

Audience Perception of NTA's Coverage of the 2015 Presidential Election Campaign

Nkechi A. Chukwuma
Madonna University, Okija

Nkiru C. Ezech, *Ph.D.*
Madonna University, Okija

&

Nkechi A. Umuze
Delta State Polytechnic Ogwasi-Uku, Delta State

Abstract

This paper is an attempt to evaluate how the dominant Nigeria Television Authority (NTA) covered the 2015 Presidential Election campaign that involved an incumbent President running for re-election and a strong opposition candidate polled to beat him. NTA is a government-owned station and since other studies have established a strong link between media ownership and editorial influence, did the station show partisanship in support of the incumbent against his political opponents?

Using the survey research method and anchored on the cultivation and agenda-setting theories, this paper found NTA's coverage to be unfair, partisan, and unprofessional. The paper thus argues that to develop an involved, well informed and rational electorate, the media must be at the centre of civic education and enlightenment

of the voting electorate on the political process. To this end, the paper recommends that all legitimate measures and strategies should be exploited to make it possible for the citizens to have the required information or alternative sources of getting information before making very important political decisions.

Keywords: NTA, Power, Government media, Audience perception, Campaign, Election, Media.