respondents strongly agreed that listening to the programmes give them better understanding of social and political issues in the country, 44 (46.4%) of the respondents agreed that listening to the programmes give them better understanding of social and political issues in the country, while none of the respondents strongly disagreed or disagreed that listening to the programmes give them better understanding of social and political issues in the Nigeria.

*Table 10. Better Understanding of Social and Political Issues in Nigeria.*

Better Understanding	No of Respondents	Percentage%
Strongly agreed	53	54.6
Agreed	44	46.4
Strongly disagreed	-	-
Disagreed	-	-
<b>Total</b>	<b>97</b>	<b>100</b>

### 3.2. Discussion of Findings

In solving the problem statement of this paper, two research questions were drawn. A-10 item questionnaire was drawn from these research questions to get data to answer the research questions. The data obtained from the respondents are presented in tables 1 to 10 above. It is from these data that the researchers provided answers to

each research questions in relations to the theories and the relevant pieces of literature used for this study.

### ***3.2.1. Extents to Which Audience Are Exposed to Sociopolitical Radio Programmes in Nigeria***

From the data above, 20 (20.6%) of the respondents listen to either Orotunlo or State Affairs Radio Programmes once a month, 36 (37.1%) of the respondents listen to either Orotunlo or State Affairs Radio Programmes twice a month, also 27 (27.8%) of the respondents listen to either of the Programmes thrice times a month, while 14 (14.4%) of the respondents listen Orotunlo or State Affairs Radio Programmes four times a month. 23 (23.7%) of the respondents listen to these programmes using their radio box, using Facebook to listen are 12 (12.4%) of the respondents, also 53 (54.6%) of the respondents uses mobile phone while 6 (6.9%) of the respondents listen to these programmes using other devices. 81 (83.5%) of the respondents affirmed that they listen to either of the programmes from the beginning to the end, 16 (16.5%) of the respondents affirmed that they do not listen to either of the programmes from the beginning to the end. All the respondents affirmed that they understand both programmes based of language used.

Hence, it can be said that majority of residents in Ibadan South-West Local Government Area listen to either Orotunlo or State Affairs Radio Programmes twice and thrice a month. Majority of the residents uses their mobile phones and radio boxes to listen to these programmes. Most of the residents listen to either of the programmes from the beginning to the end and all residents understand both programmes based of language used.

### ***3.2.2. Impact of Sociopolitical Radio Programmes on Opinion Moulding of Nigerians***

From the data gathered 72 (74.2%) of the respondents said the programmes are enlightenment programmes, they are entertainment programmes said 9 (9.3%) of the respondents, likewise 5 (5.1%) of respondents said the programmes are edutainment programmes, while 11 (11.3%) of respondents said the programmes are education Programmes. 78 (80.4%) of the respondents often wait for these programmes before making decision on sociopolitical issues, 19 (19.6%) of the respondents not really wait for these programmes before making decision on sociopolitical issues. 46 (47.4%) of the respondents strongly agreed that the programmes give audiences room to express their opinions, agreeing that the programmes give audiences room to express their opinions are 51 (55.8%). 97 (100%) of the respondents affirmed that listening to the programmes give them better understanding of social and political issues in the country, while none of the respondents strongly disagreed or degreed that listening to the programmes give them better understanding of social and political issues in the Nigeria.

Thus, it can be said Orotunlo or State Affairs Radio Programmes are enlightenment programmes. The residents often wait for these programmes before making decision on sociopolitical issues. Both programmes give audiences room to express their opinions and participate. Listening to the programmes give the residents better understanding of social and political issues in the country.

The above findings can be supported with the agenda setting theory which states that Media concentration on a few issues and subjects leads the public to perceive

those issues as more important than other issues. This is to say whatever these programmes give attention to or concentrate on will determine what the public feel as importance or less importance in their opinions on sociopolitical issues in Nigeria. Also in the work of Gurmu, & Mturi [6]. When they state that the media agenda influences the public agenda not by saying this issue is important in an overt way but by paying more attention to it giving more space and time to that issue and by giving it more prominent space and time. So through strategized radio Programme the opinion of the public are molded.

#### **4. Conclusions**

The residents in Ibadan South-West Local Government Area listen to either Orotonlo or State Affairs Radio Programmes twice and thrice a month. They use their mobile phones and radio boxes to listen to these programmes and they listen to either of the programmes from the beginning to the end which the residents understand both programmes based of language used. Orotonlo or State Affairs Radio Programmes are enlightenment programmes. The residents often wait for these programmes before making decision on sociopolitical issues. Both programmes give audiences room to express their opinions and participate. Listening to the programmes give the residents better understanding of social and political issues in the country.

#### **5. Recommendations**

Having analyzed, discussed and interpreted the data collected in this study, the researchers, therefore, recommend the following;

The finding showed that residents listen to radio Programme, therefore radio presenters and should develop more strategies radio Programme that will shape the opinion of people on socio-political issues in Nigeria.

The finding revealed that there is high impact of these programmes on the residents, these programmes should continue has they help in creating better understanding of social and political issues in the country and in decision making.

#### **Conflicts of Interest**

The authors declare that there is no conflict of interest regarding the publication of this article.

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